



The business of Greywater

BY ALAN HACKLER

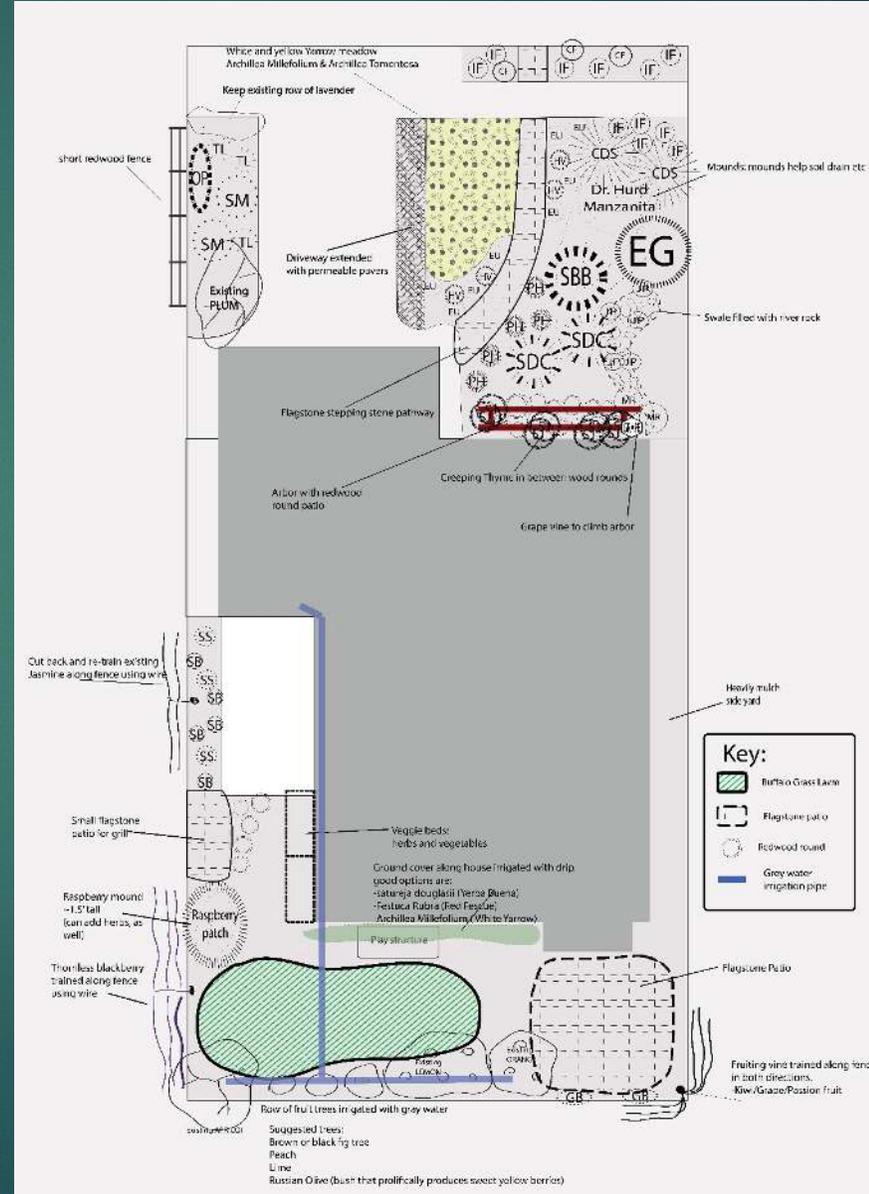
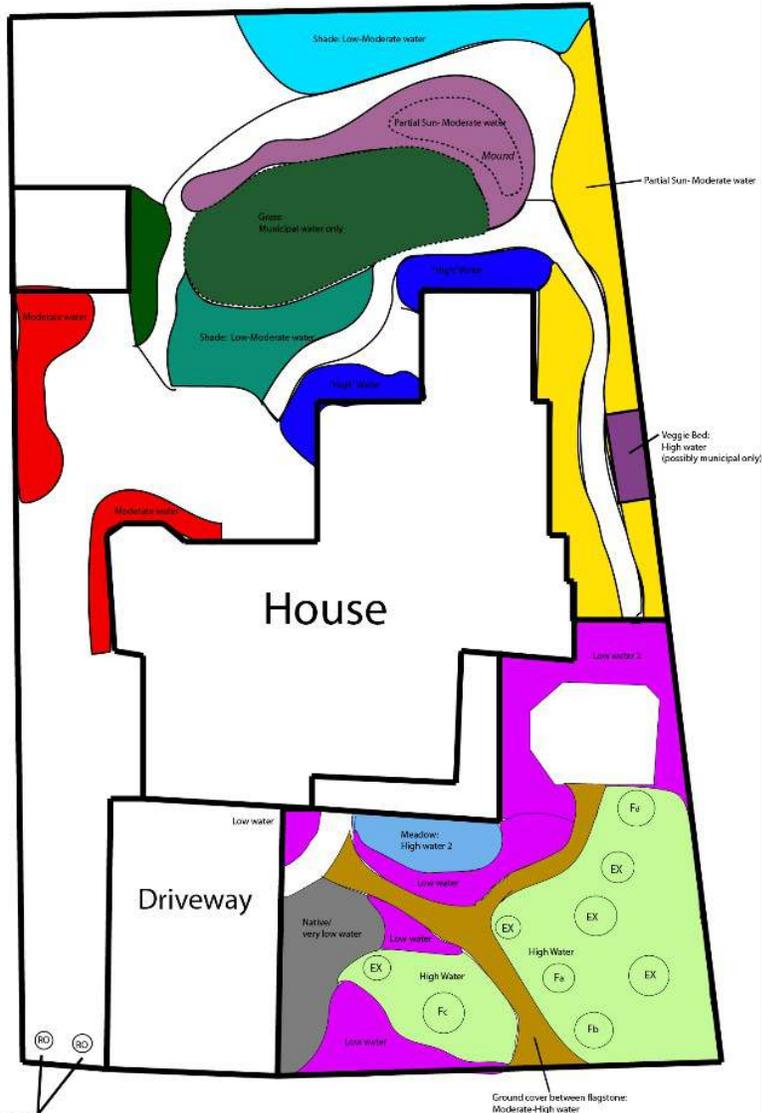
Bay maples story

