



DATE: March 10, 2022
TO: Most IBD residential irrigation maintenance clients
FROM: Timothy Malooly, President

Happy spring 2022! On behalf of the staff and families of Irrigation by Design, Inc., I thank you for your business and support these past 31 years. Our longevity comes from our commitments to caring, innovation and listening to you, our clients!

I write to announce significant improvements to our residential irrigation maintenance service approach. Since opening in 1990 as a value-added landscape irrigation services company, IBD practiced its commitment to excellence by listening and responding to our clients, promoting careers among our employees, developing a detailed client services approach, resource-efficient practices and employing technologies to improve outcomes for our clients.

Effective April 1, 2022, our residential landscape irrigation maintenance service is now subscription-based and **includes** affordable installation of some of the latest technologies to improve irrigation efficiency, reduce waste and increase your convenience. The major features of our new residential irrigation maintenance subscription include:

- **Proactive maintenance** – you will enjoy four maintenance visits. Career-minded Technicians will perform spring start, two seasonal inspections and autumn shutdown.
- **Daily irrigation schedule adjustments and remote monitoring** – IBD will install a US EPA WaterSense® labeled SMART controller with weather station that will save water while still delivering a healthy landscape. Your new controller will include IBD-owned communication (not tied to your wifi). Your SMART controller will be warranted by IBD while you are our client.
- **No need to be home** - On applicable systems, we will install an IBD-owned and secure remote water valve attachment enabling us to remotely turn on and off irrigation system water without entering your home.
- **Convenient billing** using your designated credit card
- **Purposeful Action - SAVE WATER. GIVE LIFE!** We've partnered with a major irrigation manufacturer to provide clean drinking water to families in developing countries. Your enrollment in 2022 will help you save resources and enable a contribution to this worthy program: <https://www.weathermatic.com/category/save-water-give-life/>

Caring professionals who deliver exceptional management of our outdoor living environment.

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Irrigation by Design proudly employs EPA WaterSense® Partners

Operating every other day, with little to no maintenance and in an old-fashioned set-and-forget fashion, an average suburban irrigation system can use 182,000 gallons of water or more per season (that's over 4,500 bathtubs full of water), often wasting a high percentage of that water.

The new IBD residential landscape irrigation maintenance subscription enables you to affordably modernize your irrigation system and take better care of your landscape. We anticipate at least 20% water savings from the addition of modern controls, responsible scheduling practices and proactive maintenance visits.

An average suburban irrigation system uses about 2,000 gallons of water PER CYCLE (that's 50 bathtubs full of water). A twenty percent reduction saves more than 36,000 gallons of otherwise wasted water! In a suburb like say, Savage, MN, the annual water savings from our approach to water-efficient practices can total over \$150 - year after year!

Proactive monitoring and maintenance helps assure peak system performance, and our warranty on your SMART technology helps future-proof your irrigation system.

IBD is and has been committed to efficient uses of resources, service excellence and responsible practices in the management of the urban landscape. We've fashioned our new subscription approach to be easy and affordable to deliver you greater value and convenience.

Please review the attached subscription agreement and **check our website to review frequently asked questions** and let us know any questions.

You may reach Stana Gerlach, 763-559-7771 (stanag@irrigationbydesign.com), me 952-229-1911 (TimM@irrigationbydesign.com).

Sincerely,



President

P.S. Undecided? Please consider that for the price of a couple of restaurant meals, your family can actually *and measurably* BE GREEN and enjoy a healthier landscape without negatively impacting your day-to-day life! Plus, your participation will help families in developing countries enjoy clean drinking water.