

[Insert Organization Name Here]

2013 Builder Partner of the Year Written Statement Template

Please complete, save, and upload to your award application. Compose your written statement by addressing the evaluation criteria below based only on your activities in 2012, unless otherwise requested. Your written statement must be **no more than six (6) pages in length**. Organize and label your statement using the categories listed below (e.g., "Construction of WaterSense Labeled New Homes"). The point values following each category indicate the maximum potential value for all activities within that category. Some partners may not be able to address all of the evaluation criteria, but may be eligible for an Excellence Award if they exhibit outstanding accomplishments in one of the following categories.

Remember that Partner of the Year awards are based on activities that increase awareness about the WaterSense program, labeled products, new homes and services. General education on the importance of water efficiency is valued, but the focus of your application should be on activities that specifically integrated WaterSense. If you choose to submit supporting materials that complement your written statement, which is recommended, clearly reference each supporting material in your written statement (preferably with annotations).

Evaluation Criteria

1. Construction of WaterSense Labeled New Homes (25 points)

- What percentage of the new homes that you built to the WaterSense New Home Specification earned the WaterSense label in 2012?
- How many new homes that your organization built in 2012 were designed to meet the WaterSense New Home Specification? How many were certified as WaterSense labeled new homes?
- Describe the water-efficient features of your WaterSense labeled new homes. Do any of these water-efficient features go above and beyond the new home specification? Do any of your labeled new homes use innovative technologies or designs to achieve water savings? If so, please describe how.
- Describe which water-efficient landscaping options were employed (e.g., the WaterSense Water Budget Calculator or 40 percent turf option) for front yard landscaping.
- Describe other efforts undertaken in 2012 to increase your offering of WaterSense labeled homes in 2012 and 2013.

2. Marketing, Advertising, and Consumer Education (25 points)

- Describe how your organization promoted WaterSense and water efficiency and advertised WaterSense labeled new homes to consumers. Indicate how you used the WaterSense builder promotional label and/or partner toolkit materials to inform potential home buyers about the benefits of buying a WaterSense labeled new home.
- Explain if/how the WaterSense label has made your new homes more marketable to potential customers.
- Describe how and where you advertised your WaterSense labeled new homes (e.g., online, broadcast, or print media).
- Describe any events or open houses you sponsored or participated in that helped spread the word about the availability and/or benefits of WaterSense labeled new homes.
- Describe how your organization has promoted WaterSense via online activities. Online promotions might include correctly displaying the label on the company website, hosting blogs, frequently highlighting WaterSense on social media outlets (Facebook, Twitter, etc.), initiating targeted email campaigns, or advertising online.

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3. Training/Employee Education (25 points)

- Describe your efforts to train sales staff or better educate yourself on promoting the benefits of WaterSense labeled new homes to potential customers.
- Describe your efforts to provide technical training or education to employees and/or subcontractors, including providing guidance on designing the hot water distribution systems, use of the water budget tool or other regionally appropriate outdoor watering/landscaping practices, and/or specifying WaterSense labeled plumbing fixtures, etc.
- Describe how you identified and utilized WaterSense trade partners (e.g. WaterSense irrigation partners, licensed certification providers, etc.) to meet the WaterSense specification requirements.

4. Strategic Collaboration (25 points)

- Describe how you collaborated with WaterSense and other WaterSense partners or stakeholders, such as licensed certification providers, realtors, manufacturers, local governments and utilities, landscape irrigation professionals, home builders associations, or other groups to promote WaterSense labeled new homes and general WaterSense messaging.
- Describe research your organization conducted, funded, or reviewed that furthered the development or refinement of a WaterSense product or practice specification. (You may include specification support that began prior to but continued into 2012.)