

"With *WeatherTRAK*,  
we saved over \$600  
in just one home last year."

Lalo Mora, *Enviroscaping*  
Santa Barbara, CA



Customer Profile: Landscape Professional

## Achieving the Impossible: Boosting Service and Profits

Lalo Mora is not just an expert horticulturist, but he is also a pragmatic businessman. When Lalo started his own landscaping firm four years ago, he made it his mission to create environmentally sustainable landscapes that also save his customers money.

Today, Lalo's Santa Barbara, California-based company, *Enviroscaping*, employs 27 landscape professionals and generates an estimated \$1 million in annual revenue.

In March 2002, *Enviroscaping* became an authorized installer and reseller of HydroPoint Data Systems' *WeatherTRAK* controllers and began delivering weather-based irrigation management to his customers. *Enviroscaping* is now a leading member of the *WeatherTRAK ACE* installer program.

"It took me 15 minutes to recognize what *WeatherTRAK* could do for my business and the health of plants on my sites," says Lalo to a class of horticulture students at Santa Barbara City College. Lalo and his employees quickly became experts in the installation, activation and set-up of *WeatherTRAK* controllers. As part of a Santa Barbara public agency program, *Enviroscaping* became the first authorized contractor company to manage the installation of 130 *WeatherTRAK* controllers in high water use homes.

Unlike ordinary controllers, *WeatherTRAK* controllers automatically adjust irrigation as daily local weather changes. As a result, *Enviroscaping* employees spend less time making service calls, and the company saves thousands of dollars that would otherwise be spent servicing controllers. Now they can focus on boosting customer satisfaction by beautifying landscapes.

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### Key Benefits of *WeatherTRAK* for *Enviroscaping*:

- Save time by reducing service calls
- Increase employee productivity
- Build business through *WeatherTRAK* sales
- Create environmentally sustainable landscapes
- Improve customer satisfaction, retention and referrals

The controller is smart.  
The service is genius.

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*WeatherTRAK* controllers reduce landscape water use, producing dramatic savings for Enviroscaping customers. Lalo describes typical savings, "With *WeatherTRAK*, we saved over \$600 in just one home last year. The customer used the money to upgrade his irrigation system. Then he asked us to re-landscape his second home in the mountains. And it all started with installing the *WeatherTRAK* controller."

At a recent meeting of the Santa Barbara Garden Club, members discussed ways to reduce polluted water runoff from residential landscapes. After the meeting, Lalo immediately sold *WeatherTRAK* controllers and installation services to ten attendees. Referrals helped produce an additional \$80,000 worth of work for Enviroscaping.

Through the use of *WeatherTRAK* and low water use plants, Lalo helps his customers save money on water bills. Pleased with their beautiful landscapes and water savings, his customers spread the word about Enviroscaping. The company's growth is rapidly accelerating through sales of *WeatherTRAK* controllers and installation services. Thanks to *WeatherTRAK*, Lalo's vision of environmentally and economically sound landscapes throughout Santa Barbara is becoming a reality.

Contact Lalo Mora at Enviroscaping  
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To enroll in the FREE *WeatherTRAK ACE* training program, visit [www.hydropoint.com](http://www.hydropoint.com) or call 800.362.8774.

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*WeatherTRAK* controllers automatically customize irrigation schedules for each landscape. Every day, local weather data is wirelessly transmitted from weather stations to these controllers via the *WeatherTRAK ET Everywhere* service. *WeatherTRAK* controllers then dynamically adjust watering times as local weather conditions change.

Help is always just a phone call or mouse click away for *WeatherTRAK ACE* contractors and their customers.

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