

# DESIGN & ESTIMATING TIPS



**PONDBUILDER**  
Manufacturers of Quality Pond Equipment & Supplies

## Consultation

Your chance to deliver a 1st impression of your timeliness, your ability to listen, and your approach to taking on the project your customer is requesting. Consider charging for your expertise!!! How much? \$50-\$100 is the average it takes to exhibit your time is valuable and tire kickers beware.

## Estimates

It's your time to express YOUR PROFESSIONAL APPROACH. Should you be detailed with line-by-line descriptions or just overall project cost? Support your design with value added.

## The Differentiator

There are plenty of reasons why a customer should choose your company over another, but what is truly different about you? Do you have a testimonial to support the difference?

## Water Feature Categories

Are you presenting what is being requested, what you prefer to install or what is best for the customer in the long run?

- 1. Pond-** Customers looking for a hobby experience
- 2. Cascade-** Customers looking for the sound of water without maintenance of fish or plants
- 3. Fountain-** Customers with specific décor needs, focal elements or simple needs

## Proposal

If you did not deliver a proposal at the time of your first consultation, you have 3-7 days to close. Use your time wisely at the consultation to listen, gather, and inform. At the proposal, deliver (2) options addressing specifics mentioned by the home owner.

## Closing the Estimate

The best time to close is at the Consultation. However, if you must make a second appointment, do it only when all decision makers are present. Hold the meeting outside near the space, avoiding areas like an office or kitchen where the homeowner feels overly comfortable. Have pictures handy! Lastly, ask for the job without hesitation. You committed your time at the request of the homeowner.

## Site Specifics

Most water feature quotes can be conducted SAME DAY as appointment. Try drawing! Practice 2-10 minute sketches in plan, perspective and section elevations- helps communicate site to design.

- 1.** Total distance between discharge & intake of water path.
- 2.** Total Dynamic Head (TDH) distance in elevation from water level to discharge height.
- 3.** Width of pond, stream and specific waterfalls.
- 4.** How thick of water is desired over waterfall- white water, glassy, tranquil?
- 5.** Utilities, Electric drop\Current location, Water lines, Irrigation, Gas **ALWAYS CALL the local "Call before Digging" hotline.**
- 6.** Adjacent landscape elements, ie. Patio, deck, bridge, landscape beds as well as need for screening neighboring properties.
- 7.** MEASURE EVERYTHING, it is easier to do this than guesstimating.

## Design

Take what you know and elaborate on the usual making yourself unusual! No (2) water features are ever the same and you can use this to your advantage. What are a few ways to make a simple 11x16 pond unique to your type of service?

## Calculations

Helpful formulas for water features: [www.pondbuilder.com](http://www.pondbuilder.com)