

11. CPSA Advocates Educational Requirements 12. Florida Passes New Legislation 16. Pool and Spa Distributors
24. Protecting Shallow Features in Expansive Soil 34. Strategic Bookkeeping 40. Health Insurance Basics

PSN

POOL AND SPA NEWS

RAIN
CURTAINS

page 28

Make sure your finance partner has a reputation for results.



proud to partner with:



The nation's best and biggest builders partner with Lyon Financial to make pools affordable for their customers, including Premier Pools & Spas and Pinnacle Pools & Spas. Contact us to see the difference Lyon can make in your business!

- Low, fixed rates
- Terms up to 30 years*
- Amounts up to \$200,000*
- Options for 640+ FICO scores*
- No consulting fees
- No prepayment penalties
- Funds tied to client's project
- Payment directly to builder

**SCAN TO
LEARN MORE!**



*Available on approved credit, not all will qualify. 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

2024 PRICES FOR MESH POOL COVERS

**NO PRICE INCREASE FOR SAFETY AND MIGHTY MESH
COVERS**

A DISCOUNT FOR VINYL POOL COVERS



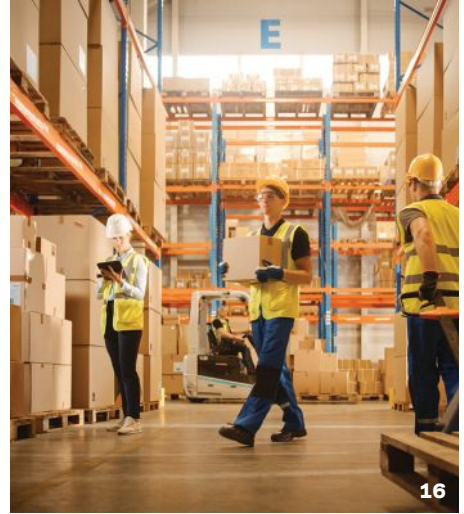
665 Schneider Drive, South Elgin, IL 60177

Ph: 847-695-2264 or 800-6480757

Fax: 847-695-2363

info@RaynerCovering.com

www.RaynerCovering.com



Features

28 **LET IT RAIN**

Follow these tips for making the most of these highly textural water features

34 **STRATEGIC BOOKKEEPING**

A look at key bookkeeping activities that need to be performed each month

40 **HEALTH INSURANCE BASICS**

A guide to understanding costs, coverage and choices for construction industry professionals

Departments

9 **REFLECTIONS**

The editor's take on issues and events

11 **NEWS**

16 **HISTORIC CONVERGENCE**

Timelines of acquisitions and new centers for the two distributors dominating the scene

24 **PROTECTING SHALLOW FEATURES IN CLAY SOIL**

Shallow features are vulnerable to the potential havoc wrought by expansive soils. Learn why and what to do.

50 **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: SIGGI RAGNAR COURTESY KEITH ZARS POOLS
ABOVE LEFT: COURTESY THE GREEN SCENE
ABOVE RIGHT: ADOBE STOCK

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, 4000 MACARTHUR BLVD STE 400 NEWPORT BEACH, CA 92660-2543, AND PRINTED IN THE USA. SUBSCRIPTIONS ARE FREE TO QUALIFIED RECIPIENTS. PUBLISHER RESERVES THE RIGHT TO DETERMINE RECIPIENT QUALIFICATION. PERIODICAL POSTAGE PAID AT NEWPORT BEACH, CA, 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.

