

PSN

POOL AND SPA NEWS



Real people... Real loan solutions!



RATES AS LOW AS
4.99% FOR A 15-
YEAR
TERM!*

TERMS UP TO
30 YEARS*
AMOUNTS UP TO
\$200,000*

Since 1979, we've specialized in pool financing solutions. We're people helping people by utilizing the industry's *lowest rates, longest terms, and best* customer service. Experience the Lyon difference: the loan options your clients need (and that help you sell more pools) from a reputation you can trust!



877-754-5966 | WWW.LYONFINANCIAL.NET

*Available on approved credit, not all will qualify. **Minimum FICO score of 850 required for 4.99% with \$75,000 maximum loan amount.** Subject to change. Terms, amounts, and APR may differ based on loan purpose and credit profile. Conditions and limitations apply. Advertised terms are subject to change without notice.

THE ATTENDANT



Automation meets Innovation

Completely compatible with manufacturers on the market today and engineered to mindfully manage the energy usage of a pool system. Learn more at poolside.tech



Features

23 2023 TOP 50 BUILDERS

The bar has been set by these 50 builders, chosen for their performance and acumen in all aspects of the pool/spa construction business.

Departments

9 REFLECTIONS

The editor's take on issues and events

13 NEWS

74 NEW PRODUCTS

Online

JOIN US ONLINE FOR THE LATEST INDUSTRY NEWS, INSIGHTS AND HOW-TO FEATURES

www.poolspanews.com

contact us:

poolspanews.com/contact

subscribe:

poolspanews.com/subscribe

COVER PHOTO BY JEREMIAH DEARINGER/POOL BY KEITH ZARS POOLS
ABOVE PHOTO BY MCNEILL PHOTOGRAPHY/POOL BY GIB-SAN POOL & LANDSCAPE CREATIONS

POOL AND SPA NEWS (ISSN 0194-5351; USPS 793-180) IS PUBLISHED SEMIMONTHLY IN JANUARY, MARCH, AND MAY; MONTHLY IN FEBRUARY, APRIL, JUNE, JULY, AUGUST, SEPTEMBER, OCTOBER, NOVEMBER AND DECEMBER BY ZONDA MEDIA, 1152 15TH ST. NW, SUITE 850 WASHINGTON, DC 20005, AND PRINTED IN THE USA. SUBSCRIPTIONS ARE FREE TO QUALIFIED RECIPIENTS. PUBLISHER RESERVES THE RIGHT TO DETERMINE RECIPIENT QUALIFICATION. PERIODICAL POSTAGE PAID AT WASHINGTON, D.C., AND ADDITIONAL MAILING OFFICES. POSTMASTER: SEND ADDRESS CHANGES TO PSN POOL AND SPA NEWS, P.O. BOX 3494, NORTHBROOK, IL 60065.

PUBLICATIONS MAIL AGREEMENT NO. 40612608. RETURN UNDELIVERABLE CANADIAN ADDRESSES TO PITNEY BOWES, P.O. BOX 25542, LONDON, ON N6C 6B2.

Building the future of housing.



Professional

Full Strength Color Coded Profitable

ALL CLEAR®

For your nearest ALL CLEAR® Distributor Call (949) 474-7707
For more information please visit us on our WebSite: www.aquatri.com

©AQUA TRI, 2023

PSN

EDITORIAL

JOANNE McCLAIN

Editor-in-Chief
jmccain@zondahome.com

REBECCA ROBLEDO

Deputy Editor
rrobledo@zondahome.com

SALES

GARY CARR

National Sales Manager
gcarr@zondahome.com

LISA HEITNER

National Sales Manager
lheitner@zondahome.com

ART

CAROLYN SEWELL
MELISSA KROCHMAL

Design Director, Media
Graphic Designer

PRODUCTION

CATHY UNDERWOOD
STEPHANIE FISCHER

Senior Director, Print Production
Production Manager

ZONDA MEDIA

ANDREW REID
JENNIFER PEARCE
PAUL TOURBAF
JOHN TATUSKO
JENNIFER MALKASIAN
KATINA BILLADO

Chief Operating Officer
Executive Vice President/Chief Content Officer
Executive Vice President
Vice President/Sales
Director of Analytics
Director, Media Operations

PUBLISHED BY ZONDA MEDIA

JEFF MEYERS
MELISSA BILLITER
ANDREW REID
TIM SULLIVAN
KURT NELSON
AMY DUDLEY

Chief Executive Officer
Chief Financial Officer
Chief Operating Officer
Senior Managing Principal/Advisory Group
Group Vice President/Talent Strategy
Executive Vice President/National Sales

EDITORIAL AND ADVERTISING OFFICES: 1152 15th St. NW, Suite 750, Washington, D.C. 20005 • (323) 801-4900; SUBSCRIPTION INQUIRIES & BACK-ISSUE ORDERS: (888) 269-8410; fax, (847) 291-4816; e-mail, psn@omeda.com; REPRINTS: Wright's Media, (877) 652-5295; e-mail, zonda@wrightsmedia.com

ADVERTISER BILLING QUESTIONS: (202) 729-3522; LIST RENTALS: The Information Refinery, Brian Clotworthy 800.529.9020; email, brian@info refinery.com; PRIVACY OF MAILING LIST: We rent our subscriber list to reputable companies. If you do not wish to receive promotional materials from other companies, please call us, toll free, at (888) 269-8410. To be removed from the mailing list, please email your request including name and full mailing address to: clustan@zondahome.com.

POSTMASTER: Please send address changes to PSN Pool and Spa News, P.O. Box 3494, Northbrook, IL 60065; PSN Pool and Spa News will occasionally write about companies in which its parent organization, Zonda Media, has an investment interest. When it does, the magazine will fully disclose that relationship. Reproduction in whole or in part is prohibited without written authorization. Opinions expressed are those of the authors or persons quoted and not necessarily those of PSN Pool and Spa News. © Copyright 2023 by Zonda Media, a Delaware Corporation

Zonda
Building the future
of housing.



SWITCH TO OUR SWITCH

Replace old, out-dated, out-of-business switches

ANTI-ENTRAPMENT DEVICES

P/N **SVRS30ADJ** | Electrical Pump Shut-off
P/N **SVRS10ADJ** | Non-electrical



ELECTRICAL

Non-programmable Pump Shut-off System

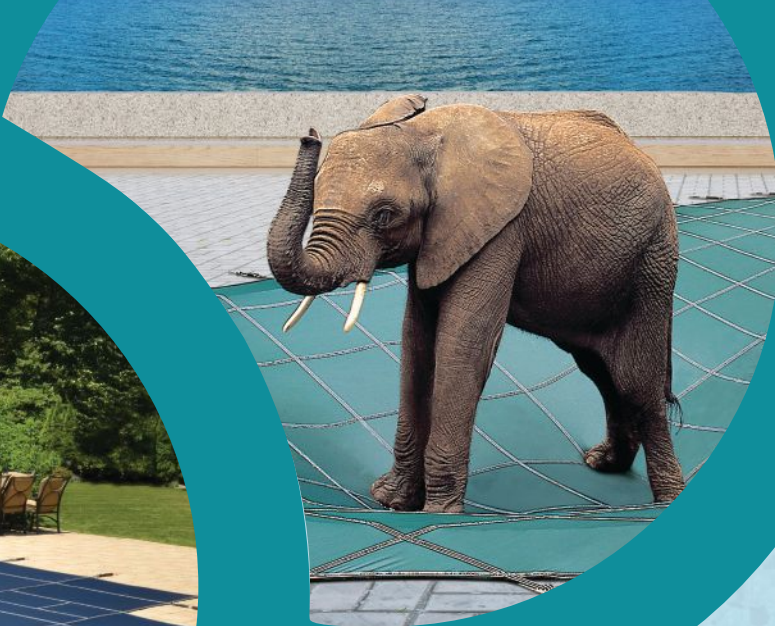


NON-ELECTRICAL

Meets SVRS Requirements of the Virginia Graeme Baker Act and the requirements of ANSI / ASME A112.19.17 and complies with ANSI/PHTA/ICC-7

 **Vacless**
Pool and Spa Safety Products™

CHOOSE VACLESS ...Easily installed in 5 minutes
vacless.com | 818.701.6200



Proudly manufactured in
the USA for **45 years!**

#AskForTheElephant

Searching for a manufacturer who offers
ultimate strength and quality without
sacrificing on elevated designs?

**LOOP-LOC Safety Covers are the only ones proven to
support the weight of Bubbles the Elephant and are:**

- Crafted from the highest quality fabrics and polyester bonded thread for higher margin of safety
- Backed by a 15-year Pro-Rated Warranty
- U.L. Certified and exceeds ASTM Standards
- Rebates and CO-OP available
- Available in 5 Unique Colors
- Sales Representatives and in-house superior customer support to assist with all your needs



LOOP-LOC[®]
THE ONE. THE ONLY.

looploc.com



Contact us, visit our website, or scan the
QR code to learn how to offer designer
LOOP-LOC products in your store.



SPECK PUMPS

BaduStream® //

Package A

DELIVERING UP TO
400 GPM

Low profile housing fades
easily into any pool design.



Part# SS484-2400M-1SW

WE BRING WATER TO LIFE!®

See the *BaduStream*
in action at
www.badujet.com



For more information on our
BADU SwimJet Systems,
call **800.223.8538**
or visit www.badujet.com

SPECK 
pumps

A Toast to the Top



Joanne McClain
Editor-in-Chief, PSN

When introducing this issue last year, I noted that it was a milestone year because the Top 50 Builders program had reached its 20th anniversary. Logically, then, this is its 21st — that's right, Top 50 Builders can now legally drink, gamble and rent a car!

All kidding aside, I think it's safe to say that the program has now reached juggernaut status — we've had the most submissions than ever before, which I take as a solid reflection of the continued growth this industry has experienced as a whole.

However, for some time, key economic indicators — lower housing starts, historically high rates of inflation, rising interest rates, hits to consumer confidence, to name but a few — have cast a pall over these boom times, pointing to a grim slow down. The good news is that while early predictions were cause for many a furrowed brow in this industry, the reality has been softer than expected, and many pool builders report running at full capacity with a healthy 3-9 month backlog. The general outlook now is one of cautious optimism.

But to return to this year's Top 50 Builders package: We've continued a series of graphs called "A Look Back" to chart certain data points — revenue, average project costs, volume and staffing — from the 22 companies that have consistently appeared on the last five Top 50 Builders lists. What we clearly see is that the pandemic-driven demand for pools has approximately doubled in not only new and total residential construction revenue but total revenue across all company departments as well (see pages 34, 36 and 38). Part of the increased construction revenue can be ex-

plained by the rise in average pool price — from a little over \$70,000 in 2018 to more than \$110,000 in 2023 (see page 44) — along with the increased number of pools built, from 5,900 in 2018 to nearly 7,600 in 2023, which is an increase of about 30% (page 42).

But what's particularly significant to me is comparing the revenue figures with the rate of staffing. In 2018, the Top Builders had a collective total of 1,779 employees. That number in 2023 is now 2,520, representing only an increase of 41% (see page 54). That means these 22 companies have managed to double their revenue in the past five years with only a 41% increase in staff. It just goes to prove how hardworking and dedicated pool and spa folks are!

In the quotes threaded throughout the package from the Top 50 company leaders, many acknowledged their employees' herculean efforts. They've made it a point to reward their endeavors, whether it's in increased wages and bonuses or additional soft benefits, such as paid time off or other perks. The best way to beat the skilled labor shortage, these leaders realize, is to make sure you take care of your existing employees. After all, they're truly the secret to making to the Top!

And that's definitely something worth toasting — congratulations to everyone who made the 21st Top 50 Builders list!


jmcclain@zondahome.com



**THE LOWEST RATES
WILL SAVE YOUR
BIGGEST JOBS!**

**4.99% FOR A
15-YEAR TERM!***

THE INDUSTRY'S LOWEST FIXED RATES FOR
UNSECURED POOL & BACKYARD LIVING LOANS

**LOANS UP TO
\$200,000***

**TERMS UP TO
30 YEARS***

*Available on approved credit, not all will qualify. Minimum FICO score of 850 required for 4.99% with \$75,000 maximum loan amount. Subject to change. Terms, amounts, and APR may differ based on loan purpose and credit profile. Conditions and limitations apply. Advertised terms are subject to change without notice.



877-754-5966 | WWW.LYONFINANCIAL.NET



**POOL &
HOT TUB**
ALLIANCE

STRATEGIC PARTNER



CUSTOMER REVIEWS

★★★★★ 4.95/5



WITH THE RIGHT TOOLS

YOU WON'T LEAVE
MONEY ON THE TABLE

Fluidra's ServicePro rewards program is designed specifically for pool service companies and gives you access to the right tools, including marketing services, software, training and valuable consumer incentives — everything you need to grow your business.

Sign up now and unlock over
\$5,000 in value, including:

-  **\$50** Sign-Up Bonus
-  **5%** Off First \$5K
-  **\$200** Off Your First 5 VS Pump Purchases
-  **\$200** Off Your First 5 Automation Purchases
-  Plus **Many More** Exclusive Benefits

FLUIDRA

©2023 Zodiac Pool Systems LLC. All rights reserved. ZODIAC® is a registered trademark of Zodiac International, S.A.S.U., used under license. All other trademarks are the property of their respective owners. 29926.3_AD



Sign up today!



California Builders Face Delays After Historic Rains

The drought has ended for most of the state, but some worry that resulting construction delays can prove devastating.

BY REBECCA ROBLEDO



After an historic series of atmospheric rivers struck California in the first quarter of this year, builders in the state find themselves three months behind the curve, weighing their current situation against the benefits of the drought's end.

Hardest hit was Northern California, which not only experienced more storms, but heavier ones.

"It rained the whole months of January and February," said Paul Porter, CEO of Premier Franchise Management, based in Granite City, Calif., of

the weather up north.

The area was still experiencing rain in May. "It never rains this late in the year," Porter said.

But Southern California took a hit as well. "The thing about these rains is they came every three days. It just never dried up enough to be able to do [anything]," said Scott Cohen, president of the California Pool and Spa Association, and owner of Green Scene Landscaping & Swimming Pools in Chatsworth, Calif.

It only exacerbates a situation where things were already stretched

thin, with long backlogs and over-worked crews.

"We added two more days to the work week, so it's going to be nine days," Cohen jokes. "We're already working six days a week. I can't force guys to work Sundays."

While stronger performers will do fine and still enjoy a healthy backlog, some worry about the impact on companies that were already feeling the effects of economic forces. They wonder if this will prove to be the straw that broke the camel's back, after price increases and inflation have caused noticeable drops in pool permits and sales downturns, especially for volume builders.

"I think it's going to be devastating," Porter said. "Because you can't make the time up ... I believe there will be a lot of reasons that there'll be builders going out ... It's been a rough road for the last three to four years."

But one can argue the previous five years more than made up for this year's delays, Cohen said. The drought meant dry winters, allowing practically non-stop construction in the Golden State.

"It's a balancing act like any other business," Cohen said.

For Porter, it's more than worth it to get the state out of the threat of drought restrictions.

"I'll take this anytime," he said. "When you have to ask for a glass of water at a restaurant, [people] start wondering, 'Is it a good idea to put a pool in when I can't get a glass of water?'"

Learn to Swim Legislation Passes Two More States

BY REBECCA ROBLEDÓ

Georgia was the second state to pass a law meant to promote swim lessons for all children. At presstime, Arkansas was primed to be the third, with a bill awaiting the governor's signature.

In 2021, Florida was the first to pass legislation requiring schools to provide parents and guardians of all students with information explaining the importance of learning to swim, and listing available resources for lessons and help for lower-income families to gain lessons.

The new Georgia and Arkansas laws contain the same language.

"When I've said every child should learn to swim, I've not had a single person push back and disagree," said Bill Kent, CEO of Team Horner, based in Fort Lauderdale, Fla.

Kent, who also serves as chairman of the board for the International Swimming Hall of Fame, is pursuing such legislation across the country, having hired a long-time safety advocate, Casey McGovern, to help with this and other efforts to

promote swim lessons for children.

The team hopes to see three to five more states pass similar bills. It has begun conversations with officials in New York, New Jersey, Texas, Mississippi and New Mexico.

Kent likes the chances of seeing legislation passed in other states, regardless of political bent.

"The key piece of the strategy is that it has nothing to do with red or blue states..." he says. "It doesn't cost the schools money. That was another key part of the strategy."

Professional Pool Water Analysis
POOLPRO™
PS6FC^E, PS9TKB

Conductivity, Mineral/Salt Conc., TDS, pH, ORP,
Free Chlorine Equivalent (FC^E™),
Alkalinity (PS9), Hardness (PS9),
Langelier Saturation Index Calculator (PS9),
Temperature

MYRON L[®] COMPANY
Water Quality Instrumentation
Since 1957

www.myronl.com
760-438-2021

DESIGNED, ENGINEERED
AND MANUFACTURED IN THE USA

Facebook logo and QR code.

