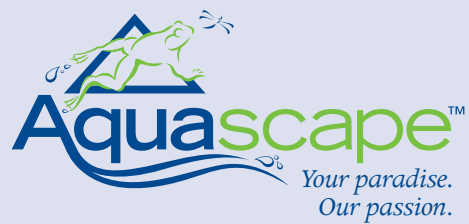


*The Difference is*

WATER



BRINGING LIFE TO YOUR COMMERCIAL PROPERTY



# how can *water* *benefit* you



**Water** has long been one of our most popular natural resources. For years, doctors have preached the benefits of incorporating it into our diets for improved health. Rarely can you find a recreational spot without some sort of water as a main attraction. And now, water is weaved into landscapes across the country as people bring a little piece of paradise to their own backyard.

**Why should you have water?** Because water is something that draws people in and sets you apart from others in your community. People seek out water, yearning for the sounds, the sights, and the feel of its relaxing flow and movement. Water can impact your business in many ways.

Find out how!







# residential developments

The sprawl of humanity is stretching our existence into uncharted territories; *the challenge is to get consumers to follow.* What makes one development different from the other?



- A dramatic entrance is key to getting prospective buyers into model homes ... doubling the number of prospective buyers in a given period of time. *Consumers are drawn to water.*
- Water features are a projection of affluence.
- The next generation of homeowners is looking for amenities in a development – walking paths that crisscross through lush gardens alongside tranquil bodies of water. *They desire open spaces filled with the sounds of cascading water,* which transforms ordinary spaces into desired retreats.
- Most developments require some sort of storm water management strategy like retention ponds. This creates an amazing opportunity to not only store excess water, but to cherish its presence by understanding it and turning it into an asset of the development, instead of an afterthought. *It becomes a destination point for families out for an evening walk or children wanting to explore the wonderful world of water.*

“ Yorkville is the county seat for Kendall County, Illinois, which is the fastest growing county in the state and the third fastest growing county in the nation!

**THE GRANDE RESERVE** development is the largest in the county; they needed an entry that would make them stand out in front of other developments. The resulting waterfalls are nothing short of spectacular, earning them the right to truly be named, ‘The Grande Reserve.’ ”

~ Lynn Dubajic  
Executive Director  
Yorkville Economic Development Corporation





# *retail* developments *and* restaurants

How can you differentiate yourself from the competition in the toughest business?  
Curb appeal. A well-designed landscape that includes a water feature will  
get more attention than a comparable storefront without it.

Why would you risk not  
setting yourself apart?





- Savvy business owners realize the importance of having differentiating factors. *Water in a variety of forms and designs is just that.* It doesn't matter if you're targeting kids or boomers, water will get their attention for different reasons.
- People are drawn to the peace and *tranquility and can also become transfixed by the soothing sounds or thunderous power of a dramatic waterfall...* it all depends upon the individual design and goal of the feature.
- Fish keeping is one of the most popular hobbies, so colorful fish will always attract prospective customers to the shores.
- Destination shopping is transforming outdated shops and storefronts into *spectacular displays of creativity to entice precious shoppers* to stop and take a look.
- Waterfront stores have traditionally been able to fetch top dollar as they've occupied the premier spots.

“ My wife's station had a pond and they got a lot of feedback from it so we put one at my station. Customers have commented on it and people that come out on weekends stop and take photos. It's beautiful and definitely attracts business. I highly recommend it! ”

~ Gary Ornstein,  
Gary's Exxon, Holtsville, NY



“ We have an image and reputation to be a clean facility and beautiful landscapes help us set the standard for other convenience stores. We get comments about our waterfalls all of the time and when the flowers bloom in the spring, it adds to the whole effect. We're very happy with our investment. ”

~ Dave Reed,  
Jeff's Marathon, built by  
Meyer Aquascapes in Harrison, OH

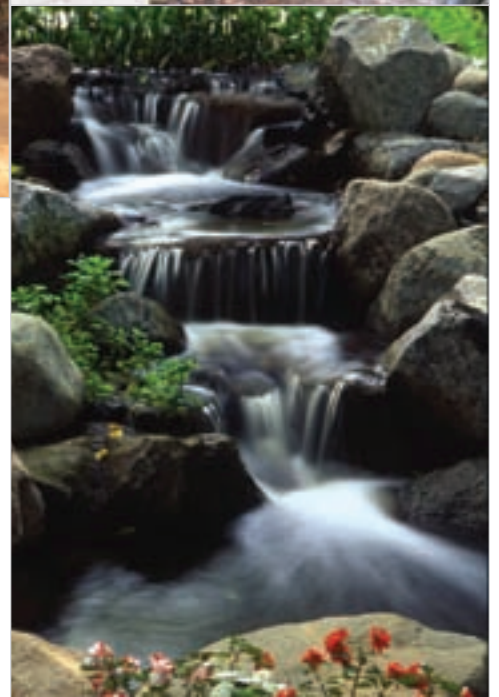






# resorts and hotels

Vacation spots are dedicated to providing customers with the *ultimate experience on all levels*. It starts with the architecture and moves through the landscape, with the goal being inviting and serene spaces.



