



WaterSmart Business Program
Recognized for Wise Water Management
Realm Environments

There are more opportunities now than ever for a business to be recognized or acknowledged for its commitment to sustainability. But when applying, “purpose or description of business” boxes are usually limited to one or two words. So Realm listed “construction/contracting” and “landscaping” on the City of Tucson’s [Green Business Certification Program](#) Application and [WaterSmart Business Program](#) Audit Forms, respectively. But those words don’t even begin to tell the story of what this company does.

Realm is more than a landscape company. Its focus is on outdoor living elements which incorporate ecologically-balanced landscapes with viable alternatives to bring a range of options to potential customers. In essence, it treats all exterior spaces as extensions of the home.



Realm has a Horticultural Recycling Program which reuses plants that its clients had removed from their properties. Various grades of solar screening above, careful row arrangement by plant needs, and individual attention from employees combine for highly efficient water use in this part of the operation. (Realm has minimal landscaping of its own on the property.)

Realm’s staff also include two certified water auditors and a certified irrigation contractor (one person is certified in both). Thus, the company is able to offer services such as irrigation system installation, audits and maintenance, and “water-wise solutions” such as water harvesting, xeriscapes, and water usage reduction strategies. Realm also has a LEED Accredited Professional on its staff.

“We are constantly trying to break the stereotypes that sustainability looks a certain way,” said owner and designer Jason Isenberg. “With that in mind, we can introduce resource-wise applications, for spaces of all stylistic genres, where other products and approaches may be polarizing or perhaps even disallowed. This concept extends to the water features we incorporate.”



One bathroom, no water fountain, and no kitchen for employees? No problem. The toilet (from Ecuador, not pictured) is a low-flow model; the stylish bathroom sink has on-demand hot water; and a new ice machine and water filtration system in the shop area provide a quality glass of water anytime.

Realm's water use has been and continues to be efficient. It will never be a big water user and consequently does not have the opportunity to reduce its water usage by 20%, 30% or more. Realm does, however, serve as an example of how businesses can use water wisely, with or without the assistance of the WaterSmart Business Program.