



## 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 and most experienced professional pond builders group in North America
- CAC exclusive meetings, seminars, and training events
- Listing on Aquascape website for homeowner referrals
- A Regional Representative (Advisory Council Member) who meets with Aquascape
- Member exclusive message board
- The exclusive right to use the Certified Aquascape Contractor logo in any of your marketing materials
- Specialized marketing materials available only to CACs
- And much more ...

### What are the Criteria of Certification?

**You must provide the following materials to be considered for the Certified Aquascape Contractor Program:**

- Proof of past attendance (invoice or Authorized AquascapePRO™ Distributor sign-off of attendance) at each of the following events hosted by Aquascape, Inc. or an Authorized AquascapePRO™ Distributor:
  - A Standard Build A Pond Day
  - A Build A Pondless® Waterfall Day
  - An Advanced Build A Pond Day
- Before and after pictures of at least (3) ponds you have constructed using the complete Aquascape, Inc. Ecosystem. Photos will be accepted in a JPEG format on a CD or hard copies. Pictures must clearly show:
  - Area prior to pond construction
  - Skimmer
  - BioFalls® Filter
  - Stream
  - Photo of entire pond
- Five customer letters of reference are required, since the Certified Aquascape Contractor Program's main goal is customer service. Please note that these customers will be contacted by the CAC Program Coordinator. Please use the attached form for your referral letters.
- A signature of endorsement of an Authorized AquascapePRO™ Distributor is required on your application.

**Note:** *Certified Aquascape Contractor criteria is subject to change at anytime.*

### What are the terms of the Certified Aquascape Contractor Program?

- All CACs must sign an exclusive agreement stating that all ponds installed by your company will be constructed using Aquascape, Inc. 7 main components (Skimmer, BioFalls® Filter, Liner, Underlayment, Pump, PVC Pipe, and Check Valve).
- All CACs must remain current on their accounts with Aquascape and their Authorized AquascapePRO™ Distributors.
- All CACs will be required to recertify into the CAC Program every **2 years**, by completing the following criteria:
  - CACs must attend at least (1) Standard or Advanced Build A Pond Day or Build A Pondless® Waterfall Day each recertification period.
  - CACs must complete a designated number of Continuing Education Units (CEUs) with each **2 year** recertification period

#### Mail completed application to:

In U.S.  
Aquascape, Inc.  
Certified Aquascape Contractor Program  
901 Aqualand Way  
St. Charles, IL 60174

In Canada  
Aquascape, Inc.  
Certified Aquascape Contractor Program  
100 Westcreek Unit #3  
Brampton, ON L6T 5V7



# Application for Certified Aquascape Contractor Program



## Company Information

Company Name \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Cell \_\_\_\_\_ E-mail \_\_\_\_\_

Web Site Address \_\_\_\_\_ Years in Business \_\_\_\_\_ Annual Sales \_\_\_\_\_

State Tax ID Number/Business Reg. # \_\_\_\_\_ Federal Employer ID Number \_\_\_\_\_ Number of Employees \_\_\_\_\_

**Please answer the questions below:**

1. What is the primary metropolitan area that your business services? \_\_\_\_\_
2. What is the primary description of your business? \_\_\_\_\_
3. What percentage of your business is water garden installation? \_\_\_\_\_
4. What other services do you offer? \_\_\_\_\_
5. Do you have a retail location? \_\_\_\_\_
6. How many water gardens have you installed using the complete Aquascape Ecosystem? \_\_\_\_\_
7. How many water gardens do you install per season? \_\_\_\_\_
8. What types of water features do you currently install?
  - Water Gardens (EcoSystem Ponds)
  - Pondless® Waterfalls
  - Fountainscapes
  - Commercial Water Features
9. Do you advocate and/or install any additional components that aid filtration beyond the Aquascape Ecosystem?
 

If yes, what are they? \_\_\_\_\_
10. Please list the date for the following Build-a-Pond Days that you have attended: Should you live in a location where this will be difficult, please contact Aquascape and we can assist you in meeting this requirement.
 

Standard: \_\_\_\_\_

Pondless: \_\_\_\_\_

Advanced: \_\_\_\_\_
11. Please list the event and dates of any other Aquascape seminars or events that you have attended. \_\_\_\_\_
12. Does your company provide pond maintenance? \_\_\_\_\_
13. What is your primary marketing method? (ie. Direct Mail, Word of Mouth, Website, Home Shows, etc.) \_\_\_\_\_

**Authorized AquascapePRO™ Distributor Use Only**

AAPD Signature: \_\_\_\_\_ Print Contact Name: \_\_\_\_\_

Print Company Name \_\_\_\_\_

(Please sign as your endorsement of this contractor becoming a Certified Aquascape Contractor)

**NOTE: Incomplete applications will not be processed**



# Your Opinion Matters!

The following contractor is applying for certification with Aquascape, Inc. We would appreciate you answering the following questions in order for us to determine the level of customer service that this contractor provides.

Contractor Company Name

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Customer Name

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Address

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City

State

Zip

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Phone

E-mail

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Date of Pond Installation

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Size of Pond Installation

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Can an Aquascape representative contact you regarding the service provided by this contractor?

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Does the above company service your pond with a maintenance program?

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If yes, what type of program do they provide and how often do they provide this service?

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Does the contractor periodically contact you with a courtesy call? How often?

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Please add any additional comments you may have regarding your dealings with the above company.

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Thank you for your time in assisting us with the Certified Aquascape Contractor certification process. If you have any questions or concerns please call: The CAC Program Coordinator, at 866.877.6637. Please return the completed form to the applying contractor.