

Holistic Pond Design for the New Customer

Monday, May 17, 2010, 8:30 p.m. EDT

A homeowner who had done a lot of research on ponds recently called me. He wanted a pond installed in his back yard and asked a very common question: "How much will it going to cost each month to add chemicals to my pond?"

Many people equate owning a pond with owning a pool. I told the homeowner that a pond is natural and treatment should be done with a holistic mindset, rather than a chemical mindset.

The homeowner said many companies on the Internet told him to add all-natural powders and liquids to keep his system in balance. Is this true?

In my professional experience, I repeatedly advise clients to stop throwing everything on the shelf into their ponds before it spontaneously combusts. Then I spend a few minutes educating pondowners on how to work with Mother Nature instead of against her.

A properly designed pond works with Mother Nature. As a professional, I take great pleasure in designing ponds from a holistic approach, rather than a chemical approach.

As a businessman, I know that I could increase my profits by selling clients chemicals they do not need, assuming I did my job properly. Designing ponds in a holistic fashion allows me to sleep better at night. I have peace of mind knowing that I cater to the new customer and that I have given him or her more than their money's worth.

The new consumer wants to invest in our planet, and this customer appreciates the honesty of a resource-smart contractor. What sources have you discovered to become a resource-smart and holistic contractor?