



## **Steps to Becoming a Certified Aquascape Contractor**

Contractors must submit the online Certified Aquascape Contractor application and requirements to become a Master Certified Aquascape Contractor, Professional Certified Aquascape Contractor or a certified level-Certified Aquascape Contractor in the program.

1. Fill out the online application
2. Join the CAC Facebook group
3. Send in three customer reviews
4. Send in pictures from three water feature installations
5. Submit a proof-of-purchase history
6. Complete the Aquascape Academy online training course

### **Step One: Online Application:**

The application is located on line at

[http://www.aquascapeinc.com/contractors/become\\_a\\_certified\\_aquascape\\_contractor](http://www.aquascapeinc.com/contractors/become_a_certified_aquascape_contractor)

### **Step Two: Join the CAC Facebook Group**

The CAC Facebook group is where CAC's "congregate" to talk about their projects, ask questions of each other or simply share what is working well in their area. The Facebook group is only open to CAC's, so if you aren't a CAC, then you will not be getting the benefits of the exchange! If you have a challenge facing your business, chances are that someone in this group has faced that challenge at some point as well. Likewise, if you found a way to make your crew more productive or discovered a better way to sell ponds, let everyone else know! If you are on Facebook, this is surely a group that you will want to join!

Once you have completed the CAC application you can join our private CAC Group. To join this group, please search for The CAC Group on Facebook or go to the following link:

<http://www.facebook.com/groups/253247588133150/>

Any employee from a company that has applied to join the CAC program can be a member of the Facebook group for 12 months from the date of the application. Within those 12 months, the company should be certified or they will be removed from the CAC Facebook group until they have completed the application process. *No postings of competitive products, derogatory statements about other people or businesses, or inflammatory comments are allowed in the CAC Facebook Group.*

### **Step Three: Customer Reviews**

One of the hallmarks of the CAC program is customer service. In order to be certified, all Certified Aquascape Contractors must have a minimum of three satisfactory customer surveys completed by their water feature installation customers.

The Customer Survey form can be downloaded online at:

[http://www.aquascapeinc.com/contractors/become\\_a\\_certified\\_aquascape\\_contractor](http://www.aquascapeinc.com/contractors/become_a_certified_aquascape_contractor). Please have your customers complete the customer survey form and return to you or send to [cac@aquascapeinc.com](mailto:cac@aquascapeinc.com), fax to (630) 659-2753 or mail to: Aquascape, Inc., CAC Program Coordinator, 901 Aqualand Way, St. Charles, IL 60174.

### **Step Four: Submit Pictures from Three Projects**

All applicants must submit images or video from a minimum of three projects that show the entire water feature project. These pictures should show Aquascape that you have the creative and technical ability to be called a Certified Aquascape Contractor.

Pictures submitted should include before, during and after shots of at least three water features you have constructed using only Aquascape products. Images must show the construction process and products used during the installation. Pictures must clearly show the area prior to construction, the filtration units (if applicable) and photos of the entire completed water feature, approximately 5-7 photos per project. At least two of the projects must be ponds or Pondless® water features. Only one project can be a fountainscape. Projects cannot be installed as part of a Build-a-Pond day or other hands-on training.

Please label all of the pictures the following way: Company Name-Project Name-Image Number (*Example: Jones Waterscaping-Miller Project – Pond*). Failure to label the images properly may delay your application.

## **Step Five: Proof-of-Purchase History**

All applicants must submit a purchase history report. To show proof of purchases, please request reports from your distributors of all Aquascape products purchased over the previous two years and send in to Aquascape to review, or submit your invoices directly to Aquascape, Inc. Reports need to be separated out by year.

Reports or invoices must show product names, numbers or descriptions, quantity and dollars. Any purchases made directly from Aquascape will not need to be submitted.

## **Step Six: Aquascape Academy Online Training Course Completion**

All applicants must complete the Course Categories Beginner and Contractor Business Course on the Aquascape Academy Online training site [training.aquascapeinc.com/](http://training.aquascapeinc.com/) Once completed, you will be sent an e-mail with your course completion badge. Please e-mail the 100% Beginner Category and 100% Business Badge only, along with your company information to [cac@aquascapeinc.com](mailto:cac@aquascapeinc.com).

Where to submit the information to:

Email: [cac@aquascapeinc.com](mailto:cac@aquascapeinc.com)

Fax: (630) 659-2753

Mail: CAC Program Coordinator

Aquascape, Inc.

901 Aqualand Way,

St. Charles, IL 60174

As you're working to becoming a Certified Aquascape Contractor, please contact us at any time with any questions you may have at (630) 659-2753. Look forward to working with ~ Aquascape