

Retrofitting Represents a Growing Niche

April 23, 2009

In today's economy, clients might spend money on fixing existing ponds instead of building new features. (Courtesy of Living Water Solutions) While building ponds and dramatic waterfalls proves more appealing to pond contractors, many customers currently resist large investments. If parts in existing ponds need replacing or a water fountain stops working, however, clients might spend the cash to repair the feature.

Kent Wallace, owner of Living Water Solutions in Las Vegas, Nev., said he views retrofitting jobs as a new frontier to help his business stay in the black during challenging economic times. "Retrofitting is becoming a larger part of the industry," Wallace said. "Over the years with no codes or specs or long-term quality based guidelines the number of failing ponds has grown. Eighty percent of my business is rebuilding or retrofitting poorly constructed and designed ponds."

Retrofitting and rebuilding is becoming a larger part of the pond and water garden industry. (Courtesy of Living Water Solutions) Approach the customer without showing frustration regarding the previous contractor's work, said Eric Triplett, owner of The Pond Digger in Redlands, Calif. "The owner is emotionally attached to what they already have, so it's best to talk to them about modifications rather than getting rid of the whole pond and doing it over," Triplett said.

Wallace agreed. "When approaching a customer concerning retrofit options, have a level of sensitivity about the money they already spent," Wallace said. "I regularly modify filtration systems so customers feel like they kept some value from the original system."