- ▶ Started in 2008
- ▶ Certified in Greywater installation in 2010



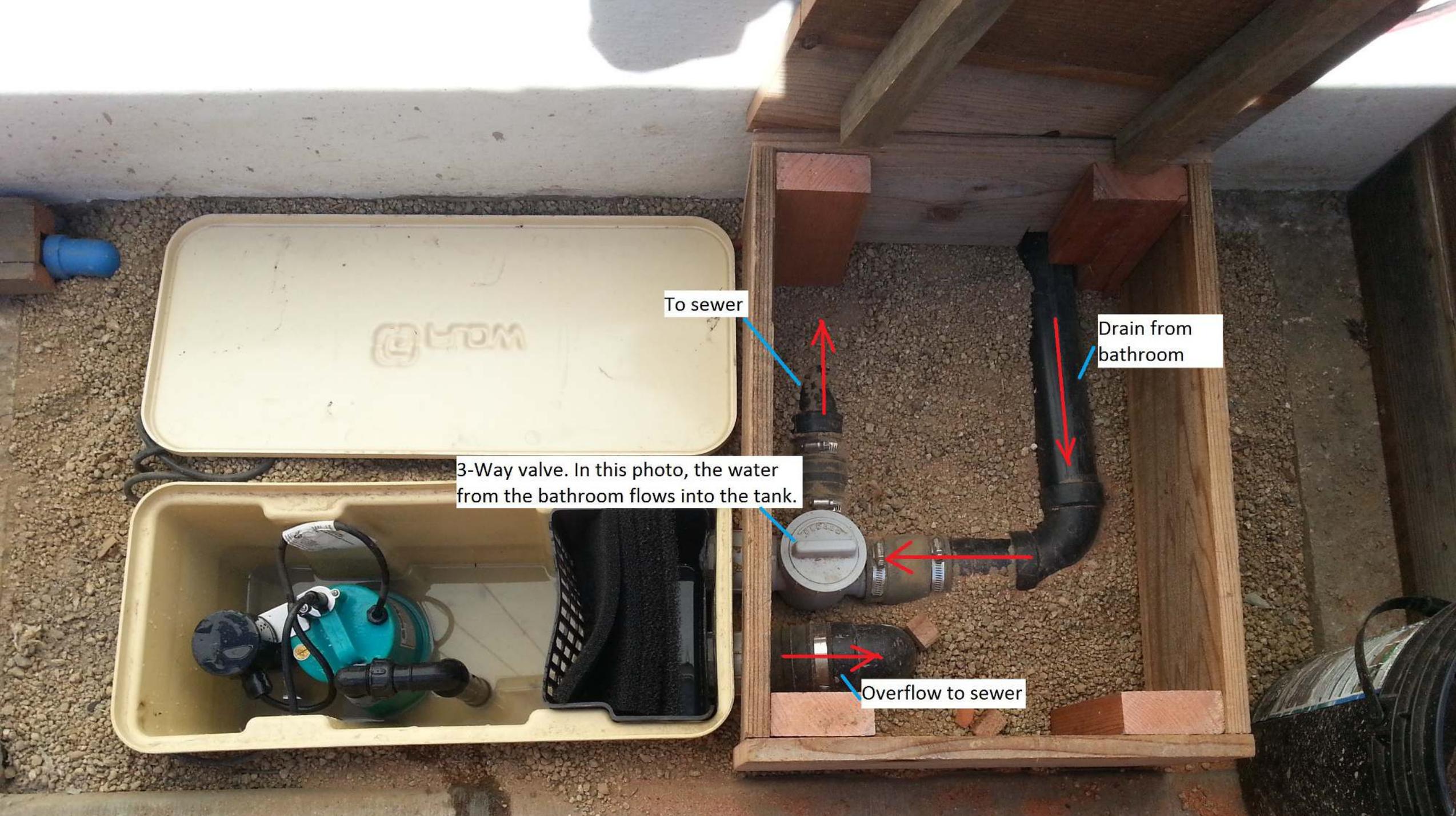
Greywater process?

