

PRODUCT OVERVIEW

The ways Jonathan works with the pool industry — from established builders to DIY homeowners building their own pool. Every claim here is grounded in a real, public track record: a 225,000-view build on YouTube, a growing DIY build series, a Meta-Verified page of 41,000, and a 25,800-member community.

01 · SOFTWARE

The CRM

CRM PRODUCT NAME — PENDING

Most pool-builder CRMs turn into an expensive **junk drawer** — leads in one inbox, quotes in a spreadsheet, follow-up living in someone's head. This is the opposite: the **actual system running a live, multi-million-dollar pool company**, packaged for yours. Every lead from every source lands in one front door and is qualified before you pick up the phone. New leads get an instant response — before your competitor even sees the notification. Follow-up is scripted for the two-month-to-two-year pool sales cycle and runs on autopilot. And the part nobody else has: a **Slack Command Center** where your whole operation reports in by 7 a.m., run by two AI teammates — **WETOPS** (operations) and **WETBOT** (a 24/7 front desk that answers and books your leads around the clock).

- ✓ One front door for every lead — auto-qualified by distance, budget, timeline
- ✓ Speed-to-lead responses that beat competitors to the notification
- ✓ Nurture sequences written for the full pool sales cycle
- ✓ No-show / cancellation recovery and deposit tracking
- ✓ Slack Command Center + WETOPS & WETBOT AI teammates

BEST FOR Builders drowning in disorganized leads and manual follow-up who want the system, not another empty tool to configure.

Next step: Apply for the CRM → wetscapes-builders.vercel.app

In-Person Training

Some skills only transfer in person. Wetscapes builds fiberglass pools on **real job sites** — so you train on an **active build**, with a real client, watching a proven crew run the full process start to finish. Excavation to decking handoff, plus the part most builders never see: **how each lead became a signed contract** before anyone touched a shovel. One week on site compresses years of expensive trial and error, because you're not learning theory — you're standing in the build.

- ✓ Hands-on time on a live, active pool build
- ✓ The full field process — excavation through decking handoff
- ✓ The sales side: how the job was sold before the dig
- ✓ Direct access to a working crew and their real process

BEST FOR Builders who learn by doing and want to compress the field + sales learning curve fast.

Next step: Apply for In-Person Training → GHL booking (Inperson Training Qualification Call)

1:1 Mentorship

Prefer to work directly on your own business? The 1:1 mentorship is **monthly private calls** — just you and Jonathan — on your numbers, your market, your next move. The bid you're not sure how to price, the crew bottleneck, the ad spend that isn't converting. You get a **direct line to a builder who scaled a fiberglass pool company into the millions**, plus the playbook to do the same. The map exists — most builders just never get one.

- ✓ Monthly private 1:1 calls, owner-to-owner
- ✓ Work on your real numbers, market, and next 90 days
- ✓ Pricing, crew, and ad-spend guidance from lived experience
- ✓ Standing access between calls

BEST FOR Builders who can't get to Louisville but want direct, ongoing guidance on their own shop.

Next step: Apply for 1:1 Mentorship → GHL booking (Monthly Coaching Calls)

DIY Pool Build Coaching

PRODUCT NAME — PENDING

\$5,000

DIFFERENT AUDIENCE This one is for **DIY homeowners building their own pool** — not contractors.

Jonathan's DIY build series on YouTube is pulling a growing audience of homeowners who want to install their own pool, and they keep asking for help. So this is a **separate coaching track** built for them. Jonathan **connects the homeowner with the right supplier and gets them the exact kit they need**, then **coaches them one-on-one through the entire build — start to finish** — for a flat **\$5,000**. He's already done this successfully several times. It rolls out with his next DIY build series and is offered alongside the CRM and the builder products (not instead of them).

- ✓ Kit sourcing — connected to the right supplier and the exact equipment for their build
- ✓ One-on-one coaching through the whole process, start to finish
- ✓ Flat **\$5,000** program price
- ✓ Runs on its own DIY funnel, separate from the builder/contractor pipeline

BEST FOR DIY homeowners tackling their own pool build who want expert guidance and the right kit — the audience from the DIY YouTube series.

Next step: Dedicated DIY coaching funnel

TO BUILD — launches with the next DIY build series

The December Mastermind — Louisville, KY

The first-of-its-kind Pool Builder Mastermind: **two days, one room**, with the contractors actually doing the numbers — builders from \$500K to \$5M+ sharing the systems, the real figures, and the playbooks you won't find online. It's where the CRM, the training, and the mentorship all get opened, live. Curated for operators — no theory, no tire-kickers, no time-wasters. There are three ways in:

TIER	PRICE	CAP	WHAT'S INCLUDED
Digital Live	\$49	Unlimited	Both days, live-streamed, full session access from anywhere. Includes 30-day replay CONFIRM
General Admission	\$250	120 only	In the room both days, full sessions, full network access, round tables with \$1M–\$5M+ builders
VIP	\$1,599	20 only	Everything in GA plus closed-door VIP sessions, direct time with the team, and the VIP dinner

BEST FOR Serious operators who want the full playbook, the network, and the deals in one weekend. Attendee bar: real revenue, not tire-kickers.

Next step: Pick your tier on the funnel page (tickets are live).