



Florida

WaterSM

Florida Water StarSM The Competitive Edge

Florida Water StarSM (FWS) is a voluntary water conservation certification program for new homes and commercial buildings that meet specific water-efficiency criteria for:

- Indoor fixtures and appliances
- Landscape design
- Irrigation systems

Builder Benefits

Increased Home Value

- FWS-certified homes save an estimated \$530 off utility bills annually,¹ delivering water savings of up to 48,291 gallons in one year.²
- Home values typically increase by \$20 for every \$1 reduction in annual utility bills. With savings estimates at \$530, that's more than a \$10,000 increase in value!³

Free Marketing Support

- Customizable brochure with your company logo
- Plaques (4" x 4") for homeowner display

Free Education Support

- Real estate staff training for selling water efficiency
- Accredited Professional training for irrigation and landscape contractors

Estimated Builder Cost to Achieve FWS Certification

- Indoor Increase: \$100
- Irrigation Component Increase: \$450
- Irrigation Labor Increase: \$250
- FWS Inspection: Negotiated between builder and certifier

To learn more about FWS, please contact Robin Grantham, Southwest Florida Water Management District, at (352) 796-7211, ext. 4779.

FloridaWaterStar.com

Southwest Florida
Water Management District

¹Utility annual savings based off U.S. Energy Information estimates and EPA's national average costs for water

²Indoor annual water savings estimates based off EPA's WaterSense Calculator. Outdoor annual water savings estimates based off UF/IFAS research, Potential Ways to Quantify Water Savings of FFL activities, Michael D. Dukes, Ph.D. & Mackenzie J. Boyer, P.E.

³The Appraisal Journal (October 1998)

WATERMATTERS.ORG • 1-800-423-1476