The Competitive Edge: Water Efficiency

When it comes to building and selling water-efficient homes for your clients, the Florida Water Star program makes it easy for you to distinguish your homes from those of your competitors.

From referring you to professionals who have been trained in designing landscapes that meet our criteria to savings estimates for your customers, you’ll find Florida Water Star nearly effortless to implement and easy to sell.

New homes that achieve Florida Water Star certification can save home buyers an estimated $529.70 off their utility bills annually, delivering water savings of up to 48,391 gallons of water in one year. Over five years, that’s more than $2,500 in utility bill savings and 240,000 gallons of water!

Florida Water Star-certified homes include indoor water-saving features like high-efficiency toilets, showerheads and faucets. Outdoor water-saving landscape designs include plants specifically selected for their environment, reduced high-volume irrigation and micro-irrigation in plant beds. The best combination of landscape plants and irrigation components work together to deliver a lush and healthy landscape for your customers.

Separate yourself from your competition today and call Robin Grantham, Florida Water Star program coordinator, at (352) 796-7211, ext. 4779, or reach her via email at Robin.Grantham@WaterMatters.org.