**20 CONVENIENT
LOCATIONS
TO SERVE YOU**

CANOGA PARK, CA
21540 Strathern St. 91304-4136
(818) 710-9500 FAX (818) 710-8538

CONCORD, CA
1940 Arnold Ind. Pl. 94520-5318
(925) 827-4300 FAX (925) 676-0836

GARDEN GROVE, CA
11572 Salinaz Ave. 92843-3703
(714) 638-3873 FAX (714) 638-0130

RIVERSIDE, CA
1343 Dodson Way 92507-2073
(951) 682-7700 FAX (951) 369-3152

SACRAMENTO, CA
2801 Land Ave. 95815-1835
(916) 927-2882 FAX (916) 927-5133

SAN DIEGO, CA
7777 Ostrow St. 92111-3601
(858) 565-1330 FAX (858) 279-5182

SAN JOSE, CA
2170 Del Franco St. 95131-1575
(408) 432-9700 FAX (408) 432-0542

SANTA ANA, CA
1443 S. Lyon St. 92705-4643
(714) 973-4744 FAX (714) 542-7790

VAN NUYS, CA
8151 Orion Ave. 91406-1435
(818) 997-6651 FAX (818) 997-0150

LAS VEGAS, NV
4145 West Sunset Rd. 89118-3873
(702) 617-0010 FAX (702) 617-0977

MESA, AZ
1766 S. Fraser Dr. 85204-6601
(480) 351-2929 FAX (480) 507-3666

PHOENIX, AZ
3340 E. McDowell Rd. 85008-3844
(602) 244-2727 FAX (602) 220-4437

PHOENIX, AZ
20810 N. 25th Pl. 85050-4619
(602) 569-3177 FAX (602) 569-3178

TUCSON, AZ
4825 N Shamrock Pl. 85705-1497
(520) 887-1100 FAX (520) 887-1145

FORT LAUDERDALE, FL
5901 Powerline Rd. 33309-2011
(954) 771-1110 FAX (954) 771-1284

LONGWOOD, FL
524 Commerce Way 32750-7627
(407) 260-2323 FAX (407) 830-1884

SARASOTA, FL
6500 Sawyer Loop Rd. 34238-2773
(941) 922-1919 FAX (941) 922-7822

DALLAS, TX
2334 Havenhurst St. 75234-5730
(972) 243-6006 FAX (972) 484-0346

HOUSTON, TX
12849 Windfern Rd. 77064-3008
(281) 894-7071 FAX (281) 894-5379

RICHLAND HILLS, TX
7417 Whitehall St. 76118-6461
(817) 284-1600 FAX (817) 284-2175



OFFERS YOU MORE!





EDITORIAL

JOANNE McCLAIN

Editor-in-Chief
jmccain@zondahome.com

REBECCA ROBLEDO

Deputy Editor
rrobledo@zondahome.com

SALES

GARY CARR

Director, Strategic Accounts
gcarr@zondahome.com

LISA HEITNER

Director, Strategic Accounts
lheitner@zondahome.com

ART

CAROLYN SEWELL

Design Director, Media

MELISSA KROCHMAL

Graphic Designer



Building the future
of housing.

PUBLISHED BY ZONDA MEDIA

JEFF MEYERS

Chief Executive Officer

MELISSA BILLITER

Chief Financial Officer

ANDREW REID

Chief Operating Officer

MIA VALLO

Executive Vice President/General Manager

STEVE LADURANTAYE

Vice President, Content

AMY DUDLEY

Chief Sales Officer

PAUL TOURBAF

Executive Vice President, Sales

JOHN TATUSKO

Vice President, Sales

TIM SULLIVAN

Chief Advisory Officer

KURT NELSON

Group Vice President, Talent Strategy

EDITORIAL AND ADVERTISING OFFICES: 4000 Macarthur Blvd Ste 400, Newport Beach, CA 92660-2543 • (323) 801-4900; SUBSCRIPTION INQUIRIES & BACK-ISSUE ORDERS: (888) 269-8410; e-mail, psn@omeda.com; REPRINTS: Wright's Media, (877) 652-5295; e-mail, zonda@wrightsmedia.com

ADVERTISER BILLING QUESTIONS: (866) 846-0282; 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: psn@omeda.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 2024 by Zonda Media, a Delaware Corporation

Saltwater Problems?

Zinc Sacrificial Anodes

A must for saltwater pools



PART# 104-D SPIGOT

Fits into any
2" Tee



PART# 104-C

1.5" & 2"
Retrofit



PART# 104-D

2" Slip x Slip
New Install

HELPS PREVENT

- Plaster Discoloration
- Metal Erosion
- Pool Light Damage & erosion
- Heater Damage

Five years of field testing by a corrosion engineer, guarantees the best protection in the industry.



POOL TOOL COMPANY®

pooltool.com

4848 Colt st. Ventura CA 93003 | 805.644.2333

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.



