

## General Water Marketing Resources

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The following resources were generated to help water users understand the marketing options available to them, and provide some perspective on how to think about water values when negotiating water marketing agreements.

### [\*\*Statewide Water Marketing Strategies: Overview\*\*](#)

An overview of the goals of water marketing, the Statewide Water Marketing Strategies effort, the 5 Water Marketing Milestones, and application of water marketing to key Utah water priorities.

### [\*\*Top 10 Lessons Learned About Water Marketing\*\*](#)

An overview of the Top Ten Lessons Learned from the Statewide Water Marketing Strategies effort.

### [\*\*Foundational Questions Exercise\*\*](#)

An interactive step-by-step guide for water users interested in exploring water marketing. Using a series of strategically crafted questions tied to the 5 Water Marketing Milestones, water users can assess participant interest, market viability, and design a water transaction that fits the local area. Interested water users should print and start with this document when first approaching a water marketing discussion.

### [\*\*Water Marketing Methods\*\*](#)

A matrix describing “how” water markets are organized by summarizing various platforms, structures, and methods used to bring together willing lessors and willing lessees, such as bulletin boards or auctions.

### [\*\*Water Marketing Transaction Types\*\*](#)

A matrix describing the various written instruments that record the terms and conditions the parties agree to satisfy and execute a transfer of water, such as annual leases or option contracts.

### [\*\*Water Valuation Booklet\*\*](#)

A helpful guide providing general information and considerations informing how participants can value water and set a price for water transactions.

