The business of Greywater

BY ALAN HACKLER
Bay maples story

- Started in 2008
- Certified in Greywater installation in 2010
Greywater process?
3-Way valve. In this photo, the water from the bathroom flows into the tank.

To sewer

Drain from bathroom

Overflow to sewer
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
Bay Maples
WILD CALIFORNIA GARDENS
408·372·2141 LIC # 977639
bay maples presents

GREY WATER WORKSHOP

Saturday October 18th 11am-2pm

SAVE WATER

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

RESIDENTIAL RAIN CATCHMENT SYSTEMS
688 East St. John St. San Jose, CA 95112
SATURDAY 16 JANUARY
10:00 AM – 2:00 PM

$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
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
- It's 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/](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, can’t 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!