UNDERWATER ELEGANCE



Glide into Luxury with LOOP-LOC

Explore the pinnacle of pool elegance with a collection of over 40 designer pool liners with legendary quality, beauty, and fit. All of our liners are CFFA-certified, each rigorously tested to ensure unmatched quality and performance. With LOOP-LOC, you can have a dealer direct diverse range of certified options, eliminating the guesswork and guaranteeing a durable product that takes center stage.



looploc.com



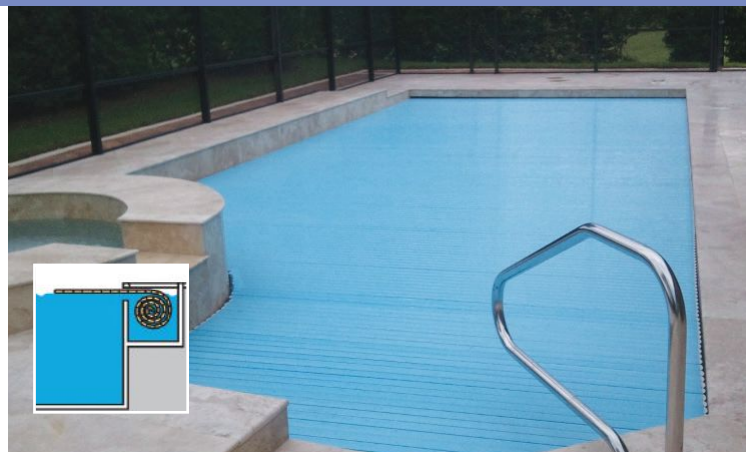
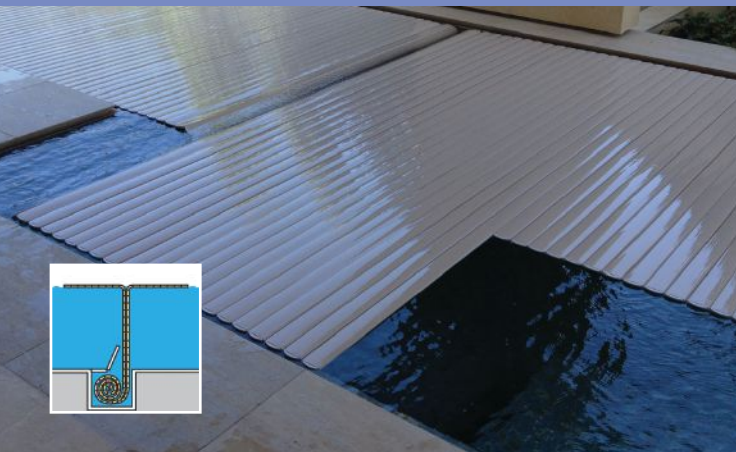


HydraLux™ by Aquamatic Cover Systems

- 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



From Stress to Strength: Reframing the Self-Assessment



Joanne McClain
Editor-in-Chief, PSN

This is the time of year when my company asks each employee to write a self-assessment. As someone who has difficulty tooting my own horn, self-assessments can be particularly difficult to complete, and I have to say it's my least favorite work thing to do. It feels as if I'm having to defend my worth and job to the company, and it invariably comes at a time of year when we're incredibly busy with deadlines left and right.

As I mentally geared up for it this year, I realized I needed to reframe its purpose. I was seeing it through an oppositional me-versus-them lens when, in reality, we're all on the same team striving to meet the same objectives.

And that's really the purpose of a self-assessment — to discover whether managers and employees are aligned with company goals and, if so, what's working and not working to achieve those goals. How can the company help support their employees? What are the priorities for the coming year and how can we work together to meet those goals?

Going through these answers together will ensure that every employee understands how their efforts impact and add value to the company's mission. And managers can help create a healthy road map for the next year.

But this process only works if the self-assessments are set up

thoughtfully to focus on the right things. Many companies make the mistake of relying on templates that ask generic questions — questions that may not even be relevant to the employee's role. And in other companies, it's treated more as a bureaucratic box-checking exercise that isn't given any real weight. Don't do that. Employees will rightly feel that the exercise is a waste of their time.

