



TORO®

WHY EDUCATION, PROPER DESIGN AND AN UPGRADED SYSTEM
IMPROVE EFFICIENCY AND MAKE HOMEOWNERS HAPPY

THREE STEPS FOR CONTRACTORS TO TAKE BEFORE SELLING SMART IRRIGATION INSTALLATIONS



More and more homeowners are eager to use automation technology in order to make their home “smart.” This can include their outdoor spaces – from lighting to landscape irrigation.

“Homeowners have adapted to smart technology and are asking for smart irrigation,” said Mike Edmiston, district sales manager for The Toro Company. “They want it on their cell phone so they can have it all at their fingertips.”

Because of this, contractors are starting to add more smart irrigation solutions to installations; however, contractors should be familiar with the ins and outs of these smart products and services before offering them. Here are three steps for contractors to take before offering a smart irrigation installation to a customer.

EDUCATION: LEARN MORE ABOUT HOW SMART IRRIGATION SYSTEMS WORK

Continued education is an important part of being an irrigation contractor, especially as advancements in technology in the industry are introduced at a faster pace.

“There’s a learning curve to programming these systems,” Edmiston said. “It’s not a set it and forget it type of equipment. You have to go back and fine tune everything.”

But once the contractor understands how the system works, it’s an easy upgrade, Edmiston said. There are many places for contractors to seek out more education. A great place to start is the National Irrigation Association’s



website, which lists best practices and can help contractors think through challenges they may face. Edmiston also suggests looking for local or regional irrigation associations along with manufacturers, distributors and local sales representatives.

"Every manufacturer has YouTube videos and a lot of sales reps and even distributors have educational opportunities," Edmiston said.

While not all states require them, certifications are another great opportunity to gain education and add credibility to contractors' skills.

DESIGN: CREATE A PROPER IRRIGATION DESIGN FOR EACH INSTALLATION

Planning can go a long way when doing an irrigation installation, and it all starts with design.

"Design is the No. 1 Key," Edmiston said. "Everything starts with proper irrigation design. While dimensions of the space are important, design goes beyond that. Edmiston said contractors need to take note of the needs of the landscape. This includes the soil type, evapotranspiration rates, and whether areas of the space are sunny or shady. The weather and climate of the region should also be taken into consideration.

Along with these aspects, it's also important for contractors to consider how the needs of the landscape work together with the goals and vision of the homeowner. Then a design can be created. This sets the foundation for smart irrigation technology. A system can't be smart if it's not set up properly.

UPGRADE THE SYSTEM: GET THE SYSTEM IN PLACE BEFORE THE CONTROLLER

System is a key word for smart irrigation. "A lot of people rely on a smart irrigation controller as a savior for smart irrigation," Edmiston said. "To me, that's the last piece of the puzzle."

Upgrading an outdated irrigation system with a smart controller isn't going to make that system more efficient. Instead, a focus should first be placed on the other pieces of the project. This includes nozzles like Toro's PSN+, which use up to 33% less water and use exclusive backflow prevention technology to stop clogging and keep water flowing. Toro's pressure regulating spray heads and drip irrigation are also great products to upgrade to make a system more efficient and prepared for a smart controller. These are the items that will truly make a system efficient.

Offering smart irrigation system installations provides more opportunities for both contractors and homeowners. It creates another reason for contractors to interact with their customers to continue building a trusting relationship. This in turn could result in repeat customers. For the homeowners, upgrading their system can save them time and money, and provides an opportunity to water more efficiently.

For more information about smart irrigation products and systems, contact your local Toro representative or visit [**toro.com/irrigation.**](https://toro.com/irrigation)

