

A CONSUMERS GUIDE
TO THE *Perfect*
BACKYARD *Oasis*

Contact Us: 972-587-6346

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Why A Pool?

A swimming pool is an asset to your home. It adds aesthetic value, provides years of exercise and enjoyment while adding resale value to your home.



Nine *Reasons* To
Own *A Pool*

Reason 1

ENCOURAGE FAMILY TIME

When you build a pool, you're actually creating a fun and relaxing space for your children and family to spend time together without ever leaving the backyard! You'll make lasting memories as you teach your kids to swim, play with them in the pool, and barbecue by the water.



Reason 2

CREATE AN OUTDOOR RESORT AT HOME

A well-designed swimming pool isn't just a bunch of water. It can turn your backyard into an elegant outdoor oasis. With waterfalls, vanishing edges and other unique amenities, a pool can serve as a relaxing and inviting centerpiece in your own backyard.



Reason 3

THROW A PARTY

When hot afternoons and warm summer evenings roll around, a pool is a great way to entertain. Invite your friends and neighbors over for a poolside barbecue or a dip in the water.



Reason 4

STAY HEALTHY AND LOSE WEIGHT

Instead of driving to the gym, you can spend time exercising in your own pool. Research shows that swimming provides an excellent total body workout with a low risk of injury. Swimming in your pool can also promote faster weight loss.



Reason 5

UNWIND AND RELAX

When you get home from a long day at work or need to escape the business of life, take a quick dip in your pool to unwind. Spending time in the water helps your body relax and get rid of stress. You'll also sleep better than you ever have before.



Reason 6

INCREASE THE VALUE OF YOUR HOME

Recent studies show that owning a pool increases the value of your home by as much as 15%. Your property becomes more attractive to prospective homebuyers if you have a pool. If it comes time to move, owning a pool may be the difference between selling your home quickly or keeping it on the market.



Reason 7

STAY COOL

Instead of hiding out indoors with the air conditioning, you can beat the summer heat by lounging in the cool waters of your own pool. And save on the air conditioning bill too!



Reason 8

KEEP AN EYE ON YOUR KIDS

With a swimming pool in your backyard, you can give your kids and their friends a place to play that is both convenient and safe. You can also rest easy knowing that your children are close by.



Reason 9

SAVE SOME MONEY

A pool is easier to finance and maintain than most people think. And in the long run, pools are less expensive than big family vacations and other entertainment options while lasting longer.



Pool Builder Checklist

	Builder 1	Builder 2
<i>Has been in business 3+ years?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Business is licensed & insured?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Has a Business bank Account?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Has a permanent showroom?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Provides Complimentary Design & Price Estimate?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Has Positive Online Reviews?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Member in good standing with the Better Business Bureau?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Willing to give at least 10 recent references?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>References provided a positive experience?</i>	<input type="checkbox"/>	<input type="checkbox"/>
<i>Builder provides a warranty?</i>	<input type="checkbox"/>	<input type="checkbox"/>



POOL BUILDER
LEAD ROCKET

Pool Builder Lead Rocket is a research and consulting firm that works exclusively in the swimming pool industry.

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