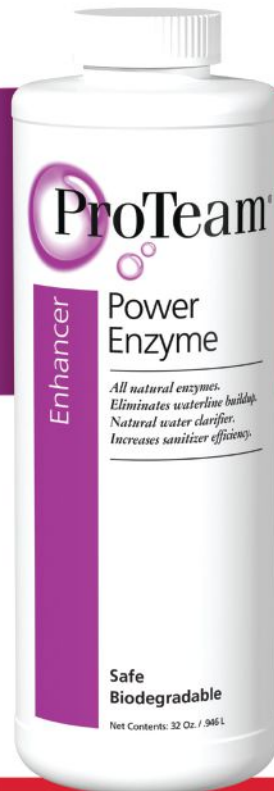
BE PRO-ACTIVE!

Spend less time fixing and ***more time enjoying*** your pool.

Super charge your sanitizer!

ProTeam Power Enzyme increases sanitizer efficiency by naturally digesting waste in the water.

You'll have naturally cleaner water.



No phosphates. No problems!

ProTeam PhosAway Extreme is highly active and quickly performs to reduce phosphate levels fast.

Concentrated so you use less!



Home Builders Remain Confident Despite Apparent Headwinds

BY LEAH DRAFFEN

With a renewed emphasis on new construction thanks to limited existing inventory, builder confidence rose five points in the NAHB/Wells Fargo Housing Market Index (HMI).

Despite building material supply

chain disruptions and tightening credit conditions for construction loans, May marks the fifth straight month that builder confidence has increased and is the first time that sentiment levels have reached the midpoint mark of 50

since July 2022.

"New-home construction is taking on an increased role in the marketplace because many homeowners with loans well below current mortgage rates are electing to stay put," said NAHB chairman Alicia Huey, a custom home builder and developer from Birmingham, Alabama. "This is keeping the supply of existing homes at a very low level."

She characterizes the mood among as cautious optimism among home builders, who still face challenges. "These include shortages of transformers and other building materials and tightening credit conditions for residential real estate development and construction brought on by the actions of the Federal Reserve to raise interest rates," she said.

Derived from a monthly survey, the NAHB/Wells Fargo HMI gauges builder perceptions of current single-family home sales and sales expectations for the next six months as "good," "fair" or "poor." The survey also asks builders to rate traffic of prospective buyers as "high to very high," "average" or "low to very low." Scores for each component are used to calculate a seasonally adjusted index where any number over 50 indicates that more builders view conditions as good than view it as poor.

For May, all three major HMI indices posted gains. The HMI index tracking current sales conditions rose five points to 56, the component following sales expectations in the next six months increased seven points to 57, and the gauge charting traffic of prospective buyers increased two points to 33.

"Lack of existing inventory continues to drive buyers to new construction," says NAHB chief economist Robert Dietz. "In March, 33% of homes listed for sale were new homes in various stages of construction. That share from 2000-2019 was a 12.7% average. With limited available housing inventory, new construction will continue to be a significant part of prospective buyers' search in the quarters ahead."

Pink, Blue, Purple It's all good stuff!



Speak to a Jack's Magic representative about our sequestrants and learn which product is best for you.

JacksMagic.com
800.348.1656



It's that easy.

**PROFIT FROM REPEAT BUSINESS, MAP PROTECTION
AND EASY-TO-SELL PRODUCTS. WANT A PIECE?**

Carry our easy solution for pools 2K to 40K gallons. You'll
enjoy higher profit potential and happier customers.



Contact your distributor or visit frogproducts.com



PHTA Releases New Commercial Pool Standard

The **Pool & Hot Tub Alliance** and the International Code Council have released their first standard covering the operation and maintenance of public pools and spas.

Like all other PHTA standards,

it has received American National Standards Institute approval.

ANSI/PHTA/ICC-2 2023 American National Standard for Public Pool and Spa Operations and Maintenance is written to provide

public health officials, industry professionals and code officials with guidelines that can easily be incorporated into local codes. It covers various types of public aquatic venues. Topics include inspections, operating permits, water quality, hygiene facilities and indoor/outdoor environments.

"This new standard will play an important role in keeping our public pools and spas safe for all communities," says Dominic Sims, CBO, CEO of ICC.

PHTA officials say the standard serves as a logical companion to the International Swimming Pool and Spa Code.

"The ANSI approval and publication of PHTA-2 is a huge win for our industry," says Sabeena Hickman, CAE, president and CEO of PHTA. "This standard is the result of hundreds of hours of volunteer expert work and is a significant move toward healthy and safe aquatic venues."

The Only Affordable Way to Add a Nichless LED Light!

Approximately 95% of pools in the United States have older pool light niches, making it impossible to replace them with a new small LED light. QwikLED® provides a low cost path to make LED lights a reality for all pool owners.

- SAVES UP TO 80% ON POOL LIGHTING COSTS
- LASTS UP TO 20 TIMES LONGER THAN CONVENTIONAL LIGHTS
- LED OPTIONS AVAILABLE WHERE POOL SUPPLIES ARE SOLD
- NO EXPENSIVE POOL REMODELS

ADAPTER PLATES

PLASTER PLATES

(LED light sold separately.)

Visit our website to find easy-to-install videos at www.magicplastics.com



BY

MAGIC
P L A S T I C S

Magic Plastics, Incorporated • 25215 Avenue Stanford • Valencia, CA 91355 USA
(661) 257-4485 Phone • (800) 369-0303 Toll-Free • www.magicplastics.com

SPS Expands in Dallas

Growing pool service consolidator SPS PoolCare has expanded its presence in the Dallas area through another acquisition. It has purchased the maintenance and repair division of Hobert Pools & Spas, a 48-year-old custom pool builder and service company serving Dallas and the surrounding Metroplex area.

This marks the company's fourth acquisition in the Dallas/Fort Worth Metroplex, and the 28th overall.

Formerly called Smart Pool Services, SPS reports it is on pace to perform one million weekly pool services per year and employs more than 500 across four states.



Family of Sealants

The industry leading DECK-O-SEAL family of sealants is the trusted name in the pool industry. DECK-O-SEAL has the broadest range of sealants to meet all your needs. Our traditional two-component formulations are available as well as HS-1 SL, now offered in an easy to use 32 oz. pouch.

DECK-O-SEAL *the name you can trust.*



A Division of W. R. MEADOWS, INC. P.O. Box 397 ■ Hampshire, IL 60140
Phone: 800-542-POOL ■ sales@deckoseal.com ■ www.deckoseal.com ■ [@deckoseal](https://www.facebook.com/deckoseal)



MAKE MINE A MERLIN!

Premier Manufacturer of Pool & Spa Products



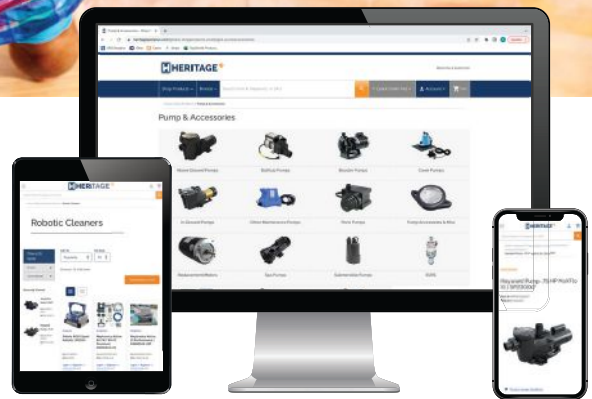
www.merlinindustries.com

Hamilton, NJ * Deer Park, NY



CHECK OUT THE ADVANTAGE OF OUR NEW ONLINE STORE HERITAGE+

- Order Anytime and Anywhere
- Check Product Availability
- Look Up Your Pricing
- Use Pads for Bulk, Reorder and Quick Orders
- View Open Orders, Account Statements and Invoice History



REGISTER TODAY!

SCAN QR CODE OR VISIT
HERITAGEPOOLPLUS.COM



Congratulations!
to these Master Pools Guild

Top 50 Builders

A & G Concrete Pools, Inc.

Gib-San Pool &
Landscape Creations

High-Tech Pools, Inc.

Morehead Pools

Regal Pools

Shasta Pools



Building a Global Paradise

Master Pools Guild is a global network of elite custom builders.
Locate a Master Pools Builder at masterpoolsguild.com



POOL AND SPA NEWS
2023
TOP 50
BUILDERS

The bar has been set by these 50 builders, chosen for their performance and acumen in all aspects of the pool/spa construction business.



View from the Top

Meet the 2023 PSN Top 50 Builders

BY REBECCA ROBLEDO

If participation in the PSN Top 50 indicates confidence, then this year would suggest an industry feeling very comfortable in its ability to continue thriving.

More pool and spa builders than ever applied to rank on the 2023 edition, providing a particularly competitive field. These 50 proved to be the best of the best.

Collectively, these companies built 11,682 pools and earned more than \$1.64 billion in 2022. Residential pool/spa construction accounted for nearly \$1.37 billion of that. They also employ 4,173 full-time, permanent staff members.

Cody Pools has once again taken the top spot, having only

gained strength the past couple years after acquiring two other highly ranking *PSN* Top 50 Builders — Phoenix-area's California Pool and Landscape, and Platinum Pools of Houston, Texas.

While revenue serves as a concrete indicator of a company's performance, it's not the only sign. These builders were chosen for five aspects of their businesses: residential construction revenue, management and training practices, internet presence, industry participation and community works.

On the following pages, learn more about this year's Top 50 Builders, along with charts tracking their performance over five years, and the results of a survey of these stand-out builders.

PHOTO BY JIM SMITH/PHOTOGRAPHY/POOL BY REGAL POOLS

2023 TOP 50 BUILDERS

	Company Name	Headquarter City	State	No. of Offices	President/CEO
1	Cody Pools	Georgetown	Texas	15	Mike Church
2	Gib-San Pool & Landscape Creations	Toronto	Ontario	3	Ed Gibbs
3	Riverbend Sandler Pools	Plano	Texas	2	Bruce Mungiguerra Jr.
4	Seasonal World	Clarksburg	New Jersey	1	Tony Schiavone
5	Coast To Coast Pools	Sarasota	Florida	2	Dustin Pointer
6	Claffey Pools	Southlake	Texas	1	Charlie Claffey
7	Aqua Pool & Patio	East Windsor	Connecticut	1	Michael Giannamore
8	Shasta Industries	Phoenix	Arizona	1	Jeff Ast
9	Robertson Pools	Coppell	Texas	2	Ron Robertson
10	Morehead Pools	Shreveport	Louisiana	1	Michael Moore II
11	All Seasons Pools, Spas & Outdoor Living	Orland Park	Illinois	1	Doug Mayhall
12	J&M Pool Company	Senoia	Georgia	1	Ryan Smart
13	Heritage Pools	North Charleston	South Carolina	1	Michael Gesmond
14	Keith Zars Pools	San Antonio	Texas	2	Keith Zars
15	High-Tech Pools	North Olmsted	Ohio	1	Jeff & Jerry Hammerschmidt
16	Nejame & Sons	Danbury	Connecticut	2	Tom Sr., Ed , Greg, Tom Jr., Anthony & Jason Nejame
17	Gohlke Pools	Denton	Texas	1	Matt Gohlke
18	Regal Pools	Tomball	Texas	1	Joshua Buzzell, Edwin Escobar
19	Fronheiser Pools	Bally	Pennsylvania	3	Ron & Adam Fronheiser
20	Puryear Custom Pools	Fort Worth	Texas	1	Jason & Jennifer Satterwhite
21	Outdoor Living Pool and Patio	Denton	Texas	1	Lance Hill
22	A&G Concrete Pools	Port Saint Lucie	Florida	1	Travis Leonard
23	Ike's Carter Pools	Oakland Park	Florida	1	Erik Eikevik
24	Rising Sun Pools & Spas	Raleigh	North Carolina	1	Gina da Roza
25	American Pools and Spas	Orlando	Florida	1	Ben Evans
26	Richard's Total Backyard Solutions	Houston	Texas	2	J.R. Richard
27	Venture Custom Pools	Plano	Texas	7	Steven Deering
28	Avree Custom Pools	Dickinson	Texas	1	Samuel Pizzo
29	Easton Pool & Spa	Easton	Massachusetts	1	David and Robert Hobaica, Tim Dooling
30	Pulliam Pools	Fort Worth	Texas	2	Andrew Fluty
31	Atlantis Pools	Canton	Georgia	1	Bruce Todd
32	Goodall Pools	Camp Hill	Pennsylvania	6	Robert L. Goodall III
33	Gibbons Pools	Islandia	New York	1	Cliff Gibbons
34	Concord Pools & Spas	Latham	New York	2	Jon Foshee
35	KB Custom Pools	Bee Cave	Texas	1	George Barnett
36	Arvidson Pools & Spas	Crystal Lake	Illinois	1	Dennis Marunde
37	Van Kirk & Sons Pools & Spas	Deerfield Beach	Florida	1	Tim and Robert Van Kirk
38	Adams Pool Group	Pleasanton	California	3	Tony Adams
39	Juliano's Pools	Vernon	Connecticut	7	Brian Juliano
40	Cascade Custom Pools	Austin	Texas	1	Hank Thompson
41	Colley's Pools & Spas	Hamburg	New York	1	Scott Colley
42	Crystal Pools	Elizabethtown	Pennsylvania	3	Nathan Eshenour
43	Allied Outdoor Solutions	Houston	Texas	3	Drew Williams
44	Swimming Pool Services	Waukesha	Wisconsin	1	David J. Thompson
45	Infinity Pools	American Fork	Utah	1	Renn Lamm, Jake Merrill
46	Backyard Amenities	Baytown	Texas	1	Brad & Patty Stephens
47	Spartan Pool & Patio	Norman	Oklahoma	1	Jordan Demeter, Sam Stroud
48	A Oasis Pools and Outdoor Living	Waxahachie	Texas	2	Charley Duncan
49	Aquos Pools	Manteca	California	1	Harold Tapley
50	Emerald Custom Pools & Patios	Saginaw	Texas	1	Kyle Burns

TOP 50 BUILDERS 2022 Stats

Presenting some key information on each Top 50 Builder. The judging formula for this group includes a score based on revenue, represented by Total Residential Construction Revenue, denoted with the blue heading.

