

# EXECUTIVE VIEWPOINT

TREVOR FOSTER, MIRACOTE

## Bringing Professionalism to the Pool and Spa Waterproofing Industry



### Trevor Foster

Trevor Foster has been in the concrete waterproofing, restoration, and decorative coatings industry for 22 years. Foster started as a crew foreman for a concrete company in Colorado. He then went on to operate his own successful waterproofing and decorative concrete company for five years. Foster now works at Miracote where he is responsible for sales growth and business development in the western states, and handles all field technical assistance and technical site evaluations.

### ? What are the important trends influencing the pool and spa construction market?

I think there are two emerging trends that seem to go hand in hand.

First, water is becoming an integral architectural design feature. Project owners are incorporating pools, spas and water features into their lives. We have traditionally helped customers waterproof water features located on rooftops, balconies, and backyards. Now water features are found in indoor living and entertainment areas.

These innovative water features also require more complex waterproofing details. As owners try to impress clients and friends with the new designs, architects are adding curves, structural elements, and rock features.

Second, as more owners want water features, there's an increased emphasis on water conservation. Many permitting jurisdictions include requirements for documentation of water conservation for new pools and water features now. Owners must account for every drop of water used in their designs. Proper waterproofing equals water conservation.

### ? How has the upscaling of water features affected a waterproofing contractor's role?

Waterproofing contractors are becoming an important voice on the project's design team. Contractors are often being consulted at the

beginning of the design of a water feature project. Their practical experience can provide designers key waterproofing details that will avoid costly job order changes or project delays.

### ? How can waterproofing contractor's best serve their customers?

Waterproofing contractors are reinforcing their position as experts on their projects.

To assume this leadership role, waterproofing contractors are becoming more professional in their knowledge of specifications, products and application techniques. Waterproofing contractors, with the support of our Miracote dealers, offer a complete package of resources to simplify the design actions for architects, design engineer, and maintenance managers.

### ? How is Miracote positioned to help waterproofing contractors in this growing construction segment?

For the better part of the last decade, Miracote has offered contractors a full portfolio of waterproofing products. With this sole-source product portfolio, contractors can ensure their customers a comprehensive approach to their waterproofing details. This one-shop approach simplifies the specification process and speeds the project's completion schedule.

Designers and contractors are also supported by a staff of technical experts who can provide a single source for every waterproofing

detail. And just as important, this one-stop shop approach simplifies any questions on performance and maintenance.

As pool and spas construction spreads from Southern California across North America, Miracote is there with a strong dealer network. Contractors can count on support wherever they work.

### ? How have waterproofing contractors responded to Miracote's initiative?

Our one-stop shop initiative has been welcomed by waterproofing contractors and design professionals around the country. Our contractors have been involved in some of the pool and spa industry's highest profile projects.

But more importantly, I've personally witnessed the increasing professionalism of our contractor customers. With the support of our strong dealer network and technical sales force, our customers are transforming their businesses taking the leadership role on waterproofing projects.



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