

August/September 2009 Issue

What makes a good pond builder good?

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Pond builders can promote the hobby through attractive design and quality work, or they can damage the industry by leaving clients with ugly and ill-functioning features. Water Garden News asked building professionals what makes a good pond builder good. Here are their responses.

Courtesy of Cioli & Hunnicutt/BowTie Studio

"Aside from technical and artistic aspects of pond building, it is marketing yourself."
Mike Garcia, founder, Enviroscape Inc., Redondo Beach, Calif.

"Attention to detail and quality standards. Do it right the first time instead of skimping to save money. Use quality products and be personable. I meet and greet the customers, get to know them and find out what they want."
Garret Maule, owner, A Healthy Pond Inc., Orlando, Fla.

"It's all in the artistic details. People notice the little things. Details are what separate us from the rest."
Jim Verdier, owner, Grand Valley Aquatics, Rossville, Ga.

"A good pond builder can complete the project on time and within budget. There are no snags during the build because you prepare for everything."
Terry Baker, owner, TNT Ponds, Richland, Wash.

Talk to Us...

How do you improve business during the off months?

E-mail smeyer@bowtieinc.com with YSI in the subject line with your ideas by August 17. Selected responses will be published in an upcoming issue of Water Garden News.