	Company	2022 Total Revenue	New Residential Construction	Renovation	Total Residential Construction	Pool Excavations	Average Residential Pool Price
1	Cody Pools	\$336,932,666	\$294,566,260	\$11,570,430	\$306,136,690	2,775	\$118,947
2	Gib-San Pool & Landscape Creations	\$32,500,000	\$22,000,000	\$3,000,000	\$25,000,000	148	\$200,000
3	Riverbend Sandler Pools	\$64,021,349	\$51,884,318	\$3,639,847	\$55,524,165	363	\$134,405
4	Seasonal World	\$18,732,126	\$17,662,345	\$-	\$17,662,345	205	\$86,157
5	Coast To Coast Pools	\$81,004,170	\$78,294,880	\$47,038	\$78,341,918	1,317	\$60,158
6	Claffey Pools	\$48,722,947	\$38,405,800	\$6,276,711	\$44,682,511	169	\$227,253
7	Aqua Pool & Patio	\$11,364,723	\$7,822,288	\$591,953	\$8,414,241	64	\$155,900
8	Shasta Industries	\$98,029,740	\$52,241,047	\$7,833,619	\$60,074,666	728	\$88,500
9	Robertson Pools	\$29,103,393	\$18,301,701	\$3,880,575	\$22,182,276	126	\$145,250
10	Morehead Pools	\$11,451,381	\$7,807,277	\$603,321	\$8,410,598	55	\$152,815
11	All Seasons Pools, Spas & Outdoor Living	\$9,490,758	\$2,953,760	\$1,478,453	\$4,432,213	25	\$118,000
12	J&M Pool Company	\$17,713,645	\$11,335,655	\$2,845,370	\$14,181,025	89	\$109,000
13	Heritage Pools	\$14,100,000	\$11,600,000	\$1,500,000	\$13,100,000	130	\$96,000
14	Keith Zars Pools	\$90,158,000	\$62,198,000	\$5,727,000	\$67,925,000	405	\$112,254
15	High-Tech Pools	\$10,837,500	\$7,798,040	\$500,130	\$8,298,170	41	\$149,025
16	Nejame & Sons	\$12,980,302	\$6,680,760	\$1,250,697	\$7,931,457	92	\$110,000
17	Gohlke Pools	\$16,692,220	\$6,975,164	\$1,651,916	\$8,627,080	46	\$151,634
18	Regal Pools	\$22,425,000	\$20,179,500	\$845,000	\$21,024,500	115	\$175,500
19	Fronheiser Pools	\$14,584,268	\$6,561,202	\$143,968	\$6,705,170	60	\$109,354
20	Puryear Custom Pools	\$43,841,795	\$36,693,436	\$3,295,116	\$39,988,552	348	\$106,667
21	Outdoor Living Pool and Patio	\$12,773,572	\$11,587,305	\$395,157	\$11,982,462	126	\$129,946
22	A&G Concrete Pools	\$36,400,000	\$32,200,000	\$800,000	\$33,000,000	460	\$80,000
23	Ike's Carter Pools	\$12,000,000	\$9,700,000	\$300,000	\$10,000,000	105	\$120,000
24	Rising Sun Pools & Spas	\$38,771,090	\$26,321,342	\$2,241,099	\$28,562,441	235	\$112,006
25	American Pools and Spas	\$44,960,206	\$36,210,196	\$-	\$36,210,196	491	\$75,000
26	Richard's Total Backyard Solutions	\$27,850,000	\$19,890,000	\$1,690,000	\$21,580,000	240	\$82,500
27	Venture Custom Pools	\$19,376,000	\$19,376,000	\$-	\$19,376,000	160	\$121,000
28	Avree Custom Pools	\$14,738,857	\$14,082,300	\$267,300	\$14,349,600	127	\$110,884
29	Easton Pool & Spa	\$20,150,000	\$15,272,500	\$1,642,500	\$16,915,000	147	\$104,000
30	Pulliam Pools	\$26,720,948	\$24,542,963	\$1,119,119	\$25,662,082	241	\$113,625
31	Atlantis Pools	\$4,000,000	\$4,000,000	\$-	\$4,000,000	28	\$200,000
32	Goodall Pools	\$18,122,927	\$6,580,409	\$1,717,485	\$8,297,894	67	\$98,215
33	Gibbons Pools	\$18,157,000	\$7,415,000	\$2,109,000	\$9,524,000	33	\$355,000
34	Concord Pools & Spas	\$25,964,527	\$15,181,456	\$1,881,627	\$17,063,083	208	\$72,988
35	KB Custom Pools	\$6,956,233	\$6,523,658	\$432,575	\$6,956,233	32	\$203,864
36	Arvidson Pools & Spas	\$13,100,000	\$3,800,000	\$900,000	\$4,700,000	30	\$125,000
37	Van Kirk & Sons Pools & Spas	\$41,891,050	\$36,270,050	\$5,242,977	\$41,513,027	306	\$118,530
38	Adams Pool Group	\$70,194,233	\$24,668,320	\$45,525,913	\$70,194,233	188	\$134,992
39	Juliano's Pools	\$41,732,192	\$28,748,823	\$3,364,767	\$32,113,590	254	\$113,184
40	Cascade Custom Pools	\$7,000,000	\$7,000,000	\$-	\$7,000,000	45	\$155,000
41	Colley's Pools & Spas	\$17,500,000	\$9,500,000	\$640,000	\$10,140,000	140	\$66,200
42	Crystal Pools	\$14,000,000	\$6,200,000	\$-	\$6,200,000	70	\$65,000
43	Allied Outdoor Solutions	\$53,423,863	\$2,085,847	\$49,942,550	\$52,028,397	10	\$189,622
44	Swimming Pool Services	\$9,252,021	\$3,563,674	\$1,218,601	\$4,782,275	15	\$190,000
45	Infinity Pools	\$7,340,000	\$2,936,000	\$-	\$2,936,000	36	\$200,000
46	Backyard Amenities	\$12,208,800	\$11,684,700	\$269,100	\$11,953,800	123	\$94,997
47	Spartan Pool & Patio	\$4,778,714	\$3,293,549	\$1,039,512	\$4,333,061	43	\$104,000
48	A Oasis Pools and Outdoor Living	\$19,865,000	\$19,347,000	\$518,000	\$19,865,000	201	\$98,700
49	Aquos Pools	\$4,653,108	\$4,653,108	\$-	\$4,653,108	51	\$91,237
50	Emerald Custom Pools & Patios	\$12,890,161	\$12,550,143	\$118,000	\$12,668,143	169	\$74,261

Congratulations to All Our PSN Award-Winning PebbleTec® Builders



The Green Scene Landscaping & Swimming Pools
PebbleBrilliance, Clearwater

At PebbleTec®, we're known for our unwavering dedication to excellence. From our trusted pool finishes to artisan fire & water features and exquisite handcrafted tile, we never compromise on quality. That's why we work exclusively with select PebbleTec builders and authorized applicators. Together we create the most beautiful pools in the world.

Pebble 
Technology®
INTERNATIONAL

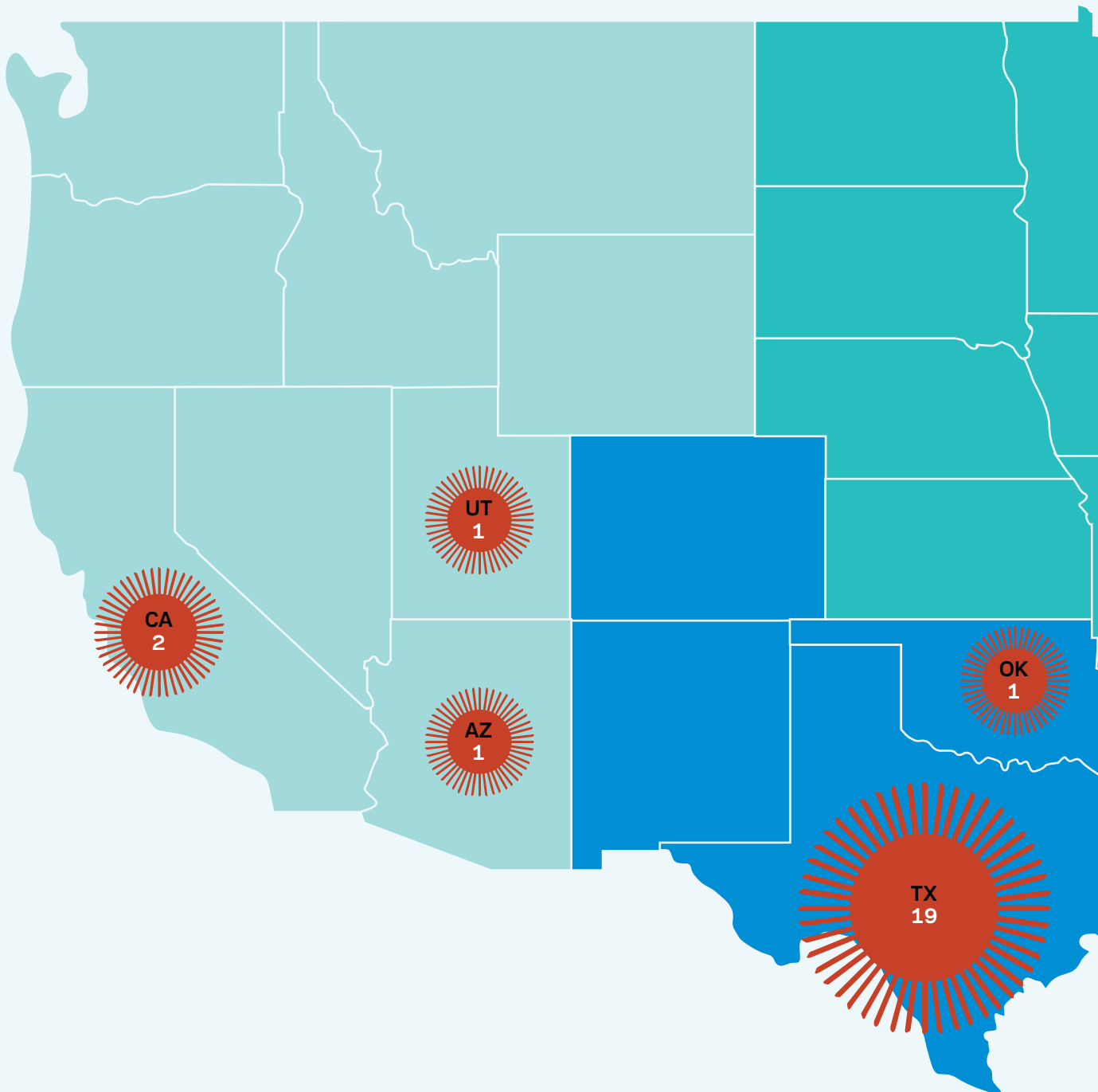
Discover more at: pebbletec.com
480.467.4006



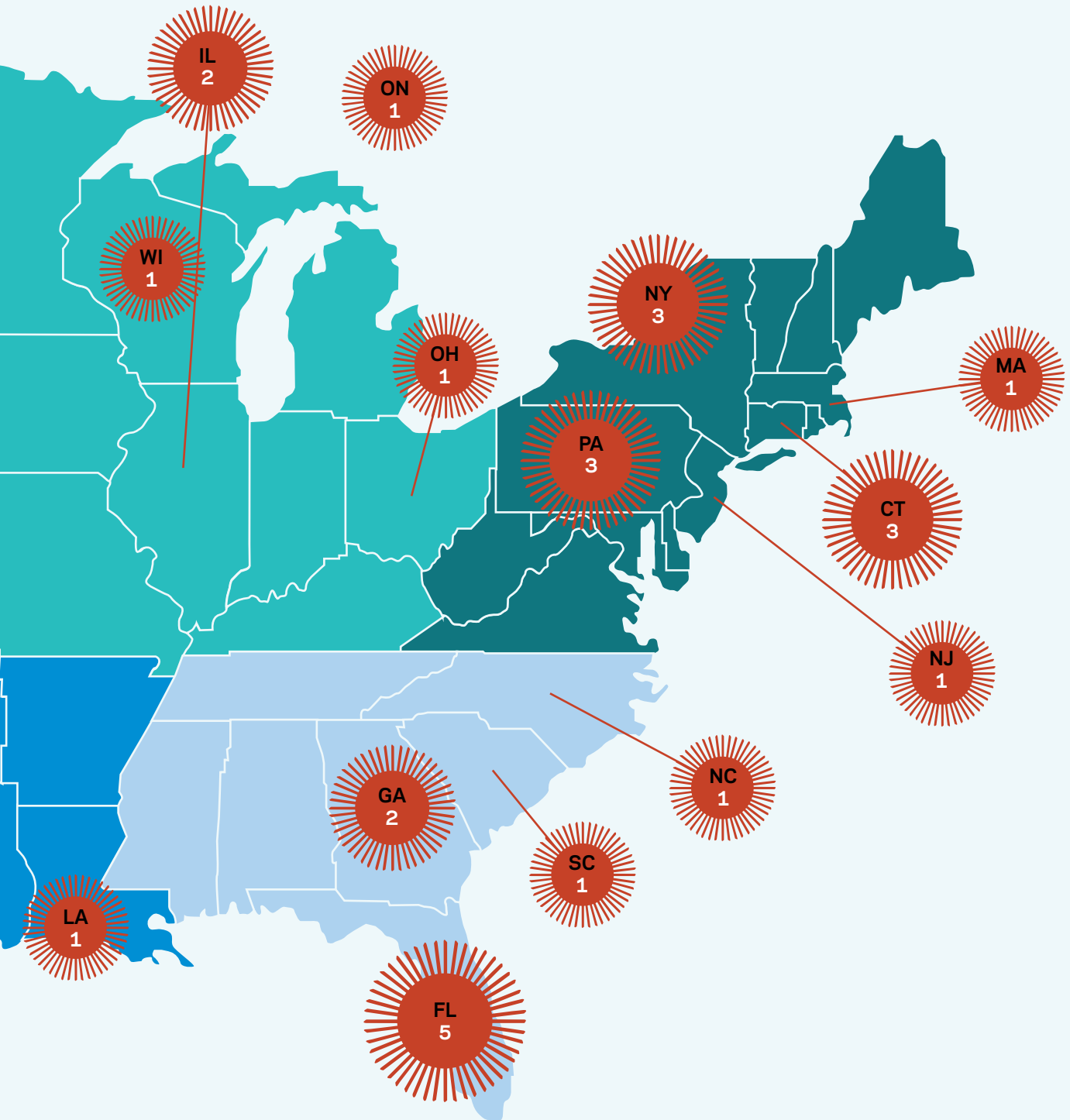
TOP 50 BUILDERS

by Region

This breakdown by state reveals a Top 50 Builders list that is heavily weighted in the central and eastern parts of the U.S., with Texas once again standing out among the rest. See the following page for data on each region's Top 50 builders.



 = Total number of Top 50 Builders based in state



TOP 50 BUILDERS by Region

NORTHEAST/MID-ATLANTIC

Total Builders: 12

Employees: 830

Excavations in 2022: 1,488

2022 Total Revenue: \$245,788,065

2022 Total Residential Construction Revenue:

\$165,966,780

- New Residential Construction: \$149,624,783

- Renovation: \$16,341,997

Average Residential Pool Price: \$111,057

SOUTHEAST

Total Builders: 9

Employees: 445

Excavations in 2022: 3,161

2022 Total Revenue: \$290,840,161

2022 Total Residential Construction Revenue:

\$258,908,607

- New Residential Construction: \$245,932,123

- Renovation: \$12,976,484

Average Residential Pool Price: \$80,932

MIDWEST

Total Builders: 4

Employees: 193

Excavations in 2022: 111

2022 Total Revenue: \$42,680,279

2022 Total Residential Construction Revenue:

\$22,212,658

- New Residential Construction: \$18,115,474

- Renovation: \$4,097,184

Average Residential Pool Price: \$141,081

SOUTHWEST

Total Builders: 21

Employees: 2,114

Excavations in 2022: 5,919

2022 Total Revenue: \$881,930,899

2022 Total Residential Construction Revenue: \$782,256,150

- New Residential Construction: \$688,974,921

- Renovation: \$93,281,229

Average Residential Pool Price: \$120,740

WEST

Total Builders: 4

Employees: 591

Excavations in 2022: 1,003

2022 Total Revenue: \$180,217,081

2022 Total Residential Construction Revenue: \$137,858,007

- New Residential Construction: \$84,498,475

- Renovation: \$53,359,532

Average Residential Pool Price: \$101,356

In Their Words

We asked each leader about their best business decision of 2022, how they've handled the ongoing labor crisis, and the company policy most conducive to growth.

1. Cody Pools

MIKE CHURCH



The best business decision I have made in the past year is combining

four office locations and five departments into one location. Having our accounting, warranty, construction, marketing and commercial divisions all under one roof has not only made our day-to-day operations more coherent but has also enhanced our already first-class company culture.

2. Gib-San Pool & Landscape Creations

ED GIBBS



The heart of the company is its people. We decided very early on that our employees were

No. 1 and have to do everything to protect, empower and nurture them. We continued with our protocol reviews, reassured staff this is a safe place to work, that financially we would look after every employee, enhanced our benefits program co-share to 90%, gave permanent pay increases, educated staff, and changed the way we dispatch employees.

3. Riverbend Sandler Pools

BRUCE MUNGIGUERRA JR.



As supply chain challenges continued, we focused on streamlining the number

of equipment SKUs we were offering and pre-ordered enough product to last us through any shortfall. This allowed us to continue building at a fast pace and ensured our customers' projects would be completed on time without any interruptions. It has proven to be a big win, allowing us to streamline our warehouse needs and reduce the total number of products we will need to carry in the future.

A close-up, angled view of the white plastic head of a Hammerhead pool vacuum. The head features a blue label with the "HAMMER-HEAD" logo, which includes a stylized hammer icon. Two blue wheels are visible at the bottom of the head. A metal hose connection is on the left side. The background is a solid blue color.

HAMMER-HEAD

LIGHTER

than the competition

FASTER

than you've ever gone before

SMARTER

than the average manual vacuum

learn more at hammerheadvac.com

FIVE-YEAR Veterans

These companies have been on the PSN Top 50 Builders list for at least the past five consecutive years. To track how pool/spa construction has gone over that time, we tracked key statistics that they reported each year from 2019-2023. The data appear in the series of charts called “A Look Back.”

2023 Top 50 Ranking	Company
7	Aqua Pool & Patio
36	Arvidson Pools & Spas
6	Claffey Pools
5	Coast To Coast Pools
1	Cody Pools
34	Concord Pools & Spas
29	Easton Pool & Spa
19	Fronheiser Pools
2	Gib-San Pool & Landscape Creations
17	Gohlke Pools
32	Goodall Pools
39	Juliano's Pools
14	Keith Zars Pools
10	Morehead Pools
16	Nejame & Sons
30	Pulliam Pools
20	Puryear Custom Pools
18	Regal Pools
24	Rising Sun Pools & Spas
3	Riverbend Sandler Pools
9	Robertson Pools
37	Van Kirk & Sons Pools & Spas

4. Seasonal World

TONY SCHIAVONE



Over the past year, we have continued to invest in the professional and social welfare

of our team members from the top down. Labor has and will continue to be a difficult area for our industry. We do our best to invest in the strength of our team to preserve those that have been loyal to us and the industry. We also have taken an extended look at areas outside our industry to try and attract talent as the current talent from within the industry continues to shrink.