Instead, use it as a valuable tool to ensure that everyone in the company is invested in its future.

With the topic freshly reframed in my mind, I finished my self-assessment. They're now no longer my least favorite work thing to do — they've gone up a notch to second least favorite, followed only by the tedium of expense reports. And now that it's done, I'm confident that I'm doing my utmost to fulfill my duties to the best of my abilities, and looking forward to accomplishing my goals for the next year.

All that said, I may need to re-read what I've written here this time next year when the next one rolls around.

A handwritten signature in black ink that reads "Joanne McClain". The signature is fluid and cursive.

jmccclair@zondahome.com



REMORA™ PRO

BY
HAMMER·HEAD®



Get more done with REMORA™ PRO

The REMORA™ PRO Kit includes:

- 21 inch professional pool vacuum with carry handle
- Wearable battery pack with electronic Smart Switch™
- 25 foot premium float cable with new quick-lock plug
- 2 LiFePO4 18Ah batteries for up to 4 hours of run time*
- 10 amp lithium battery charger for faster charging
- Standard and Superfine debris bags

*Using the low-speed setting.
Individual results may vary.



hammerheadvac.com/remora

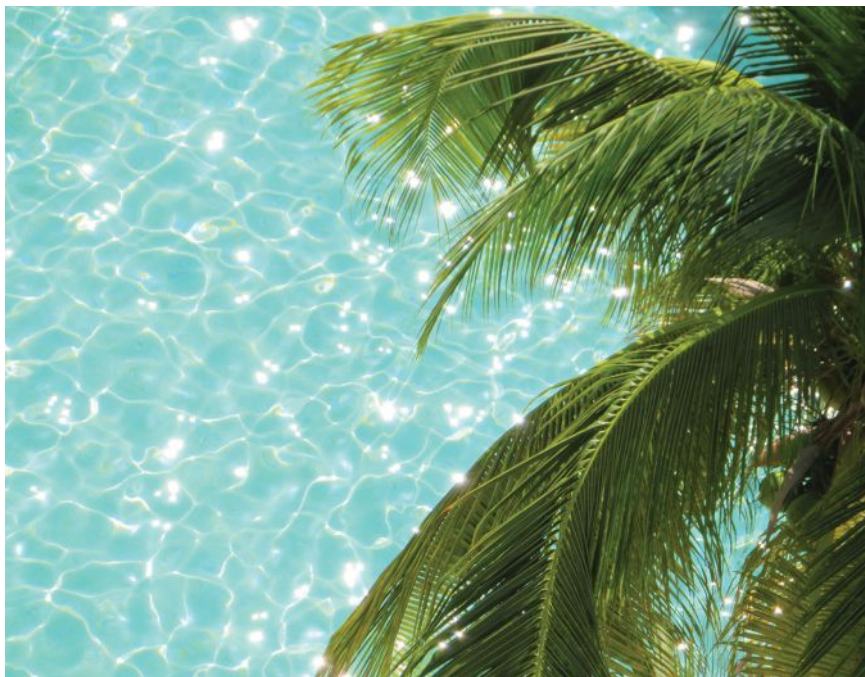


Proudly made in the USA since 1997.

CPSA Advocates State Educational Requirements

Hoping to elevate the industry in California, the organization wants continuing education required for contractors licenses.

BY REBECCA ROBLEDO



The California Pool and Spa Association wants pool/spa contractors to take more industry education, and it's appealing to the agency in charge of construction in the Golden State.

CPSA Chairman Scott Cohen has issued a public letter to both the trade and local consumer press, hoping to pressure the California State Licensing Board to require continuing education in order for contractors to maintain their C-53 licenses.

Cohen believes builders should take 16 hours in between renewals, which take place every other year.

"Eight hours a year seems rea-

sonable," said Cohen, also president of The Green Scene Landscaping & Swimming Pools in Chatsworth, Calif. "That's four two-hour classes. You can do it in a day or two at any of the pool shows that we have, or you can do it online."

In addition to construction, he said, such education should cover business subjects, to account for changes in contract law, human resources requirements, safety codes and other aspects of running a company.

"The requirements for a contract have changed, but you're not required

to know any of it to keep your license active," Cohen said. "But if you don't know it, your contract could be null and void."

