



PROFESSIONAL CONTRACTOR

The industry is calling for a new type of contractor benefit program, one that is mutually beneficial to the water garden professional, the distributor and the manufacturer without being exclusionary or punitive. Answering this need, Atlantic Water Gardens and its valued distributor partners are proud to announce the development of the APC (Atlantic Professional Contractor) Program in conjunction with the ADC (Atlantic Distributor Consultant) Program. In contrast to manufacturer-dominated programs that emphasize loyalty over education, the Atlantic Professional Contractor (APC) Program is distributor-driven, for a very simple reason - the distributors know their customers best. They know which contractors would most benefit from such a program; they know which customers would prefer to be loyal to the distributor and to Atlantic and they know best how to select and qualify those contractors.

The program benefits Atlantic Professional Contractor with perquisites from both the ADC and Atlantic Water Gardens, including but not limited to online and on-site education and training, hands-on builds, lead referrals and product discounts. Atlantic Water Gardens will provide detailed and comprehensive online education and training through Atlantic Water Gardens University and company hosted Webinars. Atlantic will provide instructors for approved periodic hands-on builds organized by the distributor.

Atlantic will also forward all referrals garnered online to the nearest appropriate distributor.

The ADC's will get those leads into the hands of the appropriate contractor who has signed up for the APC program. The ADC's will arrange, coordinate and mentor periodic hands-on training builds, lectures, webinars and demonstrations as part of this program. Whenever Atlantic and the distributor organize such an event, those who are in the APC Program will be invited as guest instructors, to help train and educate the attendees. The distributor will also offer a discount to qualified APC's in good standing on Atlantic Water Gardens products at the distributor's discretion.



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QUALIFICATIONS:

- Candidates must be sponsored and proposed by an Atlantic-approved Distributor Consultant.
- Candidates must have a proven record of selling, building and maintaining water features.
- Candidates must have completed at least 5 builds that are known to or can be seen by the Distributor Consultant prior to sending in the request for consideration.
- Candidates must provide pictures of 5 builds they've completed. Product is not important but appearance and professionalism are paramount.

BENEFITS:

- Online Education - Atlantic Water Gardens will provide detailed and comprehensive online education and training through Atlantic Water Gardens University
<http://www.atlanticwatergardens.com/university/>
- 1-Year Extended Warranty on all installed Atlantic products
- On-site Education and Training - The distributor will arrange, coordinate and mentor periodic hands-on training builds, lectures and demonstrations. Atlantic Water Gardens will provide training instructors and lectures if/as required. Atlantic Professional Contractors will be invited as guest instructors.
- Leads - Both the distributor and Atlantic Water Gardens will collect and forward leads. Atlantic will forward leads to the nearest appropriate distributor. The distributor will forward leads to the nearest appropriate Atlantic Professional Contractors. The APC will be expected to contact the referral leads he or she is provided. Should the APC decline the referral, the lead will be reassigned at the distributor's discretion.
- Discounts - The distributor may offer discounts on selected Atlantic Water Gardens products to qualified Atlantic Professional Contractors in good standing. The selection and amount of the discount will be at the distributor's sole discretion.
- Marketing Material – Atlantic will provide the Atlantic Professional Contractor with marketing material for their business location, trucks and portfolio.



Atlantic

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APPROVAL PROCESS:

When the candidate submits the requested applicant information, the Distributor Consultant will arrange to visit job sites to determine if the candidate is ready for the Atlantic Professional Contractor qualification. The number of visits will be decided between the Distributor Consultant and the candidate. Upon approval, the Consultant will submit the applicant information for processing and Atlantic will provide the APC logos, literature and qualification letter signed by both the Distributor and Atlantic Water Gardens.

The Atlantic Professional Contractor will be expected to build exceptional water features, provide exemplary customer service and demonstrate strong motivation to grow his or her water feature business. The Atlantic Professional Contractor will never be expected to use a certain product for every project, sign a contract or pledge allegiance to maintain his or her APC status. The APC will be expected to use AWG products when feasible and for all projects closed from an AWG lead.

APPLICATION INFORMATION REQUIRED:

- Name of Candidate
- Name of Candidate's company / position
- Candidate/Company address
- Office and mobile phone numbers
- E-mail address, website and social media accounts if applicable
- Sponsoring Distributor Consultant
- Brief description/history of Candidate

This information will be used only by the Distributor and Atlantic, and only for sales specials, educational offerings and notification of events. It will not be sold or shared with any other persons or entities.