“ If you gave me several million years, there would be nothing that did not grow in beauty if it were surrounded by water. ”

~ Jan Erik Vold





“ If there is magic  
on the planet, it is  
contained in the water. ”

~ Loren Easley

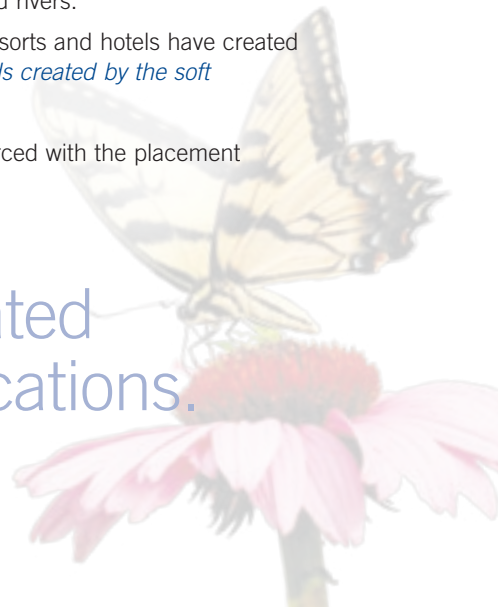
- There is no better way to make someone stop, sit, and reflect than by *strategically placing a quiet pond* filled with vibrant water lilies and lively fish in a quaint spot on the property.
- We all seek to reflect upon the wonder and beauty of nature at its finest ... what better time than while on vacation?

- The finest hotels in the world are located near the most desirable waterfront locations. This is not an accident as travelers come in droves to be immersed in the local culture that is shaped by natural features like oceans, lakes, and rivers.

If a hotel is not located in this desirable area, they need to create their own customer draw. Several resorts and hotels have created a complete environment, *where guests can unwind and surrender their stress to the sights and sounds created by the soft cascades of water* flowing over smooth stones, as colorful fish dart amongst lush aquatic vegetation.

- Environmentally conscious guests are given opportunities to save precious water, which can be reinforced with the placement of healthy water gardens in and around the property showcasing the commitment to the environment.

The finest hotels in the world are located  
near the most desirable waterfront locations.







## residential

An escape from reality, water is the *most popular destination point to help free you from the daily grind*. People flock to the coasts, plan fishing trips months in advance, and talk about their upcoming cruise on a daily basis. And those activities are over before you even know it!



- Create your own dock and reconnect with your family – every evening.
- Create a wildlife habitat that will help compensate for the record-breaking habitat loss happening throughout the world.
- Tired of the same old perennials? *Water gardening opens up a whole new palette of possibilities.*
- The most prestigious gardens in the world incorporate water into their designs.







## golf courses

Providing a unique and memorable experience is what keeps people coming back. Well-designed and constructed water features are just one of the many ways to achieve this; they are an important, cohesive element in the best course designs.



- There are two options: One is to design and build a course next to an incredible natural feature such as the Pacific Ocean or Lake Tahoe. This can be costly, but well worth the investment. The second option is finding a good, relatively inexpensive location where you can create your own unique signature water feature. *This will give developers the freedom to create a world-class course anywhere.*
- As this industry spikes in popularity, it's critical to your success to stand out from the rest, while giving your guests the ultimate experience. *This can only be achieved with stunning vistas and strategically placed features that serve as focal points to add to the overall experience.*
- The environmental movement is growing by the day. Consumers everywhere are supporting it and the businesses that are a part of it. Water conservation is the #1 public concern and it's a staple of most course designs ... *is yours environmentally designed?*

“Water is the driver of nature.”

~ Leonardo DaVinci







# Zoological parks, arboretums, and recreational areas

Education is key in most parks and recreational areas and the focus has become water conservation. *It's the most precious resource we have and it's the #1 concern throughout the world.* The public needs to understand how they can make a difference and what it will do for us all in the long run.



