



Estimate and Consultation Guidelines

Consultation: Your chance to deliver a 1st impression of your timeliness, to listen and understand your customer's needs not necessarily their wants.

- Consider sending the PONDBUILDER Inspirations Booklet and your company info ahead of your appointment, offering a leg-up on any of your competitors, an approach that could earn you the job!
- Charge for your expertise and value your time; in doing so, an occasional consult give-away has an understood value and you keep the option to your discretion anytime.

The Differentiator: We all have reasons in our heads as to 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 life-style your customer described during your consultation?

- Ponds- Customers looking for a hobby experience
- Cascade- Customers looking for the sound of water w/o maintenance of fish or plants
- Fountain- Customers with specific décor needs, focal elements or simple needs



Learn more about the 6 Most Popular Types of Water Features

Site specifics to get: Most water feature quotes can be conducted SAME DAY as appointment. Try drawing!

Practice 2-10min sketches in plan, perspective and section elevations- helps communicate site to your design.

- Width of pond, stream and specific waterfalls.
- Total distance between waterfall or water discharge & intake of water path.
- Total Dynamic Head (TDH) distance in elevation from water level to discharge height.
- Adjacent landscape elements, ie. Patio, deck, bridge, landscape beds.
- Utilities, Electric drop\Current location, Water lines, Irrigation, Gas
CALL: 811 www.missdig.org
- How thick of water is desired over the waterfall- white water, glassy, tranquil?
- MEASURE EVERYTHING, it is easier to do this than regret not.

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 creative advantage and as a differentiator.

Proposal: If you did not deliver a proposal at the time of your first consultation, you have 3-7 days to close on your project.

Use your time wisely at the consultation to listen, gather, and inform. At the proposal, deliver (2) options addressing specifics mentioned by the homeowner. 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. Lastly, ask for the job without hesitation. You committed your time at the request of the homeowner.



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Helpful Water Feature Formulas:

Quantity of boulders for a pond

Length x Width / 40 = Tons of boulders

1:2:1 RATIO:

For every 1 ton of 6"-12" boulders get 2 tons of 12" - 18" boulders and 1 ton of 18" - 24" boulders

Quantity of boulders for a stream

1 ½ tons for every 10' of stream using a 1:2:1 ratio

Quantity of gravel in a pond

Gravel = 25% of the total tons of boulders used in a pond

Quantity of gravel in a stream

Grave = 25% of the tons of boulders used in a stream

Quantity of boulders for facing a waterfall

14" - ½ ton of mixed boulders
 22" - ¾ ton of mixed boulders
 30" - 1 ton of mixed boulders
 40" - 1½ tons of mixed boulders

Quantity of boulders for a retaining wall

1 ton of 12" - 18" boulders will cover 10 linear feet
 1 ton of 18" - 24" boulders will cover 5 liners feet

Calculating Approximate Water Volume

Avg. Length x Avg. Width x Avg. Depth x 7.48 = ____

Calculating Approximate Water in Motion

Length x Width x (0.25x depth of water) x 7.48 = ____

Calculating Gallons Required in a Basin

Total Gallons in Motion x 2.5 = Desired Basin volume

Basin Matrix Capacity

Large Matrix - 4.3 cuft. Holds 32 gallons
 Small Matrix - 2.3 cuft. Holds 17 gallons

Calculating Pump Electrical Cost per Month

Amps x Voltage / 1000 x KWH Cost x 24hrs x 30days

POWER=WATTS

Current (Amps) x Voltage (120v or 230v)

FORMULA: WATTS = CURRENT X VOLTAGE

CURRENT=AMPS

Power (Watts) / Voltage (120v or 230v)

FORMULA: AMPS = POWER / VOLTAGE

Pump Size	Tubing & Valve Size
500 - 1000 GPH	1.25"
1000-1500 GPH	1.25-1.5"
1500-2000 GPH	1.5-2"
2000-6000 GPH	2"
6000-10,000 GPH	3"
10,000-20,000 GPH	3-4"

Stream Flow Rates

Residential Falls (viewing area less than 50ft away)

Recommended- 1,500gph for every foot of weir width

Commercial Falls (viewing area 50ft+ away)

Recommended- 3,000gph for every foot of weir width