5. Coast To Coast Pools

DUSTIN POINTER



We began “branding” our equipment. With the shortages and delays in the availability

of pool equipment, theft became a real issue this year. It was not uncommon to come to a job-site and discover that a piece or all of the pool equipment had been stolen. We knew a sticker or painting the product wouldn't work as it could easily be removed. One day we noticed the brand on the sides of some horses and cows. We came up with the idea to burn brand all of our equipment. It has dramatically dropped the theft of our equipment.

6. Claffey Pools

CHARLIE CLAFFEY



The planning and execution of opening up our maintenance division in 2022 is, without

question, our best decision. We started with no clients and ended up with over 225 in just 6 months. The ability to provide a pool company for “life” is a great value add and commitment to our clients. The ability to provide opportunities to team members by lifting them into new leadership positions and create another ladder path into and up through the organization is extremely rewarding.

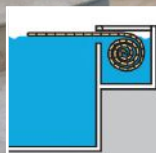
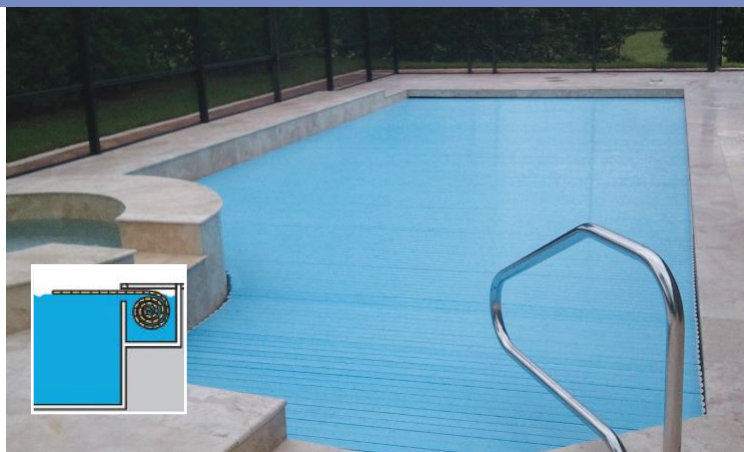
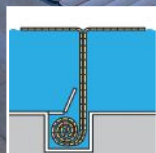
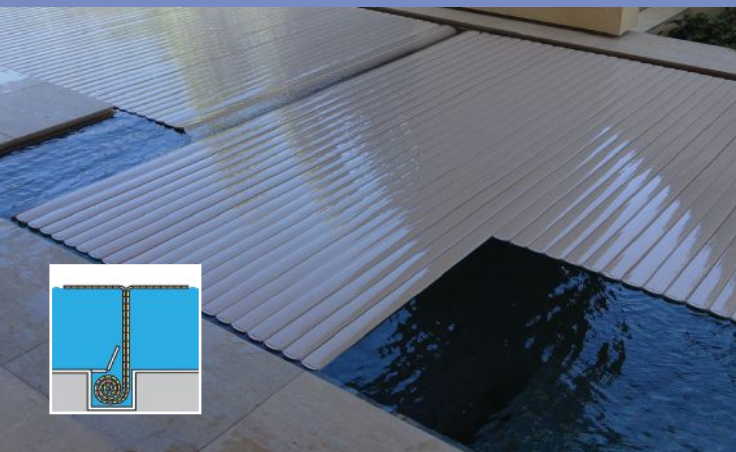


HydraLux™ by Aquamatic Cover Systems

- Trackless design allows for covering virtually any converging shape.
- Highest insulating value of any automatic cover.
- Numerous application allowing for freedom of design, including “in-floor” installations.
- Durable and proven patented Aquamatic all-fluid hydraulic drive and control system.
- 20-year mechanical and 5-year slat warranties.
- Worldwide distribution and installation



See many examples at aquamatic.com, or contact one of our design specialists at 800.262.4044

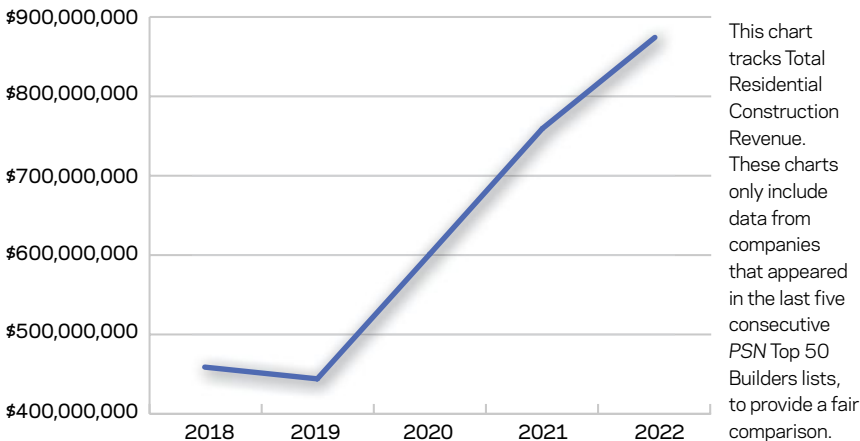


TOP 10 Residential Construction Revenue

This metric is tabulated by adding new residential construction and renovation revenues. This provides a revenue score.

Overall Top 50 Ranking	Company	2022 Total Residential Construction Revenue
1	Cody Pools	\$306,136,690
5	Coast To Coast Pools	\$78,341,918
38	Adams Pool Group	\$70,194,233
14	Keith Zars Pools	\$67,925,000
8	Shasta Industries	\$60,074,666
3	Riverbend Sandler Pools	\$55,524,165
43	Allied Outdoor Solutions	\$52,028,397
6	Claffey Pools	\$44,682,511
37	Van Kirk & Sons Pools & Spas	\$41,513,027
20	Puryear Custom Pools	\$39,988,552

A LOOK BACK: TOTAL RESIDENTIAL CONSTRUCTION REVENUE OVER FIVE YEARS



TOP 50 BUILDERS SURVEYED

How are your residential construction leads so far in 2023 compared with the same time last year?



11.5%: DOWN less than 5%
25%: DOWN 5% to 10%
34%: DOWN 11% to 20%
11.5%: DOWN more than 20%
9%: EVEN with this time last year
7%: INCREASED 5 to 10%
2%: INCREASED 11% to 20%

7. Aqua Pool & Patio

MICHAEL GIANNAMORE



With the cost of living having gone up so quickly, we distributed profits, mid-

season, twice, as compared to just annual holiday bonuses. All employees received the same bonus in the summer and then again before Thanksgiving. We always try to supply perks like catered breakfasts, snacks, well supplied coffee station, etc., but simple cash seems to have been received the best. Everything has gotten so expensive, so an unexpected bonus (twice) seemed very much appreciated.

8. Shasta Industries

JEFF AST



After receiving feedback from our customers that we were falling short at communicating

and serving them well, we changed our policy of having separate roles for construction schedulers and customer service reps. We doubled the number of customer-facing reps and renamed the position "project coordinator." We were able to offset the cost of the additional staff by eliminating the scheduler role. This allowed us to streamline our scheduling process and gave each of our project coordinators more power to control the process. By combining the roles, we have more employees contacting and responding to our customers. This has helped us achieve greater levels of customer service and higher job satisfaction for our team.

9. Robertson Pools

RON ROBERTSON



Not to over expand our capabilities during the previous years has

proven to be one of the best moves we have made. We have witnessed many other companies overextend their operations to take advantage of booming times. Now that we are experiencing relatively flat times those same companies are suffering to make their investments profitable to keep their doors open.

The Lowest Maintenance Relationship



coverstar.com

latham
The Pool Company™

COVERSTAR
The Pool Cover Company™

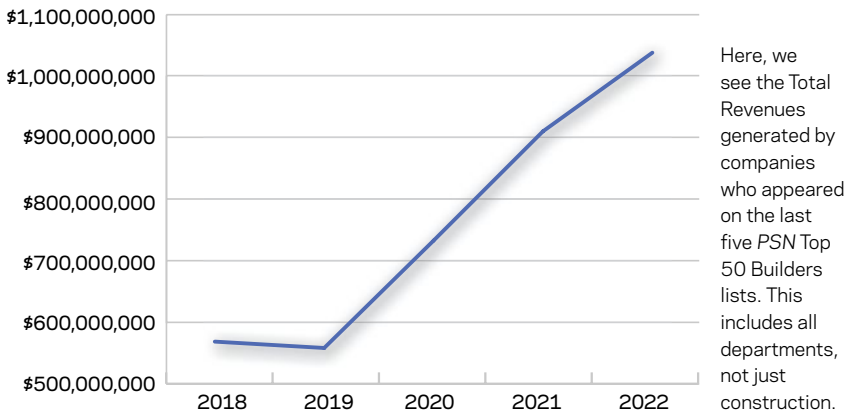
Coverstar Autocover: Navy
Latham Fiberglass Pool: Astoria
Crystite Crystal Finish: Shale Grey
© 2023 Latham Pool Company lathampool.com

TOP 10 Total Revenue

These were the highest earners in 2022 among the group. Figures represent all revenues, not only from construction.

Overall Top 50 Ranking	Company	2022 Total Residential Construction Revenue
1	Cody Pools	\$306,136,690
5	Coast To Coast Pools	\$78,341,918
38	Adams Pool Group	\$70,194,233
14	Keith Zars Pools	\$67,925,000
8	Shasta Industries	\$60,074,666
3	Riverbend Sandler Pools	\$55,524,165
43	Allied Outdoor Solutions	\$52,028,397
6	Claffey Pools	\$44,682,511
37	Van Kirk & Sons Pools & Spas	\$41,513,027
20	Puryear Custom Pools	\$39,988,552

A LOOK BACK: TOTAL REVENUE OVER FIVE YEARS



TOP 50 BUILDERS SURVEYED

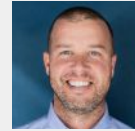
How did your ACTUAL 2022 residential construction sales compare with your EXPECTATIONS?



7%: Less than 5% HIGHER than expected
23%: 5% to 10% HIGHER than expected
9%: More than 10% HIGHER than expected
40%: EVEN with our expectations
5%: Less than 5% LOWER than expected
12%: 5% to 10% LOWER than expected
4%: More than 10% LOWER than expected

10. Morehead Pools

MICHAEL MOORE II



The best decision I made this past year was to update our time off policy and add an additional week for long-term team members. This gave new hires the ability to earn time off quicker while also extending and giving more time off for our long-standing team members who have helped build the organization. We found this added to the company culture tremendously.

11. All Seasons Pools, Spas & Outdoor Living

DOUG MAYHALL



Holding firm on margin percentage as opposed to moving to margin dollars proved to be my best business decision last year. Where some in our industry talked about simply retaining their margin dollars from 2021, given the rampant cost increases, we held firm on percentages. It proved to be significant to our bottom line.

12. J&M Pool Company

RYAN SMART



The best business decision we made last year was to offload ownership operational responsibilities so we could solely focus on making J&M a better place to work, provide better product, and continue to reach our projected goals. We also have done a really good job defining our job descriptions and the expectations that come with them. When an employee has confidence in their responsibilities, they hold themselves accountable.

Own Your Destiny
with a California Pools
Franchise! Immediate
Opportunities Available!

CALIFORNIA POOLS®



Why Franchise With California Pools?

1. Rapid Financial Growth
2. Low Cost Start-Up
3. Business & Construction Systems
4. Extensive Education & Support
5. Over 70 Years in Business
6. Performance Rewards
7. Professional Marketing
8. Strong Brand Recognition
9. PSN Top 50 Builder
10. Company Trips & Events

As Featured On:

**Pool
Kings**

Secure Your Territory Today
(800) 282-7665
www.franchisecp.com

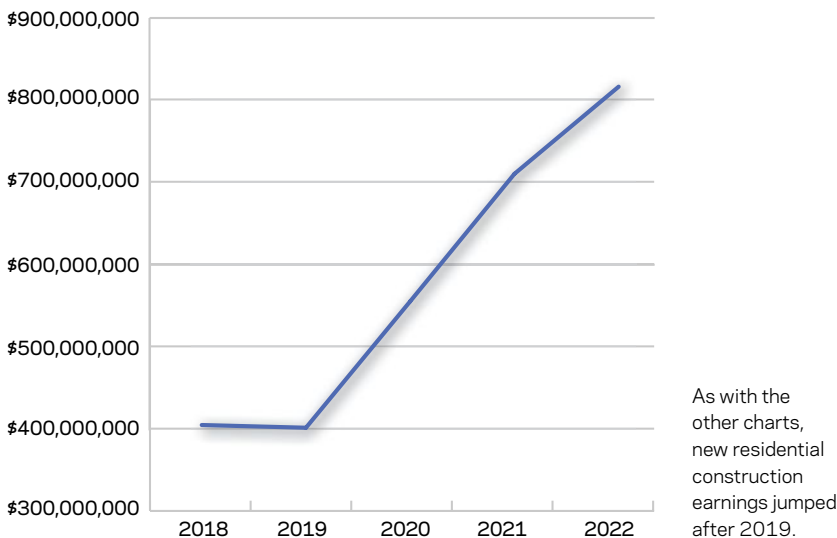
This advertisement does not represent an offer to sell a franchise. The offer of a franchise can only be made through the delivery of a franchise disclosure document. Certain states require that we register the franchise disclosure document in those states. We are not directing the communications on this web site to the residents of any of those states. Moreover, we will not offer or sell franchises in those states until we have registered the franchise (or obtained an applicable exemption from registration) and delivered the franchise disclosure document to the prospective franchisee that complies with applicable law.

TOP 10 New Residential Construction Revenue

These firms earned the most revenue from new residential pool/spa construction among the Top 50 in 2022.

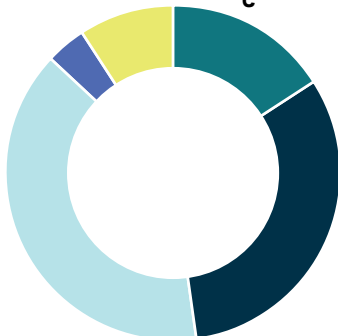
Overall Top 50 Ranking	Company	2022 New Residential Construction Revenue
1	Cody Pools	\$294,566,260
5	Coast To Coast Pools	\$78,294,880
14	Keith Zars Pools	\$62,198,000
8	Shasta Industries	\$52,241,047
3	Riverbend Sandler Pools	\$51,884,318
6	Claffey Pools	\$38,405,800
20	Puryear Custom Pools	\$36,693,436
37	Van Kirk & Sons Pools & Spas	\$36,270,050
25	American Pools and Spas	\$36,210,196
22	A&G Concrete Pools	\$32,200,000

A LOOK BACK: NEW RESIDENTIAL CONSTRUCTION REVENUE OVER FIVE YEARS



TOP 50 BUILDERS SURVEYED

How long will it take your company to complete the projects in your backlog?



16%: Less than 3 months
 32%: 3-6 months
 39%: 6-9 months
 4%: 9-12 months
 9%: More than a year

13. Heritage Pools

MICHAEL GESMOND



We have made critical organizational investments, such as improving the leadership caliber

of our team and implementing a custom Salesforce platform. This has placed Heritage Pools in a position for a sustainable and strategic growth model. We promote that each and every one of our employees communicates with our customers, vendors and fellow staff. Pressing task follow-up, email/logged communications and pushing accountability behind these established policies creates a more-organized and efficient operation. We've created an environment of saying "yes" is being of service to others rather than viewing this as "another task to manage."

14. Keith Zars Pools

KEITH ZARS



We purchased property in New Braunfels, Texas several years ago for future expansion. It

was to allow us to expand our pool operation presence further north along the I-35 corridor between New Braunfels and south Austin markets. The property was designed for a full pool showroom, display pools, office space and warehouse. We initially just constructed a warehouse due to operational factors. Then in early 2022, we decided to move forward with the construction the pool showroom and display pool facility. It's set to open in March 2023. It will allow us the opportunity to more efficiently and effectively expand our pool operations into various markets that were currently being underserved by us and provides us with a springboard for additional growth.

15. High-Tech Pools

JERRY HAMMERSCHMIDT



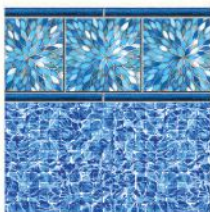
The key for our company in managing the labor shortage was to give as much as possible

to our employees, and personally getting involved and finding the people we need through creative and out of the box ideas.