CPSA is focused on continuing education for license renewal, saying the test for new-license applicants is updated regularly. "But you have a whole bunch of [pool/spa contractors] who've had their licenses for over 10 years, and they need to be updated and refreshed," Cohen said.

He has become passionate about this goal in part because of his work as an expert witness. "I see the same mistakes being made, where it's mushroomed into a lawsuit," he said. "Had that contractor attended a few courses, he could have avoided the lawsuit, and the homeowners would be happier."

In his letter, Cohen said such a requirement also would benefit pool/spa contractors.

"I've come to recognize that when a lawsuit is officially filed in a court of law, contractors often come out on the losing end," he wrote. "Most filed cases settle out of court ... Even if the contractor prevails in terms of a verdict, and usually they don't, the cost of defending a lawsuit, the time it takes, the stress involved, and the damage to your reputation and, indeed, your psychological well-being, are all costs that cannot be recouped."

To read Cohen's letter in full, go to poolsnpanews.com.

Hayward and Fluidra Report Sales Decreases

BY REBECCA ROBLEDO

Hayward and Fluidra announced their performance for 2023, both acknowledging decreases in sales.

Hayward

While Hayward saw a reduction in sales income for the year, it projects a solid 2024. The company's net sales for 2023 decreased 24% compared with 2022, to \$992.5 million. Net income decreased 55% year-over-year to \$80.7 million.

"The decrease in net sales was primarily the result of the moderation of end market demand trends due to macroeconomic factors and distribution channel destocking," the company said.

For this year, Hayward expects a 2%

to 7% increase in net sales, falling between \$1.010 billion to \$1.060 billion. The manufacturer says this reflects "a return to sales and earnings growth driven by solid execution across the organization, positive price realization and continued technology adoption," amid uncertainty around global macro conditions and consumer spending.

Fluidra

Fluidra also saw a decrease for 2023, with sales of €2,051 million, representing a 14% decrease from 2022. (The Spanish company trades in euros.) "Residential Pool

aftermarket demand was resilient during the year, while demand for new pool construction was softer," the company said. "Commercial Pool sales continued to grow, supported by the recovery in tourism."

The manufacturer expects 2024 to remain even with last year, projecting sales between €2,000 and €2,150 million. Said Fluidra Executive Chairman Eloi Planes: "...Despite the uncertainty around the macro-economy, we are encouraged to leave the correction of the inventory in the channel behind us and by the resilience of the aftermarket ..."



Florida Passes New Legislation

A number of bills affecting the pool/spa industry were passed in the Florida Congress and await the governor's signature.

One such bill appropriates \$500,000 to a swimming lesson voucher program. This requires the state's Department of Health to develop a program, including establishing a network of swim lesson vendors in each county and writing eligibility criteria.

Congress approved increases to the amount of relief its recovery fund can offer to consumers who've suffered losses by contractors who abandon projects or otherwise cause harm. Now, individual complainants can receive up to \$30,000, double the previous cap. The lifetime aggregate paid per contractor quadrupled, from

\$150,000 to \$600,000.

The new caps will apply to complaints filed after the effective date of July 1 2024.

Another sales-tax holiday was declared for residential pool supplies. This year, no sales tax will be required for these products during the month of July. Enacted as part of the year's budget, the sales tax holiday must be passed annually.

A bill opposed by an alliance of construction industries was defeated. House Bill 1563 would have required contractors to retain escrow accounts similar to those required of attorneys. While it passed the House, it did not make it through the Senate.

Bills are expected to be signed or vetoed Governor Ron DeSantis by July 1.

Lopez Named Head of Mexico Division



Automation, controller and lighting manufacturer CCEI has named a head of its Mexico division.

Fernanda

Lopez is responsible for all operations at the division, as well as raising brand and product awareness throughout Mexico's pool industry. She is a native of Mexico and fluent in English. "Fernanda has already made a significant impact in the Mexican swimming pool market," said Sébastien Chéreau, head of CCEI's global marketing. "We are confident CCEI will continue to experience exponential growth in sales of our products in that market."