Epcot Center 2006

“ Our lakefront entrance has been a challenge for us as we've dealt with an old degraded water feature for years. Pond Professors, Aquascape, and their network of certified installers (Certified Aquascape Contractor) have transformed an eyesore into a key component of our park. The resulting excitement has forced us to re-evaluate all of the water components within the park. ”

~ Henry Vilas Zoo,  
Wisconsin



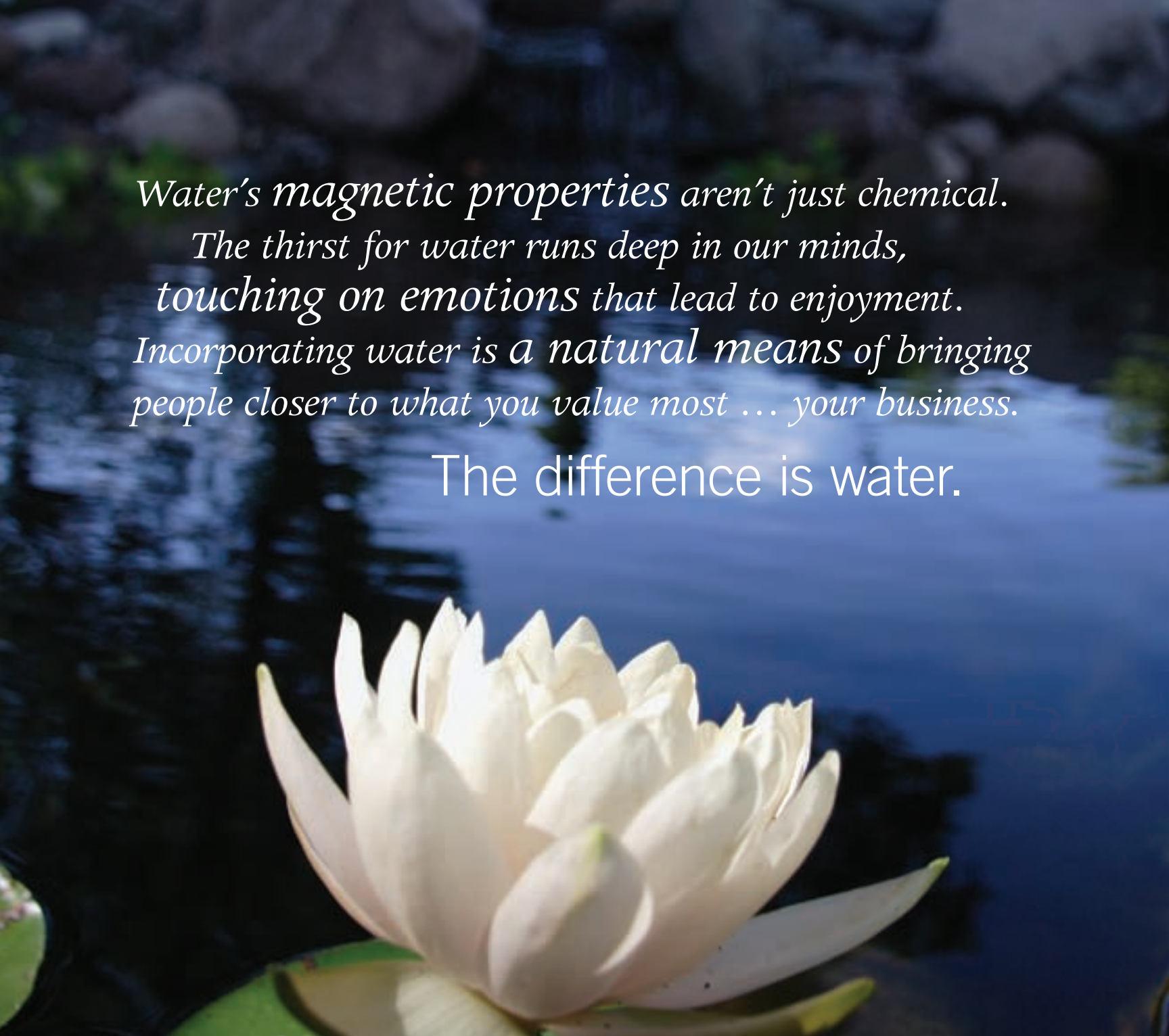
Brookfield Zoo



Omaha Zoo

- Water features dominate most Zoological parks. The reason is simple ... *water is the source of all life, and no display would be complete without showing how animals and plants depend on a healthy supply of water.* This gives designers an opportunity to not only create functional features, but to make them aesthetically pleasing and educational at the same time.
- We are known as the Blue Planet for a reason and it should come as no surprise that water is becoming a dominant part of our everyday landscapes. The challenge has become not just seeing it, but seeing it as it was intended – clean and healthy, giving life to its surroundings.
- The subject of ecology is becoming more prevalent in the teaching environment because it takes everything into consideration. By researching the environment, we can better understand how humans and animals interact with and impact each other and the world around us. *Water is a huge part of the study of ecology, representing the common denominator for all species, as we all need it in one form or another for our survival.*





*Water's magnetic properties aren't just chemical.  
The thirst for water runs deep in our minds,  
touching on emotions that lead to enjoyment.  
Incorporating water is a natural means of bringing  
people closer to what you value most ... your business.*

The difference is water.



D R E A M . C R E A T E . E N J O Y !





*Your paradise.  
Our passion.*



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