PEGASUS
PEGASUS-PRODUCTS.COM

Liners
designed to
fit perfectly
every time



Premium Grade Virgin Vinyl

Inhibitors added for mildew, mold
and algae prevention

Exclusive Patterns Available

Proudly Made in the USA



The Only "P"
You Want in Your Pool™

BestAOP.com



Clear
Comfort



90-Day Money-Back
Guarantee



5-Year Pool System
Warranty



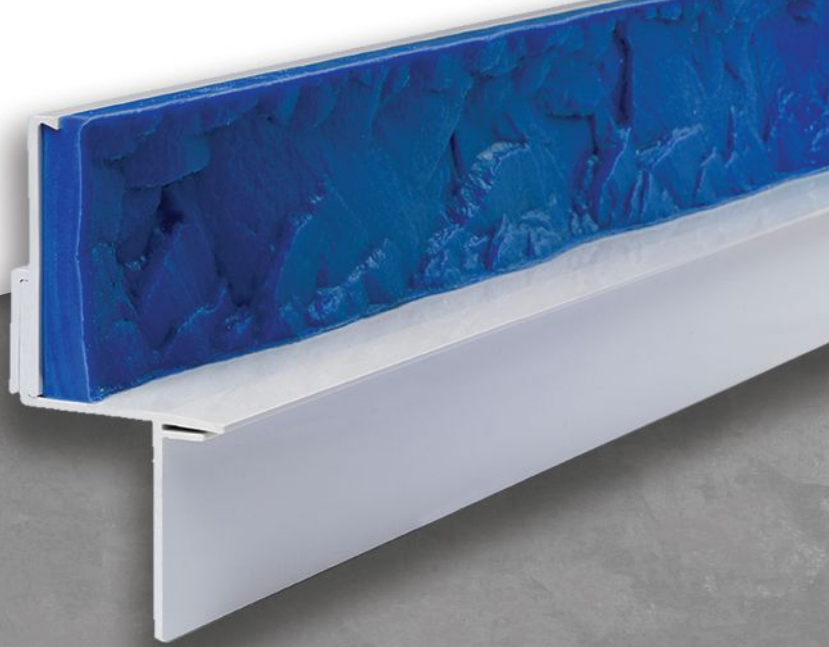
Live Customer
Support



Proudly Made in the
United States of America



POOLFORM
CONCRETE COUNTERTOP SOLUTIONS



“Z Poolform has changed the way we look at cantilevered edging around swimming pools. No more broken styrofoam or pushed forms. Just a consistent, hassle free concrete cantilevered edge that goes well with poured or stamped concrete. Thank you Z Form!”

**- Rob Goodall, Goodall Pools & Spas
PSN Top 50 Builder**



info@zpoolform.com



www.zpoolform.com



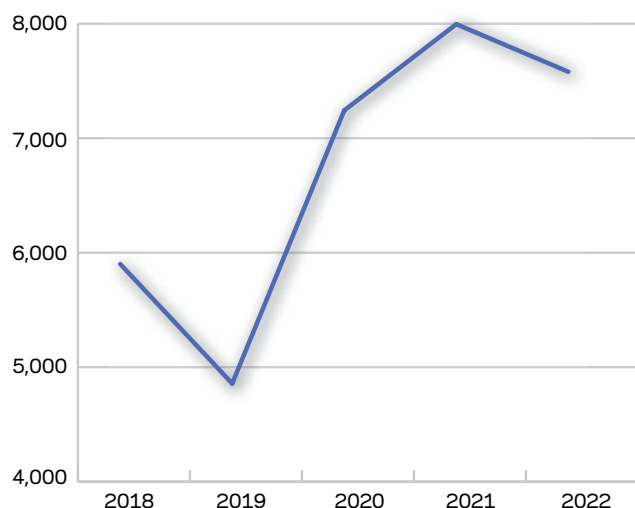
(570) 587-3799

TOP 10 Volume

These firms broke ground on the most pools in 2022, of the Top 50. After acquiring two other Top 50 builders, Austin-based Cody Pools heartily leads.

Overall Top 50 Ranking	Company	Pool Excavations in 2022
1	Cody Pools	2,775
5	Coast To Coast Pools	1,317
8	Shasta Industries	728
25	American Pools and Spas	491
22	A&G Concrete Pools	460
14	Keith Zars Pools	405
3	Riverbend Sandler Pools	363
20	Puryear Custom Pools	348
37	Van Kirk & Sons Pools & Spas	306
39	Juliano's Pools	254

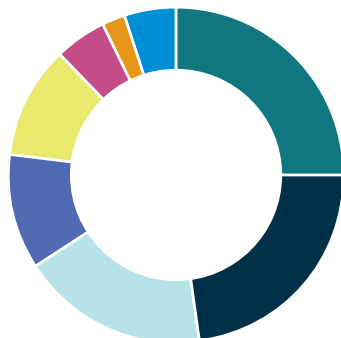
A LOOK BACK: SALES VOLUMED OVER FIVE YEARS



Not surprisingly, sales went up drastically beginning in 2020 for the group of Top 50 Builders that we've tracked over five years. Volume took a slight downturn last year.

TOP 50 BUILDERS SURVEYED

How are your residential construction sales so far this year in terms of VOLUME, compared with the same time last year?



25%: Less than 5% LOWER
23%: 5% to 10% LOWER
18%: 11% to 20% LOWER
11%: More than 20% LOWER
11%: EVEN with this time last year
5%: INCREASED by 5% to 10%
2%: INCREASED by 11% to 20%
5%: INCREASED by more than 20%

16. Nejame & Sons

ED NEJAME JR.



What helped our company's growth, especially during the COVID era was that we had our sales team

take ample time to help the client understand the process of building and designing a swimming pool environment in their backyard. We had a member of our team assist in the pool layout and construction so that the vision and design of the pool that was expected by the client was never misunderstood by the crews creating the environment in the clients backyard.

17. Gohlke Pools

MATT GOHLKE



In 2022 we formed five committees to address the larger operational concerns of the company:

community involvement, company culture, legal, and one committee each for our showroom and our warehouse facilities. The facility and legal committee members are responsible for planning and utilizing company resources to improve day-to-day operations, and the community involvement and company culture committees are responsible for encouraging wider participation among the staff in company events and community volunteer opportunities. It has provided an opportunity for a wider range of staff members to plan and participate in our growth and success, engendering a culture of mutual responsibility and cooperation.

18. Regal Pools

JOSHUA BUZZELL



We reached a sales all time high last year and a BIG part of that was that we really focused on Instagram to

connect with people. Instagram can be fun and the reach in Houston has been huge! We are now bringing in better quality leads for less costs per click. You have to create reels, you have to study the algorithm, but if you can hire someone or do it yourself I would highly recommend it ... It adds another sense of credibility with your prospective and current clients. Not just with our pools, but with our faces. Now when we go to a lead, they have already seen us so we have that personalization from the start with the designer or owner. We no longer shoot in landscape mode. We have gone all 9:16 because that's what the people and the Instagram algorithm wants.

INTELLIFLO3[®]

Variable Speed & Flow Pump

Loaded with features to get you
to the next install even quicker.



Easy app control

Patented automated
flow control

Bluetooth[®] wireless
technology or WiFi



Optional touchscreen



Union kit
provided

Energy Star approved

Bonding lug included



Optional I/O
board with
2 relays

15 amp breaker
208-230 Voltage



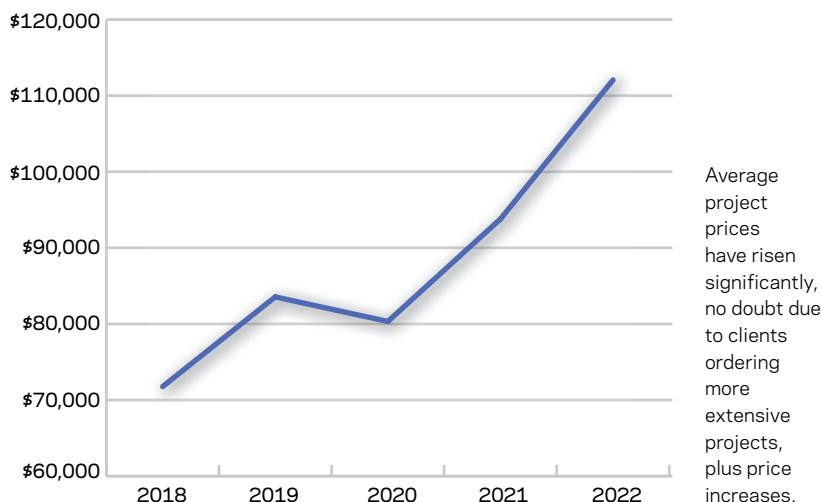
Get IntelliFlo3 resources at the all-in-one HUB: pentair.com/intelliflo3HUB

TOP 10 High-End Builders

Among Top 50 Builders, these companies reported the highest average residential pool price. Prices include the deck.

Overall Top 50 Ranking	Company	Average Residential Pool Price
33	Gibbons Pools	\$355,000
6	Claffey Pools	\$227,253
35	KB Custom Pools	\$203,864
2	Gib-San Pool & Landscape Creations	\$200,000
31	Atlantis Pools	\$200,000
45	Infinity Pools	\$200,000
44	Swimming Pool Services	\$190,000
43	Allied Outdoor Solutions	\$189,622
18	Regal Pools	\$175,500
7	Aqua Pool & Patio	\$155,900

A LOOK BACK: AVERAGE POOL PRICE OVER FIVE YEARS



TOP 50 BUILDERS SURVEYED

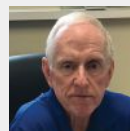
How are your residential construction sales so far this year in terms of REVENUE, compared with the same time last year?



16%: DOWN less than 5%
18%: DOWN 5% to 10%
6.5%: DOWN 11% to 20%
8.5%: DOWN more than 20%
18%: EVEN with this time last year
18%: INCREASED 5% to 10%
6.5%: INCREASED 11% to 20%
8.5%: INCREASED more than 20%

19. Fronheiser Pools

RON FRONHEISER



We adapted the way we managed our inventory to account for product shortages and

long lead-times that we continued to experience in 2022. We were able to take advantage of the two large warehouses we have to order products heavily during the early buy season to ensure we had the products we needed to complete projects in a timely manner.

20. Puryear Custom Pools

JENNIFER SATTERWHITE

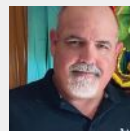


The best business decision of the last year was to negotiate with subs

and hold them accountable for their pricing and getting timely information to sales staff.

21. Outdoor Living Pool and Patio

LANCE HILL



Feeling like we hit a wall in normal residential construction, we decided

over this last year to branch out into even more. We now have started to maximize our individual residential projects to a higher tier, partnered with other local pool companies to build what they bid, have branched out into a landscaping specified sister-company, as well as taking on multiple high-dollar commercial construction.

CORDLESS POOL & SPA CLEANERS

CLEANERS FOR THE HOMEOWNERS AND POOL PROFESSIONALS



Water Tech has served the pool & spa industry for 20 years, providing **innovative solutions, quality products,** and **superior customer service** to all our customers and partners.

As a Water Tech partner, you'll receive prompt attention from our team of Sales and Customer Service professionals in our New Jersey headquarters. This commitment to our partners remains a cornerstone to our success

Learn more about becoming a Water Tech Dealer or Distributor today



1-800-298-8800 EXT. 2
SALES@WATERTECHCORP.COM

WATERTECHCORP.COM



Water Tech Corp
10 Alvin Court, Suite 111, East Brunswick, NJ 08816
T: 732-967-9888 • F: 732-967-0070
WaterTechCorp.com

WATER TECH™
"The pool invention people"
20
YEARS AND
COUNTING

22. A&G Concrete Pools

TRAVIS LEONARD

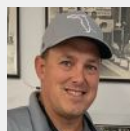


Our focus has been inward, concerning ourselves with the productivity, efficiency, and

well-being of our existing staff. Rather than scramble for new employees, we carefully analyzed each and every member of our team to best understand how to maximize their output. We've implemented cross training, promoting an inter-disciplinary mindset amongst existing staff. By having team members proficient in a variety of tasks, we are able to be more flexible in our scheduling and project timelines.

23. Ike's Carter Pools

ERIK EIKEVIK



The best business decisions of the year include giving all our lowest paid

employees larger raises and providing larger bonus at end year on top of ones in place. We also bought new trucks and rebranded,

24. Rising Sun Pools & Spas

GINA DA ROZA



We invested in our employees. We empowered them with training and education,

which allows them to answer our customers knowledgeably and do their jobs with the utmost proficiency. We increased the pay of our salaried employees, both new and existing, and paid out annual performance bonuses. We also implemented an employee rewards program for customer compliments.

25. American Pools and Spas

BEN EVANS



During the pandemic, the shortage of materials and the price escalations

were the two things that we handled well. If you weren't keeping track of those two things, you were losing margins on pools and struggling with cash flow. I know of companies that went out of business because they were not in tune with the market and not raising prices fast enough to stay up with the price escalations.

26. Richard's Total Backyard Solutions

JR RICHARD

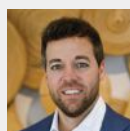


Reflecting on the unprecedented times of 2020 and 2021, the best

forward-thinking decision we made in 2022 was to increase our prices appropriately as the market changed. We increased pricing on goods and services in anticipation of price increases from vendors and sub-contractors throughout the year. This resulted overall an increase in our gross margin profit with no loss off our sales volume.

27. Venture Custom Pools

STEVEN DEERING



Our focus on technology has been the impetus for our company's progress and

efficiency. Each of our employees has been extensively trained in the use of cutting-edge tools, including iPads for fieldwork, Zoom, Google products, the Pool Pro Office Platform, and more. From remote file access to PTO requests, our work is conducted through seamless online technology, resulting in marked improvements in our overall efficiency.

28. Avree Custom Pools

SAMUEL PIZZO



The best business decision this year was starting a full-service

maintenance and repair company under the Avree brand. We found it hard to find the right partner in the pool startup and pool school phases of construction. We decided that having a service, maintenance, and overall general repair company was the way to go. Since starting, over 90% of our pool build clients have signed up.

29. Easton Pool & Spa

DAVID HOBAICA

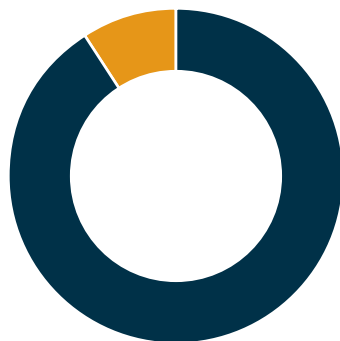


In 2022, we officially separated our subsidiaries to Easton Pool & Spa and

Concrete Pool Concepts. Since separating, we began building an Authorized Dealer base under Concrete Pool Concepts and Plunge+ across the nation. We filed for and received a Utility Patent for our modular plunge pool design.

TOP 50 BUILDERS SURVEYED

Are supply-chain issues still causing delays for your company?



91%: No
9%: Sporadically/isolated instances

Do you believe price increases have negatively impacted your sales so far this year?



70%: Yes
30%: No

TARA



See Your Dream Pool Come to Life Start Your Pool Design Process with Envision AR

Creating the perfect outdoor living space has never been easier. Our **Envision AR** app brings the power of augmented reality to the pool design process. Using your camera, the app allows you to place a pool in any backyard. Choose the shape and begin customizing the liner pattern and deck color to find the perfect combination. See how each pattern will look in your customer's backyard. Then, add a safety cover and our exclusive **Shade Escapes** sun shade to see their dream pool come to life! Available for Apple and Android, learn more by visiting tarapools.com/envision.



LINER PATTERN



DECK COLOR



SAFETY COVER



SUN SHADE

866-725-8272 | info@taramfg.com | www.tarapools.com

Dual Stage Filtration

Two is always better than One.



- Spins out debris down to 5 microns
- Ideal for new and existing installations
- Works with all equipment brands
- Dramatically reduces water waste



- Direct replacement for Pentair's Triton Series
- Proprietary lateral system
- Superior structural design
- Strengthened bulkhead for leakproof design
- Industry leading 10 Year Warranty



Starting with the cyclonic powered Multicyclone 16 spinning out 80% of debris before it reaches your filter; and ending with the new HRVR Fiberglass filter with its superior fishtail laterals and proven strength.

You won't have anything left to clean.

WATERCO
water, the liquid of life



Waterco USA, Inc. Augusta, GA . Phone 706-793-729 . Email sales@waterco.com



Our MONO is a contemporary dream. Featuring gorgeous champagne gold accent stripes that glimmer and glow in the light, this beautiful spa offers a warm and inviting atmosphere. The design is timeless and eye-catching to work hand in hand with your existing home aesthetics.



MONO

FOLLOW US



MSPA HOT TUB GLOBAL

WWW.THE-MSPA.COM | INFO@THE-MSPA.COM

30. Pulliam Pools

ANDREW FLUTY



One of the keys to managing the labor shortage has been to put more focus on retaining our

current employees. In 2022 we upgraded our benefits to include better health insurance, 401k, and a company sponsored life insurance policy to all our employees. Additionally, offering competitive wages along with a robust benefits package backed by a reputable name all have been essential keys to finding and keeping quality employees.

31. Atlantis Pools

BRUCE TODD



The best business decision of last year was to keep the company a

smaller 'boutique' company instead of trying to grow with the demand, recognizing that your employees are the key to keeping a reputable business.

32. Goodall Pools

ROBERT L. GOODALL III



We've been more transparent with our team, whether it be with the

company's financials or business plan. I've sat down with every manager and aligned their individual business plans and my overall company plan together. All management knows the financial status of their units and the company's overall financial position. This has been key to them knowing where they can improve and any kind of price adjustments that need to be put into place. This transparency has allowed us to help each other stay on track, strive for our 3 year goal and all work together to continue the legacy that my grandfather and father started 61 years ago.

33. Gibbons Pools

CLIFF GIBBONS

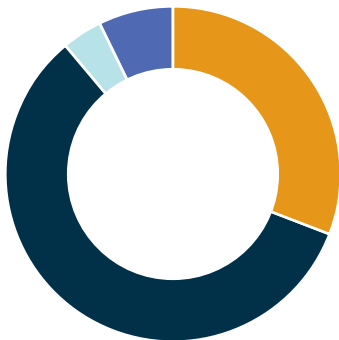


The best company policy conducive to growth is to hire the right people, even

if business has slowed for a bit. Never let a good hire get away. The key to retaining them through the labor shortage is simply to pay more and train more.

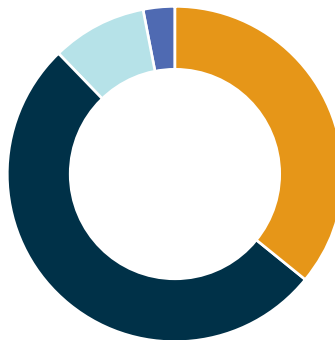
TOP 50 BUILDERS SURVEYED

Do you expect inflation and interest-rate hikes to negatively impact sales?



58%: Yes
31%: They already have
7%: Other
4%: No

Do you expect lower housing starts and lower existing-home sales to negatively impact pool/spa sales?



52%: Yes
36%: No
9%: They already have
3%: Other

Raypak®
A Rheem® Company

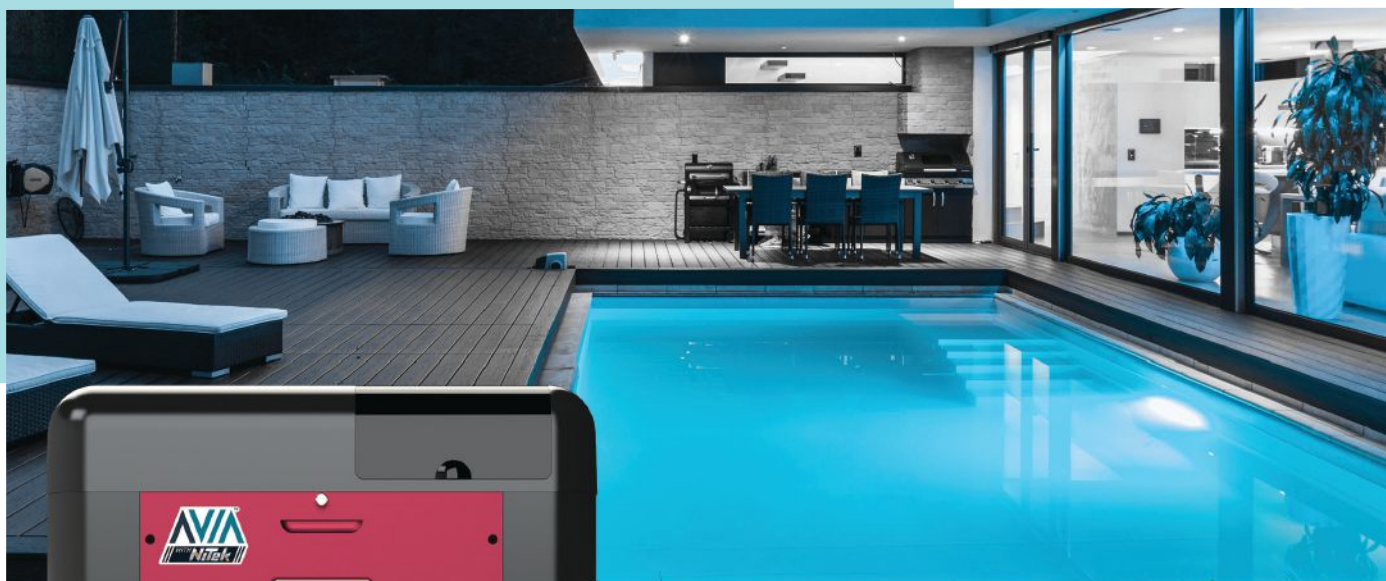


SCAN HERE



POOL & SPA HEATER

ADVANCED HEAT EXCHANGER TECHNOLOGY
NOW AVAILABLE ON AVIA HD



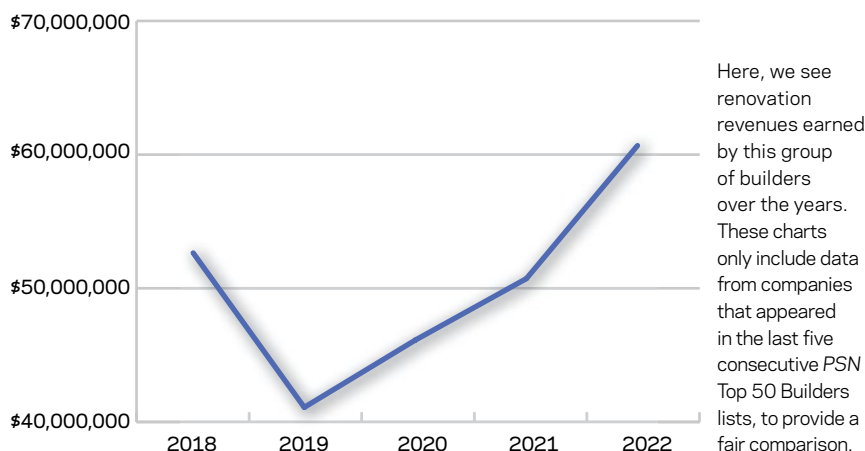
900% more
NICKEL
compared to cupronickel
in critical surfaces.

Based on material composition information from Raypak Series XXII Cu-Ni product, AVIA HD (Ni-coated) greater than 90% vs 10%.

TOP 10 Renovation

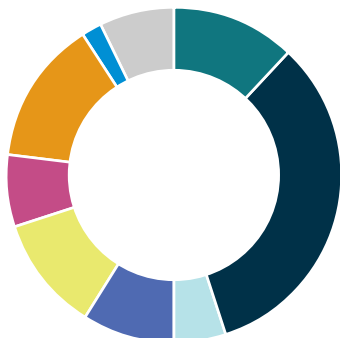
PSN Top 50 Builders continue to strongly skew toward new construction. However, these builders benefited the most from renovation work.

Overall Top 50 Ranking	Company	2022 Renovation Revenue
43	Allied Outdoor Solutions	\$49,942,550
38	Adams Pool Group	\$45,525,913
1	Cody Pools	\$11,570,430
8	Shasta Industries	\$7,833,619
6	Claffey Pools	\$6,276,711
14	Keith Zars Pools	\$5,727,000
37	Van Kirk & Sons Pools & Spas	\$5,242,977
9	Robertson Pools	\$3,880,575
3	Riverbend Sandler Pools	\$3,639,847
39	Juliano's Pools	\$3,364,767

A LOOK BACK:
RENOVATION OVER FIVE YEARS

TOP 50 BUILDERS SURVEYED

What are your sales expectations for all of 2023 compared with 2022?



12%: DOWN less than 5%
 33%: DOWN 5% to 10%
 5%: DOWN 11% to 20%
 9%: DOWN more than 20%
 11%: EVEN with 2022
 7%: INCREASE of less than 5%
 14%: INCREASE of 5% to 10%
 2%: INCREASE of 11% to 20%
 7%: INCREASE of more than 20%

34. Concord Pools & Spas

JON FOSHEE



In the interest of efficiency, we have eliminated the "grab-and-go" activity

from the warehouse. Instead, technicians submit a work order to the operations team for the necessary products to perform a job. This results in more accurate inventory and enables us to track product distribution. We installed an order/pick-up counter in our main warehouse, comparable to distributors' pickup counters. At first, our technicians were hesitant, concerned that it would slow them down. However, we have found that by planning ahead or placing the order at the counter, they are able to obtain the necessary products faster and more efficiently.

35. KB Custom Pools

GEORGE BARNETT



We do not take on more than we can handle. The demand has been up for almost two

years and instead of simply increasing volume we have become more selective with our client type, which allows us to meticulously manage our projects and grow without the need for additional volume. We have also audited our job management system for ways to improve.

36. Arvidson Pools & Spas

DENNIS MARUNDE



We renewed our commitment to improving the strength and effectiveness of our team

through companywide weekly retreats which focused on a variety of topics such as: emotional intelligence in the workplace, identifying each employee's preferred "appreciation language" and developing plans around how to better support and appreciate each other in meaningful ways. Each division developed their own work plan for 2023 based upon their own performance evaluations supplemented by feedback provided by other divisions of the company.



THANK YOU FOR VOTING US #1
BEST RESIDENTIAL FILTER AND
INOVATIVE PRODUCT OF 2022
POOL NATION AWARDS



**WE UNDERSTOOD
THE ASSIGNMENT**

- ☒ SAFETY 
- ☒ EASY ACCESS
- ☒ CLEANABILITY
- ☒ HYDRAULIC IMPROVEMENT
- ☒ SMALLER FOOTPRINT



Certified to
NSF/ANSI/CAN 50



**DE-LEVEL
CLARITY**

Claim backed by NSF
testing data*

Outperforming cartridge filters twice
its size hydraulically and in cleanability.
SIZING BY SQUARE FOOTAGE IS OVER.
PERFORMANCE IS KING.

(877) 768-2717 www.aquastarpoolproducts.com

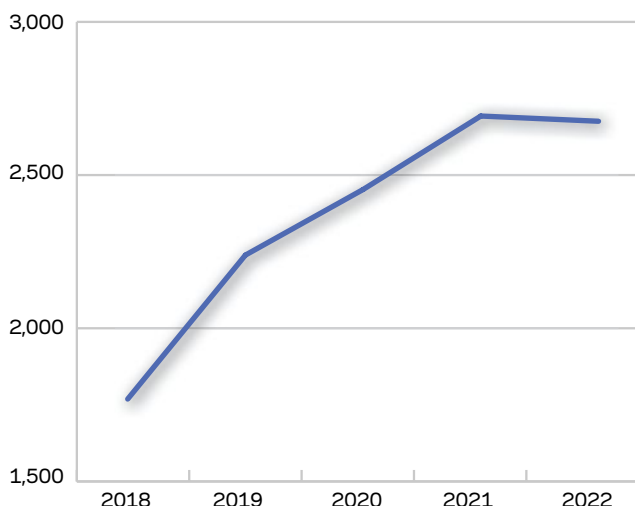
*Like DE filters, Pipeline Filters passed the NSF turbidity test in one turnover
All rights reserved. Copyright © AquaStar 2022 - U.S. Patent No. 10,792,596, 11,014,027 and Other Patents Pending

TOP 10 Biggest Employers

These companies reported the most employees, defined as full-time, permanent workers.

Overall Top 50 Ranking	Company	Employees
14	Keith Zars Pools	517
1	Cody Pools	382
38	Adams Pool Group	302
3	Riverbend Sandler Pools	271
8	Shasta Industries	262
39	Juliano's Pools	182
43	Allied Outdoor Solutions	158
2	Gib-San Pool & Landscape Creations	150
9	Robertson Pools	140
6	Claffey Pools	101

A LOOK BACK: EMPLOYEES OVER FIVE YEARS



Staff sizes have not risen as drastically as the other metrics. This chart shows the number of permanent, full-time employees. These charts only includes data from companies that appeared on the last five consecutive PSN Top 50 Builders lists, to provide a fair comparison.

37. Van Kirk & Sons Pools & Spas

TIM VAN KIRK

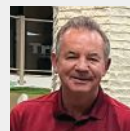


The best business decision of last year was to purchase products in

advance in anticipation of sales and demand from our customers. We keep our finger on the pulse of new creativity, new technology and continuing our tradition of employee appreciation.

38. Adams Pool Group

TONY ADAMS



To keep business as usual, we honored all contracts that were sold in

2021 even though inflation was at 11% and higher to keep our reputation and employees working. This forced us to really pencil down all of our costs and margins. We focused on completing all phases in-house and implemented stronger purchasing procedures and controls. We opened new accounts with other vendors and subcontractors to help control costs and develop strong relationships going into 2023.

39. Juliano's Pools

BRIAN JULIANO



I recognized that all of our internal growth during the pandemic could not be

sustained in a post-COVID environment without expanding our territory. We opened up three more locations in 2022 — bringing our total to seven locations. It allows us to serve a larger area, including Upstate New York and New Hampshire. Expanding our territory allowed us to maintain our current size so we didn't need to layoff any employees or sell equipment and trucks that were necessary during the boom.

Infinity fence

strong. beautiful. warranted for life.

Ultra Aluminum™ fencing is designed to meet all the stringent BOCA swimming pool safety codes—fence and rail heights, picket spacing, and gates.



Ultra Signature™ Fencing by Ultra Aluminum™



ULTRA®
FENCING • RAILING

ULIRACK

ULTRAMAX
ALUMINUM RAILING SYSTEMS

Defender™

Ultra Signature™
Collection



ULTRA®
PRIVACY

Estate
Collection™

ULTRUM™ ALUMINUM ALLOY | EXCLUSIVE POWERCOAT™ FINISH

ULTRAFENCE.COM | 800.656.4420

Ultra and the picket caps logo is a registered trademark of Ultra Aluminum Manufacturing Inc.

INSTALLATION SOLUTIONS

ARE POOL COVER INSTALLATIONS A PROBLEM WITH LABOR?

Rayner offers "FREE MEASUREMENTS" of any in ground pool and will install that cover for a minimal fee. Rayner will take full responsibility of the fit and installation.

Solution to a "Problem" Solved!

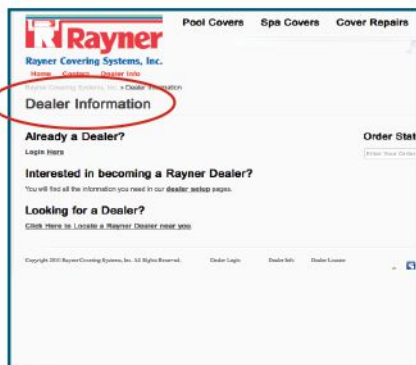


Getting the status of your pool cover orders is as easy as 1-2-3!
Visit the Rayner Website 24 hours a day for daily updates on the progress of your orders!



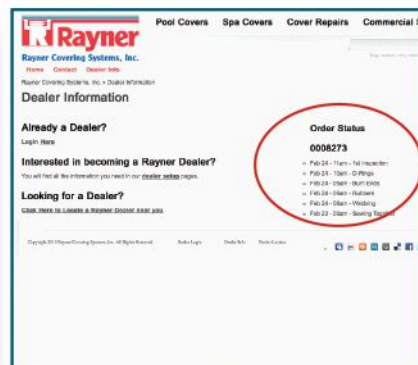
1

Enter the Rayner Website
www.RaynerCovering.com
from your Web browser.



2

Select the
Dealer Info



3

Enter the
Order Number

The Rayner Website displays the status of your order and when it is expected to be shipped. If your order has been shipped the Rayner Website illustrates your tracer number.



665 Schneider Drive, South Elgin, IL 60177
Ph: 847-695-2264 or 800-6480757 | Fax: 847-695-2363
info@RaynerCovering.com | www.RaynerCovering.com



L A S C O
FITTINGS

is now

Westlake
Pipe & Fittings

PVC SCH 40 and SCH 80 up to 12" | Pipe Extenders | Inside Pipe Connectors | Sweeps
Nipples | Specialty Pool Fittings | PVC and CVPC Valves

Learn more at westlakepipe.com/lasco

© 2023 Westlake Pipe & Fittings. All rights reserved.

40. Cascade Custom Pools

HANK THOMPSON



We have implemented weekly budget meetings including estimators and project managers. This has helped us tremendously to quickly adjust to the rapid material and labor price changes. We are building projects that were bid and signed months prior, which have already had many price increases. This change has improved our profits on jobs by allowing us the agility to make up for and adjust to these price increases, on a weekly basis.

