



Thank you for your interest in our Certified Aquascape Contractor Program.

If you are looking to strengthen your water feature business, then this is your key to success! Here at Aquascape Designs, we wanted to find a unique way to recognize and promote our loyal customers; our greatest reward is helping you find a path to grow your business and to see you succeed. This is just another bonus of the Aquascape Support Team. Not everyone initially will meet all the requirements, but we encourage you to apply so we can help set you on the road to success.

What are the benefits of certification?

- All customer requests for pond installations that come through Aquascape Designs and its ProPond Dealers will be referred only to Certified Aquascape Contractors.
- You will have the exclusive right to use the Certified Aquascape Contractor logo in any of your marketing materials.
- A shirt with the Certified Aquascape Contractor logo.
- Consumer advertisements will have the "Call for a Certified Aquascape Contractor" slogan attached to them.
- There will be a system set up on our website to refer all homeowners looking for an installer.
- We have developed a group e-mail idea exchange service exclusively for the Certified Aquascape Contractors.
- As a Certified Aquascape Contractor, you will be able to charge a premium for your service because you can show your customer that you have met all of the stringent requirements set upon you by the manufacturer of the system.

What are the criteria of certification?

- Installation of at least 10 ponds using the complete Aquascape Designs Ecosystem.
- Past attendance at a Build A Pond Day hosted by Aquascape Designs or an Authorized ProPond Dealer.
- Proof of a current license in all states requiring licensing.
- Proof of insurance.
- Pictures of at least three ponds you have constructed using the complete Aquascape Designs Ecosystem.
- Since the Certified Aquascape Contractors Program's main goal is customer service, we require three water garden installation customer references.
- Have an optional follow-up maintenance program.
- Sign an exclusive agreement that all ponds installed while representing yourself as a Certified Aquascape Contractor will only be constructed using components purchased from Aquascape Designs and its ProPond Dealers and that no UV Sterilizers and/or Clarifiers will be used.

What is the cost of certification?

- A \$250 non-refundable annual fee.
- Entry into the program begins at the first of every month. The amount of the fee is prorated depending on the month you qualify.

What would the Certified Aquascape Contractor need to do to maintain certification?

- Install a minimum of 5 ponds per year after certification using the complete Aquascape Designs system.
- Accumulate continuing education points by attending Aquascape Designs Build A Pond Days and seminars, Parade of Ponds, hosting their own parade of ponds, tests, etc.
- Stay current on all payables to Aquascape Designs, Inc. and the ProPond Dealers.

What would cause us to remove the Certified Aquascape Contractor from the program?

- Misrepresenting the Aquascape Designs product line and installing other systems while installing a referred pond.
- Poor customer service.
- Not following up on sales leads provided to them by Aquascape Designs or the ProPond Dealers.
- Delinquent in payments to Aquascape Designs or the ProPond Dealers.
- Not completing the amount of credits necessary to continue certification.
- Installing less than five ponds annually.

Our mission statement is "to help our customers succeed at building, selling and retailing water features." By offering our "Certified Aquascape Contractor" program, we feel we are leading you down the road to become a part of our dreams, share in our passions, and continue your way on to success.

Please understand our ultimate goal is to help you succeed in the water garden industry. By going through this application process, we can hopefully guide you on the path to being one of the top contractors in the country.

Sincerely,

Kelly Brown
Training/Travel Coordinator

Mail completed application to:
Aquascape Designs, Inc
Certified Aquascape Contractor Program
1200 Nagel Blvd.
Batavia, IL 60510

**Make sure you include a copy
of your insurance, licensing
and pictures as requested.**

