

## Wildlife Haven & Swim Pond Lake Tahoe, NV

Aside from the inspiring reference to the nearby pristine Lake Tahoe, the Botichs had other goals to accomplish with the addition of a water feature. First, there was the desire for a deep, cool swimming area – after all, they are on the edge of a desert. And don't forget the grandkids, they would also need to safely cool off. Secondly, it needed to complement, yet soften, the otherwise harsh surrounding terrain. And, lastly, it needed to be a haven for wildlife.

When a project comes together as well as this one, everyone benefits. The completion of this pond set my company apart from the competition as a builder of premier custom ponds. This distinction, I feel, has allowed us to justify a higher fee and to attract clients with a larger budget. Having a large pond in our portfolio has certainly paved the way for other large projects. Not only do potential customers have confidence in us, we are more confident in our abilities.

Some benefits are more personal. My crewmembers, who have worked for me for several years, were able to stand back in amazement of what they had helped to create. This project was debuted last summer on the annual pond tour and the crew was present to represent our company. It attracted hundreds of people who lingered much longer than usual to enjoy the setting, many returned for the second day with friends. Crewmembers enjoyed seeing the overwhelming response to the pond, and were treated like celebrities as they soaked up the accolades and shook hands with attendees.

Most importantly, the pond has exceeded the expectations of the client. The pond became the focal point of the property, not only to be enjoyed from the outside, but interior spaces were reoriented to take full advantage of the outdoors. The client gained in pride of accomplishment in coordinating the realization of their vision. A post-project appraisal of the property also showed a financial gain with a 400 percent return on investment from the pond and associated landscaping.



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