



## PROFESSIONAL CONTRACTOR

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The Atlantic-OASE Professional Contractor (APC) Program creates mutually beneficial partnership between the water garden professional, the distributor and the manufacturer without being exclusionary or punitive. The APC works in conjunction with the ADC (Atlantic Distributor Consultant.) In contrast to manufacturer-dominated programs that emphasize loyalty over education, the 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-OASE and they know best how to select and qualify those contractors.

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

Atlantic-OASE 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-OASE 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-OASE products at the distributor's discretion.



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### QUALIFICATIONS:

- Candidates must be sponsored and proposed by an Atlantic-OASE Distributor Consultant.
- Candidates must have a proven record of selling, building and maintaining water features or similar type of landscape success

### BENEFITS:

- Online Education - Atlantic-OASE Water Gardens will provide detailed and comprehensive online education and training through Atlantic-OASE University: <http://www.atlanticwatergardens.com/university>
- 1-Year Extended Warranty on all installed Atlantic products
- On-site Education and Training - Atlantic-OASE will communicate opportunities to attend hands-on training, builds, lectures and our annual APC/ADC event at Headquarters.
- Leads - Both the distributor and Atlantic-OASE will collect and forward leads. Atlantic-OASE will forward leads to the nearest appropriate distributor. The distributor will forward leads to the nearest appropriate APC. 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-OASE products to qualified Atlantic-OASE Professional Contractors in good standing. The selection and amount of the discount will be at the distributor's sole discretion.
- Marketing Material - APC Certificate, T-shirt & Vehicle Decal. Atlantic-OASE will provide the APC with marketing material for their business location, trucks and portfolio.
- Access to our Atlantic-OASE Store and private APC/ADC Facebook Group
- Subscription to monthly Newsletter, New Product Spotlights and News Releases
- Exclusive invitation to our annual Atlantic-OASE Professional Conference

### NEW BENEFITS

- Atlantic-OASE Pump Club - VISA Gift Card Award
  - \$150 after 25 pumps purchased, installed and registered
  - \$400 after 50 pumps purchased, installed and registered
  - \$1000 after 100 pumps purchased, installed and registered
- SEPT 1 - AUG 31 - [Use the registration page online](#) - ADC will verify pump purchases
- Example: Pump club runs Sept 1 to August 31; for the 2019 award pumps must be purchased, installed and registered between Sept. 1, 2018 - August 31, 2019. Pumps purchased before Sept 1, 2018 do NOT qualify for the 2019 award.
- APC Meet-ups - smaller events to build fellowship, community build
- [APC/VistaPrint Store - Joint branding](#)



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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-OASE 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-OASE will provide the APC logos, literature and qualification letter signed by both the Distributor and Atlantic-OASE.

The Atlantic-OASE 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-OASE 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 Atlantic-OASE products when feasible and for all projects closed from an Atlantic-OASE 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-OASE, and only for sales specials, educational offerings and notification of events. It will not be sold or shared with any other persons or entities.

TRUCK STICKER:



APC CERTIFICATE:

