



WaterSense

Verifier Promotional Label

Dos and Don'ts for Verifiers of WaterSense Labeled Homes

The WaterSense® verifier promotional label provides a way for WaterSense home verifiers authorized by a Home Certification Organization (HCO) to incorporate the WaterSense label into their marketing and advertising. The label can be used to indicate that an individual or entity verifies homes as meeting the efficiency and performance criteria detailed in the *WaterSense Specification for Homes*. Please follow these prerequisites for using the verifier promotional label.

How do we use the WaterSense verifier promotional label?

- **DO** use the “we verify” promotional label to advertise that an individual or organization verifies homes as meeting the efficiency and performance criteria listed in the *WaterSense Specification for Homes*.
- **DO** use the verifier promotional label on marketing materials such as websites, yard signs, trade show displays, vehicle magnets, postcards, brochures, and business cards to promote verifying services.
- **DO NOT** use the verifier promotional label in any way if you are not a WaterSense home verifier authorized by an HCO.
- **DO NOT** use the verifier promotional label to indicate a home has been labeled or verified. HCOs will provide a certificate or sticker to identify homes that have been verified to meet the *WaterSense Specification for Homes*.
- **DO NOT** use the verifier promotional label to imply in any way that EPA endorses verifiers who have been authorized by HCOs.

EPA is available to review your pre-press materials, draft websites, advertisements or other resources that use the verifier promotional label. To help us maintain the integrity of the program and its identity, we also ask that you alert the WaterSense program to any concerns you may have or possible misuse of the verifier promotional label in your industry. To request pre-press review or report abuse, please call the WaterSense Helpline at 855-WTR-SENS (987-7367) or email watersense@epa.gov.