41. Colley's Pools & Spas

SCOTT COLLEY



To encourage company growth, I've eliminated company policies. Policy is for dictatorships. Training employees with your vision is most important. Employees don't want to be told what to do, but love being part of the process and feeling empowered to make the right decision for our customers.

42. Crystal Pools

NATHAN ESHENOUR



We have experienced the same issues with staffing as many companies are facing. Among other things, we have used various hiring platforms and sites to help find employees to our best ability. We have utilized email blasts to reach our customer base to pass along the word of mouth that we are hiring. But above all, we have invested in our own valuable employees that we are already fortunate to have. We invest in their time and effort to ensure their productivity and success. Their loyalty has been crucial.

43. Allied Outdoor Solutions

DREW WILLIAMS



We fully committed to advancing our technology stack in 2022. We released a new website, hired data scientists to build out a routing platform and algorithm which enables us to better match clients with the members of our team. We constructed a custom CRM, and pursued software solutions that enable us to provide more accurate renderings and others for more efficient scheduling and cost-tracking.

TOP 10 Community Service

Top 50 Builders are good citizens. Entrants receive scores for the work they do in their communities, which factors into their overall scores and placement on the list. These firms, in alphabetical order, earned the highest community scores.

Overall Top 50 Ranking	Company	Good Works
33	Gibbons Pools	Ron Gibbons served as fire commissioner for more than 25 years. Cliff Gibbons is president of his local community association and teaches about drowning prevention for two local schools. In the off season, employees support local communities through such causes as coat and toy drives, soup kitchens, and holiday meal distribution.
2	Gib-San Pool & Landscape Creations	To help local restaurants hurt by the COVID lockdowns, Gib-San purchased hundreds of meals from favorite eateries to donate to women's shelters and churches. The company sponsored families during holiday season, providing toys on the children's wish lists. The company also holds bi-annual food drives to supply canned food and nonperishables to a non-profit community center that helps the unhoused and food insecure.
17	Gohlke Pools	To further ingrain community involvement into its culture, Gohlke Pools formed a Community Involvement Committee. Since it formed, staff participation in charitable causes has gone up. Activities include packing and delivering meals to local elementary schools, maintaining a section of the local roadway and providing free pool service for people experiencing death, terminal illness, hospitalization and other life-disrupting experiences.
13	Heritage Pools	The staff volunteers for a local organization that holds events and camps for children with cancer and their families. This includes volunteering for a week at the summer camp. They deliver food to people in need, and help with an annual back-to-school fundraiser that involves making backpacks for children who need school supplies. The team also creates gift bags for children and adopts a family during the holidays.
15	High-Tech Pools	Staff volunteer at University Hospitals' Rainbow Babies and Children's Immunodeficiency Ward. Each week, an employee spends two hours visiting patients. They provide mentoring, counseling, community organization and community outreach services at a local church. The company helped renovate a local water treatment center.
16	Nejame & Sons	Besides providing financial donations and sponsorship to many community organizations, sports teams and theater productions, the company donated an aboveground pool to a child through the Make-A-Wish Foundation. Using its pool tanker trucks, Nejame also supplies water for car wash fundraisers and church festivals.
20	Puryear Custom Pools	To help local homeless individuals, the company assembled backpacks for men, women and children. Such supplies as gloves, hats, blankets, nonperishable food and hygiene items were included, as well as toys and a book for children. The company also donates to several organizations, as well as PHTA's Step Into Swim program.
26	Richard's Total Backyard Solutions	This builder supports Kids' Meals, which provides food for children in need. Richard's hosts parties for the company, during which staffers pack lunches for children. The firm also donates food for fundraisers held by Kids' Meals. The company sets up a booth at Kids' Meals' Summer Event, hosting games and promoting water safety.
3	Riverbend Sandler Pools	The company has formed the Riverbend Cares initiative, allowing employees to use the company's platform to give back. The company partners with a local organization that provides food and supplies to those in need. It helps pack food and supplies and donates nonperishable food items and monetary support.
8	Shasta Industries	In addition to buying, wrapping and delivering Christmas presents to underprivileged children at two elementary schools, the company collects donations from employees to help other staffers or their family members in times of crisis. Shasta donates an office suite and workout room to a non-profit that helps at-risk youth.



DIVE INTO A WORLD OF BENEFITS



SCAN QR CODE OR VISIT
[HERITAGEPOOLPLUS.COM](https://heritagepoolplus.com)

SUPPORTING THE PROFESSIONAL POOL SERVICE TRADE
WITH ACCESS TO LOYALTY REWARDS, EDUCATION,
MEMBER EXCLUSIVE EVENTS & PROMOTIONS



**Loyalty
Rewards**



**Designated
Products**



**Industry
Education**



**Quality
Council**



**Special
Events**

JOIN TODAY AT [HERITAGEPOOLPLUS.COM!](https://heritagepoolplus.com)



[HERITAGEPSG.COM](https://heritagepsg.com)

29

STATES

100+

BRANCHES

18

BRANDS



44. Swimming Pool Services

DAVID J. THOMPSON

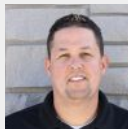


We've made it a focus to develop more leaders in our organization. We continually

empower our team to make decisions and take ownership of their respective areas of expertise. By doing this, we have seen growth in areas of our business that have previously been stagnant. More importantly, we've seen tremendous growth in our people, personally and professionally.

45. Infinity Pools

JAKE MERRILL



Our biggest policy change was ensuring that we were doing all internal and

external communications through our project management software to have a daily log of communication. Internally, this change put greater accountability on our superintendents to manage schedules, budgets, and communication with the client, and this has given them a level of project ownership that they were craving. Externally, clients have appreciated a daily log of the progress on their project. Seeing their build through the eyes of their dedicated superintendent daily brings a level of confidence in their build process.

46. Backyard Amenities

BRAD STEPHENS



One key business decision we made last year was to stay on top of ordering

equipment and materials for projects so that we had the things we needed without having to wait or rush items and end up paying more for them. [Regarding the labor shortage,] we work hard to provide our employees with a great place to work and reward them with top pay and benefits so that we keep employees and do not have much employee turn around.

47. Spartan Pool & Patio

JORDAN DEMETER



The best business decision I made last year was to invest in our team members,

our systems, and processes. We signed up for Trainual, which helps us build out onboarding, training, and continuing education, for all our team members in one location.

TOP 10 Staff Management

One of the more influential scores, Staff Management combines training practices with reported average employee tenure. These firms earned the highest Staff Management scores. Below, see some of their training highlights.

Overall Top 50 Ranking	Company	Training Highlights
7	Aqua Pool & Patio	All staff is cross trained, starting from the first week. Workers become specialized in only a few areas of construction, but they can help with any stage if needed. Crew members serve as apprentices for the first year. The company holds an annual training week before the season starts.
2	Gib-San Pool & Landscape Creations	Training takes place in a dedicated "classroom," with pews and an operational pool complete with equipment, to simulate any real-life scenario. All training is documented as per ISO protocol and reviewed by a third party auditor annually, to help maintain the company's ISO rating.
11	All Seasons Pools, Spas & Outdoor Living	The company runs a program that allows all employees the opportunity to earn all-expenses-paid trips to industry educational events. Through this program last year, 15 employees went to the Pool and Spa Show in Atlantic City. From November to April, the company holds one all-day training each week.
9	Robertson Pools	New superintendents ride along for a period of three to six months before going out on their own. Office personnel receive monthly training.
4	Seasonal World	New hires are assigned a full-time mentor to train them and monitor their progress. Both the mentor and the new employee's supervisor are paid and incentivized to help them succeed.
1	Cody Pools	New employees undergo a very structured training that includes ride-alongs, online instruction, checklists, shadowing superintendents and designers, and scheduled check-ins.
42	Crystal Pools	New hires ride along with a senior staff member for at least a full season. Employees attend trade shows, where they are required to attend a certain number of seminars and write summaries on them.
10	Morehead Pools	Employees attend design and construction-focused schools by Watershape University, Genesis and other industry education organizations.
32	Goodall Pools	Based on their skill levels and requirements, new hires are given a list of specific goals to achieve. They undergo a structured progression from strictly observing, to helping, to performing tasks while a senior staffer observes
6	Claffey Pools	The company provides employees with a career path to progress through the organization. This includes training goals. Many positions have specific training requirements.



INTELLICENTER® POOL CONTROL SYSTEM

Ultimate pool management starts here.

Versatile. Expandable.
Reliable. And here to
make your job easier.



Sometimes we can solve a problem without even having to go out there. So that's better for the customer because they get attention faster, and it's better for us not having to send a tech every time.



- Paul Oman,
CEO, Texas Pools



Scan to
learn more

All indicated Pentair trademarks and logos are property of Pentair. Third-party registered and unregistered trademarks and logos are the property of their respective owners.

©2023 Pentair. All Rights Reserved. Pentair.com



Also available:

Intellicenter® Lite System
Intellicenter® Upgrade Kit for
EasyTouch®/IntelliTouch®

pentair.com/intellicenterhub

THE KEITH ZARS DIFFERENCE



RESIDENTIAL | SERVICE & MAINTENANCE | RENOVATIONS

210.494.0800 | KEITHZARSPOLS.COM

17427 SAN PEDRO AVE, SAN ANTONIO, TX 78232

Custom Tile Design Specialists

The Possibilities are Limitless

If You Can Imagine It, We Can Create It



Artistry In Mosaics

ArtistryInMosaics.com | (877) 777-1393



Project: Osage Casino Hotel
Size: 20ft x 47ft
Location: Tulsa, Oklahoma



flolux[®]



316L Stainless Steel Pool Fittings

Visit [flolux.com](https://www.flolux.com)

- Made from 316L Marine Grade Stainless Steel
- Easy Push-in, Self Aligning Installation & Threaded Options
- Available in 1", 1.5" & 2"

Instagram: @Flolux_pools

Facebook: @Floluxpools

flolux[®]

Advanced Aqua
Florida
813.503.7074
[advancedaqua.com](https://www.advancedaqua.com)

Promark Group Northeast
stephen@promarkgroup.net
203.226.6020

order@flolux.com
888.736.0049
[flolux.com](https://www.flolux.com)

Independent Sales Network
Texas, Arkansas, Louisiana, Oklahoma
214.725.3339
[independentsalesnetwork.net](https://www.independentsalesnetwork.net)

Mitchell Marketing
spencer@mitchellmarketing.ca
905.577.5902

Company Name	Company / Firm Name Address.City	Company / Firm Name Address.State	Top 50 Ranking
A Oasis Pools and Outdoor Living	Waxahachie	Texas	48
A&G Concrete Pools	Port Saint Lucie	Florida	22
Adams Pool Group	Pleasanton	California	38
All Seasons Pools, Spas & Outdoor Living	Orland Park	Illinois	11
Allied Outdoor Solutions	Houston	Texas	43
American Pools and Spas	Orlando	Florida	25
Aqua Pool & Patio	East Windsor	Connecticut	7
Aquos Pools	Manteca	California	49
Arvidson Pools & Spas	Crystal Lake	Illinois	36
Atlantis Pools	Canton	Georgia	31
Avree Custom Pools	Dickinson	Texas	28
Backyard Amenities	Baytown	Texas	46
Cascade Custom Pools	Austin	Texas	40
Claffey Pools	Southlake	Texas	6
Coast To Coast Pools	Sarasota	Florida	5
Cody Pools	Georgetown	Texas	1
Colley's Pools & Spas	Hamburg	New York	41
Concord Pools & Spas	Latham	New York	34
Crystal Pools	Elizabethtown	Pennsylvania	42
Easton Pool & Spa	Easton	Massachusetts	29
Emerald Custom Pools & Patios	Saginaw	Texas	50
Fronheiser Pools	Bally	Pennsylvania	19
Gib-San Pool & Landscape Creations	Toronto	Ontario	2
Gibbons Pools	Islandia	New York	33
Gohlke Pools	Denton	Texas	17
Goodall Pools	Camp Hill	Pennsylvania	32
Heritage Pools	North Charleston	South Carolina	13
High-Tech Pools	North Olmsted	Ohio	15
Ike's Carter Pools	Oakland Park	Florida	23
Infinity Pools	American Fork	Utah	45
J&M Pool Company	Senoia	Georgia	12
Juliano's Pools	Vernon	Connecticut	39
KB Custom Pools	Bee Cave	Texas	35
Keith Zars Pools	San Antonio	Texas	14
Morehead Pools	Shreveport	Louisiana	10
Nejame & Sons	Danbury	Connecticut	16
Outdoor Living Pool and Patio	Denton	Texas	21
Pulliam Pools	Fort Worth	Texas	30
Puryear Custom Pools	Fort Worth	Texas	20
Regal Pools	Tomball	Texas	18
Richard's Total Backyard Solutions	Houston	Texas	26
Rising Sun Pools & Spas	Raleigh	North Carolina	24
Riverbend Sandler Pools	Plano	Texas	3
Robertson Pools	Coppell	Texas	9
Seasonal World	Clarksburg	New Jersey	4
Shasta Industries	Phoenix	Arizona	8
Spartan Pool & Patio	Norman	Oklahoma	47
Swimming Pool Services	Waukesha	Wisconsin	44
Van Kirk & Sons Pools & Spas	Deerfield Beach	Florida	37
Venture Custom Pools	Plano	Texas	27

48. A Oasis Pools and Outdoor Living

CHARLEY DUNCAN



We entered an agreement with Pam Vinje and Small Screen Producers to assist us with our social media, brand awareness, online reputation management, SEO optimization and website. With their assistance, we've grown our online presence and Google ranking. They helped us integrate the latest technology and strategies to improve our SEO optimization. With one promotion leading up to Summer 2022, we set a sales record for contracting 50 pools in 45 days. Our organic Google positioning is helping us maintain leads without having to pay big dollars for pay-per-click advertising.

49. Aquos Pools

HAROLD TAPLEY



The best business decision I've made this year was to allow my adult kids take more responsibility for the day-to-day operation of our company, allowing me time to manufacture and submit my patented product to NSF for certification, [which is something] that will allow its use for water savings and environmental protection throughout our industry

50. Emerald Custom Pools & Patios

KYLE BURNS



Emerald has focused on two primary factors: customer satisfaction and quality of our pool builds. With these in mind, we established a four-part mandatory checklist for all pool builds. This policy has single-handedly eliminated a large majority of inconsistencies with new project managers coming on board and streamlined our training process. This has also improved customer satisfaction and helped our referral program to grow at a significant rate.



Physical Water Conditioner For Swimming Pools

STOPS SCALE ON TILES AND SALT CELLS



BEFORE - AQUA-REX - AFTER

AVAILABLE FROM:

SCP / Superior and NPT – Ask for Aqua-Rex WK1P – AQX-45-1000
and Leslie's Pool Supplies – Ask for Jacuzzi JPDS # 81465



**SAY HELLO
TO
AQUA-REX**

THE POOL GUY'S PAL

- Clears Calcium Scale from Pool Walls
- Stops new Scale Forming
- Saves Cleaning Salt Cell and extends its Life
- Reduces Phosphates – Save on Chemicals
- Helps Chlorine work better

No Maintenance – No chemicals

Easy Install

100 Day Money Back Guarantee

Tel: 877 640 2170 | email: info@aqua-rex.com | www.aqua-rex.com

CFFA CHEMICAL FABRICS & FILM
ASSOCIATION, INC.
VINYL POOL LINERS

Specify Smarter.

New certification program sets benchmark for product quality.

OUR MEMBER
COMPANIES



Customizable.

Versatile.

Resilient.

When you recommend products certified to CFFA-P-101 you become a better partner for your customers. The program helps ensure the physical properties of certified vinyl pool liners meet or exceed the quality control measures to ensure customer satisfaction.



Learn more at cffavinyliners.org

Membership for Entrepreneurs

The Pool & Hot Tub Alliance is a growing network with programs geared to support entrepreneurs and business owners to grow and crush any challenges that lie ahead. Together we elevate, educate, and advocate for our livelihood with an array of certifications, on-demand classes, and in-person courses. When we stand together, our strong voices are heard at the federal and local levels.

Join PHTA. Isn't your business worth it? phta.org/join



Builders



Manufacturers



Retailers



Service Companies



POWERED BY STRATEGIC PARTNERS

FLUIDRA

HAYWARD

LOU
powered by Enosis

LYON FINANCIAL

MCC
MERCHANT COST CONSULTING

PENTAIR

Raypak
A Flow Control Company

Watkins Wellness
Your great life starts here.



2111 Eisenhower Ave., Ste. 500, Alexandria, VA 22314
4775 Granby Circle, Colorado Springs, CO 80919



(703) 838-0083
(719) 540-9119



phta@phta.org
phta.org

Heritage of Quality

Forget Status Quo

Meyco INVENTED the ORIGINAL safety pool cover, so we're never satisfied with the status quo.