Proposed Irrigation Map









To sewer

Drain from bathroom

3-Way valve. In this photo, the water from the bathroom flows into the tank.

Overflow to sewer





















Gray Water from house

**Pumped water
(tank to filter)**

Tank overflow



Fresh Water

**Backwash filter
(to sewer)**



Filter backwash out

Gray Water in

**Fresh water
valve**

Fresh water backwash in

**Filter backwash
valve**





Irrigation lines to zones 2-5
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Advertising

- ▶ Traditional advertising not best option (in my experience)
- ▶ Garden show booths:
 - ▶ Low cost
 - ▶ lots of foot traffic,
 - ▶ practice talking to clients
- ▶ Think outside the box
- ▶ Use rebate programs
- ▶ Promote through professional groups



Marketing

- ▶ Greywater seem fun, simple, feasible
- ▶ Make the permitting easy for the client, even if it's a nightmare for you.
- ▶ Make it look beautiful
- ▶ Participate in tours
- ▶ Host open houses
- ▶ Teach workshops, classes

GREYWATER • DROUGHT
RAIN CATCHMENT • TOLERANT



A wooden sign for Bay Maples Wild California Gardens. The sign is made of a piece of wood with a rough, natural edge. The text is painted in red and black. A fire extinguisher is placed on top of the sign. The background shows some green plants and a blue sky.

Bay Maples

WILD CALIFORNIA GARDENS

408 · 372 · 2141

LIC # 977639

bay maples presents

GREY WATER WORKSHOP

Saturday October 18th 11am-2pm



488 East Saint John Street, San Jose 95112

FREE STATE DROUGHT SOLUTIONS



noise
FURNITURE



&
bay maples
wild California gardens

Grand Opening

Saturday, June 13th from 6-10pm
1231 N. First St. San Jose, CA 95112

Please join us for
workshops, local artists, music and more!

bay maples
WILD CALIFORNIA GARDENS

presents

RESIDENTIAL RAIN CATCHMENT SYSTEMS

488 East St. John St. San Jose, CA 95112

SATURDAY 16 JANUARY
10:00AM - 2:00PM



\$15 to register, email info@baymaples.com

Learn to install home-scale rain catchment systems. Bring images of your home & we will help you design your own system.

Social Networks/Digital tools



Local marketing





Bay Maples
Garden Designs

LittleFreeLibrary

NO PARKING
EXCEPT IN THE
TOWERS ONLY





GREY WATER • RAIN CATCHMENT
DROUGHT TOLERANT • EDIBLE GARDENS



The 4 P's

- ▶ Product: not the just the greywater, they are paying for you!
- ▶ Price: justify price, who is your market, what will the spend, cheap and fast or big and elaborate
- ▶ Promotion: Enticement
- ▶ Place:

Holistic Design

- ▶ Rain Catchment
- ▶ Swales & Berms
- ▶ Appropriate plants
- ▶ Mulching
- ▶ Composting





Make it work with their existing system



Additional Certifications

- ▶ Bay Friendly Landscape program
- ▶ Permaculture Design Certification: RDI, OAEC, Quail Springs



Benefits of Being a licensed Contractor

- ▶ It's not that hard
- ▶ Initial investment pays for itself
- ▶ Its cheaper to pay money doing it legal, than getting caught
- ▶ Clients will pay you more if you are licensed
- ▶ Clients usually pay when you have a license and contract
- ▶ You can sue people or put lien on peoples house who don't pay you.

Process for being a licensed contractor

- ▶ California State Landscape Board <http://www.cslb.ca.gov/>
- ▶ 4 years experience and/or school, trade program
- ▶ Get a \$1,500 bond
- ▶ Get insurance
- ▶ Register your business name
- ▶ Have another licensed landscape contractor vouch for you
- ▶ Take the test

Contracts.....

- ▶ Have a license or keep your bid under \$500
- ▶ Forthcoming & set appropriate expectations
- ▶ Detailed description of work of ALL WORK PERFORMED
- ▶ Consistent and follow through
- ▶ 2 copies of contract (client and contractor)
- ▶ Deposit before you start
- ▶ Improve contract if errors arise from wording, etc.
- ▶ All use change orders!!!!!!!

Calculating costs

- ▶ Mark up 5-10% is already expected by client, but 50% (above retail) mark-up isn't un
- ▶ Get sellers permit and buy wholesale when possible
- ▶ CLIENT PAYS FOR EVERYTHING

Change orders

- ▶ Make or break a project
- ▶ Explain process before you start

Bid vs Estimate vs Time Material

- ▶ Bid is fixed costs, cant change after signing
- ▶ Estimate is open ended

How Greywater benefited my business?



The good, the bad and the ugly



Tips to make your GW business more profitable

- ▶ Using salvaged material when possible: mulch, irrigation/plumbing parts where feasible
- ▶ Collaborate with others
- ▶ Think about the big picture
- ▶ Be honest, work hard and be thorough

Thanks & get your Greywater on!

