

Application for Certified Aquascape Contractor Program



Thank you for your interest in Aquascape, Inc.'s Certified Aquascape Contractor Program.

If you are looking to strengthen your water feature business, then this is your key to success! Here at Aquascape, we want to recognize and promote our loyal customers; our greatest reward is helping you find a path to grow your business and seeing you succeed.

What are the Benefits of Certification?

- Membership in the largest, most experienced professional pond builders group in North America
- 5% discount on Aquascape products when purchased at contractor price (25% off MSRP) — *Beginning January 2011*
- CAC exclusive meetings, seminars, and training events
- Listing on Aquascape website for consumer referrals
- A regional representative (Advisory Council Member) who meets with Aquascape on your behalf
- Member exclusive message board
- The exclusive right to use the Certified Aquascape Contractor logo
- Specialized marketing and clothing only available to CACs

What are the Criteria of Certification?

1. Proof of past attendance (certificate, invoice or Authorized AquascapePRO™ Distributor signoff on attendance) at each of the following events hosted by Aquascape, Inc. and/or Authorized AquascapePRO™ Distributor
 - Fountainscape Build
 - Build-a-Pondless® Waterfall Day
 - Standard Build-a-Pond Day
2. Five water feature customer letters of reference. Feel free to use the attached form.
3. Before and after pictures of at least three water features that you have constructed using the complete Aquascape system. At least two projects need to be a Pondless® Waterfall or Ecosystem Pond. Photos will be accepted in a JPEG format on a CD or hard copy. Pictures must clearly show the items below. The sample pictures are a good representation of what they should look like.
 - Area prior to construction
 - Filtration unit(s)
 - Photo of entire completed water feature



What are the terms of the Certified Aquascape Contractor Program?

- All CACs must sign an exclusive agreement stating that, while representing yourself as a CAC, all water features installed by your company will be constructed using Aquascape, Inc. products .
- All CACs must remain current on their accounts with Aquascape, Inc. and their Authorized AquascapePRO™ Distributors.
- All CACs will be required to recertify into the CAC program every two years by completing the following criteria:
 - CACs must attend at least one hands-on training seminar, such as a Build-A-Pond Day.
 - CACs must complete a designated number of continuing education units (CEU) with each two year recertification period.

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Company Name _____

Contact Name _____

Address _____

City _____

State/Province _____

Zip /Postal Code _____

Phone _____

Fax _____

Cell _____

Email _____

Web Site Address _____

Years in Business _____

Federal Employer ID Number _____

Annual Sales _____

Number of Employees _____

1. What is the primary description of your business? _____

2. What percentage of your business is water feature installation? _____

3. What other services do you offer? _____

4. Do you offer maintenance for water features? Yes No

5. Do you have a retail location? Yes No

6. How many water features have you installed using the complete Aquascape system? _____

7. How many water features do you install per season? _____

8. What types of water features do you currently install?

Fountainscape Ecosystem Ponds

Pondless® Waterfalls Commercial Water Features

9. Do you advocate and/or install any additional components that aid filtration beyond the Aquascape system? Yes No

If yes, what are they? _____

10. Please list the date for the following water feature seminars that you have attended.

Fountainscape _____

Standard Build-a-Pond Day _____

Build-a-Pondless® Waterfall Day _____

11. Have you ever attended Pondemonium®? Yes No

Authorized AquascapePro™ Distributor Use Only

By signing this application you are endorsing that this customer is qualified to become a Certified Aquascape Contractor

Distributor Company Name _____ Distributor Company Location or # _____

Representative Name (Please print) _____ Representative Signature: _____

Representative Email: _____

Your Opinion Matters!

The Certified Aquascape Contractor Program's main objective is to provide outstanding customer service to their clients. Aquascape, Inc., the manufacturer of your pond equipment, is interested in hearing from you.



Below is a questionnaire that will be used to evaluate the performance of a contractor who is applying to become a Certified Aquascape Contractor. We ask that you please answer the questions below regarding your experiences with the contractor that installed your water feature.

Contractor's Company Name _____
Customer Name _____
Address _____
City, State & Zip _____
Phone Number _____
Email Address _____

- Which of the following applies to your water feature installation?
 New water feature
 Addition to pre-existing water feature
 Complete re-do to previous water feature
- How did you hear about your contractor? _____
- Does the above Company service your Water Feature with any type of maintenance program?
 No
 Yes, what type of program do they provide? _____
How often do they provide this service? _____
- Does this company periodically contact you with a courtesy call?
 No Yes, how often? _____
- Do you receive a newsletter from this company?
 Yes No
- Would you recommend this company to a family or friend?
 Yes
 No, please explain why you would not recommend them. _____

Please write any additional thoughts you may have about your dealings with the above company.

Thank you for taking the time to complete this customer service questionnaire. If you have any questions or concerns please contact Julie Gritzner at 630-659-2077 or jgritzner@aquascapeinc.com

Please return questionnaire to the applying contractor or mail to:

Aquascape, Inc.
Attn: CAC Program
901 Aqualand Way
Saint Charles, IL 60174