Everyone Trusts the Original.™

For more information call 800-446-3926, visit www.meycocovers.com or email sales@meycocovers.com

PSN

POOL AND SPA NEWS



poolspanews.com

is your hub to apply for our annual prestige programs, including Top 50 Builders and Service award programs, and Masters of Design.

 **Zonda.**
Media

JOINT PRESS RELEASE

On October 21, 2021, San Juan Products, Inc. and American Environmental Container Corp. ("Plaintiffs") filed a lawsuit against River Pools & Spas, Inc., River Pools Franchising, LLC, and Thursday Pools, LLC ("Defendants") in the U.S. District Court, Middle District of Florida, Tampa Division. The lawsuit brought certain claims against Defendants alleged to arise by the publication of two blog posts on www.riverpoolsandspas.com. The parties reached a global settlement that resolves all claims alleged as to all parties in the lawsuit.

Product Profiles: Maintenance and Cleaning



Aqua-Rex WK1P Water Conditioner

Aqua-Rex is an electronic water conditioner that is engineered to do a lot of good things to maintain the pool but requires absolutely zero maintenance itself, says Jonny Seccombe, president of Aqua-Rex.

Aqua-Rex is a radio transmitter, not a magnet, that makes scale form in suspension in the water and removes existing scale off the tile wall.

In salt water pools, it can stop the salt cell from scaling, reducing the need for acid cleaning and extending the life of the chlorine generator.

Phosphates are reduced by making them flocculate so less chemicals are needed for better clarity water.

Power is provided by a USB plug so power consumption is minimal — it costs only \$20 a year to run.

It is simple to install on the pipe between the pump and the filter just by wrapping the wire aerials around the pipe.

Contact: Aqua-Rex | aqua-rex.com



All Clear Professional Pool and Spa Chemicals

If there's a problem or a watercare need for a pool or spa, the All Clear line has an application for it.

Manufactured for more than 50 years, this complete line has eight selling categories.

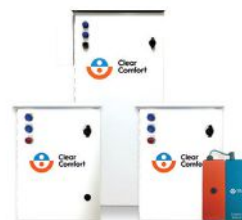
The list includes large and small stabilized chlorinating tablets, granulated stabilized chlorinating products, algaecide products, non-chlorine sanitizer and acid/PH decreasers.

The 3-inch tablets and sticks are extremely hard and slow-dissolving.

Dealers and consumers love the All Clear Professional Pool and Spa Chemicals, from the quality of the child-resistant packaging to the attractive color-coding system, according to the company.

Technical support is provided on the website, where SDS's are posted for all products.

Contact: Aqua Tri | aquatri.com



CCW100 AOP Pool System

Clear Comfort's CCW100 AOP pool sanitation system allows health-conscious homeowners to experience crystal clear, fresh-feeling and odorless water with drinking-water chlorine levels or less, says Steve Berens, Clear Comfort's CEO.

"The CCW100 is powered by a patented hydroxyl-based AOP full-flow water treatment technology that's proven on home pools and hot tubs of all sizes," says Berens.

The system only requires a 5-minute cartridge exchange for system maintenance each year. This cartridge exchange doesn't require professional training, special tools, lamp handling or large plumbing reconfigurations.

The CCW100 is also easy to install with a simple, adaptable pre-assembled manifold that fits into a single section of 11-inch pipe in most plumbing configurations.

Clear Comfort hosts monthly dealer training webinars on a variety of topics to help pool pros sell AOP systems.

Contact: Clear Comfort | clearcomfort.com



REMORA XR1600 Portable Pool Vacuum

The REMORA XR1600 portable pool vacuum is designed for DIY or limited-access cleaning and features a wearable lithium battery pack, two-speed Smart Switch, short power cord, battery charger, debris bag, and carry handle.

Its run-time is approximately 50-75 minutes.

Contact: Hammerhead Patented Performance | hammerheadvac.com/remora



The Filter Fiber Stuff

The Filter Fiber Stuff is a safe filter media that can be used as an aid to cartridge and sand filters, and as a replacement to DE for DE filters.

When used as a safe alternative/replacement to DE in DE filters, The Filter Fiber Stuff requires less than half the amount of product (by weight) than needed when using DE.

The Filter Fiber Stuff is non-toxic, biodegradable and can be backwashed safely. It can help extend filter runs and reduces clogging.

"It combines high performance, outstanding value and environmentally friendly features into one great product," says Jim Sturick, the company's regional sales manager.

"Customers love that the Filter Fiber Stuff is a safer alternative to DE that is non-toxic, safe to handle and can be backwashed safely."

Technical support is available by calling 800-348-1656, or visit JacksMagic.com.

Contact: Jack's Magic Products | jacksmagic.com



FROG @ease

FROG @ease is a complete, self-regulating hot tub sanitizing system designed to use less chlorine.

The system uses sanitizing minerals plus a low level of chlorine to kill bacteria two ways. In addition, only monthly nonchlorine shock is needed — not after every use. Plus, it contains no cyanuric acid; there's no buildup of harsh, smelly, cloudy, problem-causing water.

Hot tubs do need effective sanitizers that don't require constant maintenance or create problems that lead to premature draining. FROG @ease makes maintenance even easier with prefilled cartridges.

And now, FROG @ease cartridges are recyclable with FROG's new recycling program.

For more information and technical support, call 800-222-0169, Monday-Friday, 8 a.m.-5 p.m., CST.

Contact: King Technology | frogproducts.com



Merlin Industries Professional Safety Covers

Merlin Industries is your best choice for safety covers, says Alyssa Selvaggio, Merlin's marketing manager. "With five professional safety cover choices, there is something to fit everyone's needs."

Merlin's Dura-Mesh II features a combination of sunlight shading, abrasion resistance, tear strength, and burst strength.

In addition, Merlin's patented SmartMesh safety cover is the first and only mesh material to provide 100 percent shade from sunlight and offers 40 micron filtration of debris, says Selvaggio.

Technical support can be found by calling 800-289-1836.

Marketing materials are available upon request.

Covers come with 15-year limited warranties.

Contact: Merlin Industries | merlinindustries.com



Ultrapen PT4 FCE Pocket Tester

The Ultrapen PT4 Free Chlorine Equivalent (FCE) Pocket Tester provides one-button, instantaneous, reagent-free pH, ORP and FCE testing in a rugged aluminum field tester.

Daniel Robinson, North American sales manager for Myron L Co., explains how it came about: The firm took decades of industry knowledge and combined that with years of pocket tester user feedback to design and build "the benchmark in accuracy, reliability and simplicity — the PT Series Ultrapens. By fully potting this product line in an aircraft aluminum tubular enclosure, it provides the toughest, most reliable pocket tester on the market."

A quick-start guide, product data sheet/brochure and posters are available for the PT Series Ultrapens. They come with a manufacturer's warranty.

Contact: Myron L Co. | myronl.com



The Attendant

The Attendant is designed to control and monitor any pool equipment from existing manufacturers in the industry.

The cloud-based automation system continually monitors equipment, water quality and temperature to determine energy efficiency, and helps poolowners save money and lower their overall environmental impact.

Contact: Poolside Tech | poolside.tech



Pool Safety Cover

Rayner Covering Systems manufactures duplicate and custom pool covers.

The company uses materials such as mighty mesh, which offers 98% UVA/UVB protection; standard mesh, which offers 93% UVA/UVB protection; or solid vinyl, which provide 100% UVA/UVB protection.

All covers are webbed on top and bottom with 1-inch web that is double stitched with UVA/UVB-protected thread for durability.

Rayner offers free measuring and install (for fee) programs for pools as well as a repair program for existing covers.

"Individual attention is given to each customer for every order," says Richard Rayner, president. "Customers are very pleased with Rayner's ability to successfully cover very difficult or elaborate pools that other companies have turned down."

Rayner offers up to a 25 year warranty on covers depending on the material.

Contact: Rayner Covering Systems | raynercovering.com



Pump Shut-off System/ SVRS

Vacless' VGB-compliant SVRSs feature an electrical pump shut-off system with an alarm or siren, which instantly turns the pump off upon entrapment.

The SVRS is automatically resettable in 3 minutes, and features no nonsense programming, no false tripping, choice of air or no-air induction, and no by-passing for pool vacuum cleaning.

It installs in 5 minutes onto the pump in place of the suction side drain plug without the use of tools, and is designed for use with pumps of up to 25 horsepower.

"The best thing about this product is the easy installation, no nonsense programming and unquestioned reliability," says Hassan Hamza, Vacless' president.

Marketing materials and technical support are available.

The units are covered under a 3-year warranty.

Contact: Vacless Systems | vacless.com



HS-1 SL

Deck-O-Seal HS-1 SL is a one-part, self-leveling hybrid sealant, developed with silyl-modified polymer (SMP) technology. It cures under the influence of atmospheric moisture to form a medium modulus sealant with excellent adhesive properties and resistance to ageing and weathering.

HS-1 SL is designed for horizontal expansion joints in swimming pool decks, patios, and sidewalks. HS-1 SL is self-leveling and does not need to be tooled.

It is packaged in a convenient easy-to-use 32-ounce pouch, which eliminates the need of a caulking gun that is required when using cartridges. The pouch comfortably fits in the hand for easy application.

"The HS-1 SL has become a fan favorite very quickly," says Jim Dill, the company's division manager. "This new innovated pouch really makes a difference in the ease of application."

Contact: W.R. Meadows Deck-O-Seal | deckoseal.com

Product Profiles: Fittings, Jets and Blowers



Flojet 1.5" Stainless Steel Inlet

Innovatively designed in Australia by a former Jaguar automobile designer, Flolux facias are designed and sculpted from 316L marine-grade stainless steel, and features a mirror-polished finish.

The finish makes it resistant to the effects of UV light and unsightly discoloration.

"The Flolux finish ensures every aspect of a luxury pool or spa is visually appealing, without sacrificing functionality," says Chris Adams, owner of Flolux. "But the best thing about it is the ease of installation — the "Push Fit" allows the FLOJET to self-align and to sit flush with the pool or spa's plaster or tile interior finish."

The FLOJET is suitable for concrete and fiberglass pools and spas. It comes in 1.5" and 2" to suit most residential and commercial applications, and is available in a range of complementary stainless steel fittings.

The FLOJET is covered under a 2-year warranty.

Contact: Flolux | flolux.com



VibeProof Locking Union

Magic Plastics' VibeProof Locking Union technology can prevent and avoid costly service calls, says Mark Coito, Magic Plastics' vice president sales and marketing.

The patented design incorporates the use of a series of strategically placed scallops on the Pump Union nut and tailpiece; hand tightening the nut will engage the lock, preventing the union from loosening or backing out during vibration.

"This technology saves unnecessary service calls," says Coito.

The VibeProof locking feature is available in a variety of Magic Plastics' products, including Pump Unions, Smart Check Valves, Uni-Body Valves, Unions and High Heat Union Assemblies.

Technical support is available by calling 800-369-0303.

Marketing materials are available upon request.

Contact: Magic Plastics | magicplastics.com



BaduJet Turbo Pro

The BaduJet Turbo Pro is the ultimate in resistance swimming, says Chris Calise, customer service manager at Speck Pumps - Pool Products.

"An intuitive new design allows for a more than three-fold increase in flow over our standard swimjets," Calise says. "Combined with simple underwater push button controls and a quiet, efficient variable speed motor, the BaduJet Turbo Pro takes your swim to the next level."

The BaduJet Turbo Pro requires no plumbing, and are simple to install. A large propellor draws water directly from the pool, eliminating the need for pipes or pumps. The system is completely variable speed and significantly quieter than previous BADU SwimJet Systems. The BaduJet Turbo Pro push 1,500 gallons per minute.

Technical support is available by calling 800-223-8535.

The BaduJet Turbo Pro comes with a 2-year warranty.

Contact: Speck Pumps - Pool Products | usa.speck-pumps.com



Sweep Elbows

Westlake Pipe & Fitting sweep elbows are designed for optimal flow performance, says Bryan Jackman, the company's national sales manager. "Each elbow has been engineered using Computational Fluid Dynamics (CFD) software to optimize fluid flow characteristics," he says.

Sweep elbows provide a $\frac{1}{3}$ to $\frac{2}{3}$ reduction in pressure drop versus conventional 90° elbows, depending on flow velocity and pipe diameter. This exceeds the performance requirements of the California Energy Code.

Sweeps are available in 1"-4" sizes, with both Slip x Slip and Slip x Spigot connections. Each sweep elbow is an injection-molded one piece, not fabricated.

Sweeps are certified to NSF/ANSI 61 and NSF/ANSI 372; safe for potable water. They are pressure tested to ASTM D2466, Schedule 40.

Technical support is available by calling 731-772-3180 or emailing customerservice@westlakepipe.com

Contact: Westlake Pipe & Fittings | westlakepipe.com/en/lasco

AQUA-COMB™
#1 POOL & SPA FILTER CLEANING DEVICES!

- Fully cleans like new
- Saves water & electricity
- Saves time

Ph: 941-922-7786
 Fax: 941-922-2439
 www.aquacomb.com

Made in USA

MAKE MORE MONEY



855-375-8467



WHO,
WHAT,
WHERE,
WHEN,
WHY,
& How

SOLARPUMP.PRO

>> POSITION AVAILABLE



DESIGNERS • SUPERINTENDENTS • GMS

With offices across the country, high lead flow, unmatched incentives, national training programs, exclusive equipment & discounts, and unique advancement & ownership opportunities, Blue Haven is the place for motivated, experienced pool pro's. See list of U.S. offices, and apply at (confidential) www.bluehaven.com

ARTIFICIAL ROCKWORK CLASS



Learn how to carve/stamp cement with the Carrousel Pump and U-Blend Mixer.

Taught by Richard L. Winget



AUTHENTIC ENVIRONMENTS USA, INC.



Quikspray inc.

For more info call: (419-732-2611)

HASSLE FREE MAINTENANCE WITH FILTER WIZARD



THIS SYSTEM DOES THE WORK FOR YOU!

Order Now:

Chavonne Avant
Manufacturing Representative

847-423-0101

Or ask your Swimming Pool Supply Store to get one for you today!

Save Time Save Sanity Say Goodbye to Algae Blooms

>> POSITION AVAILABLE



Bay Area Pool Authority builds, remodels, repairs and provides customized backyard dreams for our customers in Tampa Bay and surrounding areas. Established in 1993, we are a stable small business with extensive growth potential. Tampa Bay is one of the fastest growing cities in America and we need a goal oriented, pool construction crew, laborers, and office/project manager. Tremendous opportunity. Please send resume/inquiries to: Info@bayareapoolauthority.com
Text preferred: 813-360-1959

New Products

BY PSN STAFF



Aspen Spas

The new PARTY swim spa is now available in 13- and 16-foot units. Its extended bench seating in the swim basin can hold up to nine people. The new PARTY model is now available in three series to meet any price point.

Contact: aspenspas.com



Automatic Pool Covers

PowerTouch automatic pool cover controller provides one finger torque limit adjustments. The controller's back-lit buttons makes it easy to see both by day and night, and has easy-to-read open and close buttons and a simple checkmark button making it more intuitive for users to operate.

Contact: automaticpoolcovers.com



Pentair

The IntelliCenter Pool Control System now is powered by AWS cloud technology for improved stability, connectivity, and scheduling. It's designed to provide reliable centralized control for multiple pool devices, supporting five relays. It's easily expandable to 40 for additional functionality and control.

Contact: pentair.com



Stain Drop

New and improved Stain Drop No.2 is a specialty acid-based treatment designed to eradicate scale from surfaces. Treatments often are quick but can take up to ten days.

Contact: poolstaindrop.com

Super Mesh - Tan

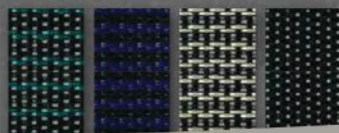


Box and X-Stitch

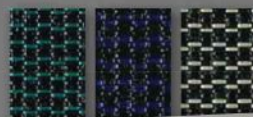
Critical intersections receive both a Box and X-Stitch using UV resistant GORE® TENARA® thread, which remains flexible and strong during extreme hot or cold, will not absorb water, resists acid rain, salt water, and freezing.



Classic mesh



Super mesh



Super solid





WE WANT YOUR CLIENTS TO SAVE WITH OUR MILITARY PROGRAMS

FINANCING FOR POOLS & BACKYARD LIVING

Lyon Financial aided more than 4,700 veterans with \$336 million in loans in 2022. We're proud to make it affordable for military families to have the back yards they deserve. **We've got your "6"!**



LYON FINANCIAL IS PROUDLY
VETERAN OWNED & OPERATED



877-754-5966 | WWW.LYONFINANCIAL.NET