TOP PHOTO: ADOBE STOCK

Waterco®


World Class Equipment

Residential and Commercial



WATERCO
USA INC
water, the liquid of life

1812 Tobacco Road Augusta, GA 30906
706-793-7291
sales@waterco.com
waterco.us



Want to **close more sales?**
Partner with us for the
affordable loan options
your clients need!

UNSECURED BANK LOANS • THE INDUSTRY'S LOWEST RATES

LOANS UP TO

\$200,000*

TERMS UP TO

30 YEARS*

*Available on approved credit, not all will qualify. 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.



LYON FINANCIAL

877-754-5966 | WWW.LYONFINANCIAL.NET

**SCAN TO
LEARN
MORE!**



**POOL &
HOT TUB
ALLIANCE**

STRATEGIC PARTNER



BBB
ACCREDITED
BUSINESS

A+
rating

Historic Consolidation

With two companies now holding the clear majority of U.S. pool/spa distribution locations, we present growth timelines for each.

BY REBECCA ROBLEDO



Few things have changed as quickly as the pool/spa distributor segment has with the entry of one company to the mix.

That occurred when Heritage Pool Supply Group entered the industry in August 2021. The company, part of a family of similarly branded distributors serving construction-related industries, aimed to use consolidation as one means of quickly growing into a major force. Not only has the McKinney, Texas-based outfit expanded to 115 locations across 32 states, but it's purchased institutions within the network of independent pool/spa distribution.

But it's main competitor — Covington, La.-based megadistributor PoolCorp — continues on a path it has traveled for decades, during which time it had represented industry consolidation like no other. Indeed, it continues to expand in breadth and depth. At the end of 2020, the

company reported 398 locations throughout North America, Europe and Australia. As of Dec. 31, 2023, it boasted 439 locations in 41 U.S. states, as well as the global market.

And both distributors also open new, or “greenfield” locations, as part of their growth strategies.

Here, we look at a timeline of expansion for the two largest distributors in the U.S. pool/spa industry, based on available information.

HERITAGE POOL SUPPLY GROUP

Listed from most recent:

February 2024

Custom Distribution, Inc. (CDI)

Headquarters: New Hope, Minn.

Other locations: Two upcoming in Brooklyn Park and Rogers, Minn.

Founded: 1967

Most recent owners: Michelle and Doug Thayer

Founders: Harold Grotte and Red Mulvaney

Manager moving forward: Bill Gutzwiller, General Manager

Special note: Following this acquisition, all Sun Country locations in Minneapolis were rebranded to CDI.

November 2023

Recreonics, Inc.

Headquarters: Louisville, Ky.

Founded: 1965

Most recent owner: Michael Garland

Founder: Frank Jones, Jr.

Manager moving forward: Michael Garland

Special note: Recreonics, with its focus on institutional and commercial swimming pool facilities, now will serve as the distributor's commercial brand, selling through its website, catalog and Louisville facilities. As such, Garland was promoted to Heritage Vice President, Commercial.

July 2023

All Iowa Pool

Headquarters: Des Moines, Iowa

Founded: 1947

Most recent owner: Matt and Deanne Main

Manager moving forward: Matt Main

Special note: This acquisition brought Heritage into the state of Iowa.

New Locations in 2023

In addition to its acquisitions, Heritage opened 10 new greenfield locations in

CHECK OUT OUR
**NEWEST
FEATURES!**



**Order & Shipping
Notifications**



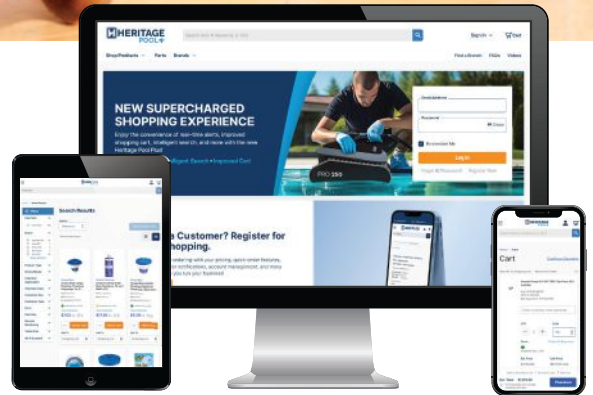
**Intelligent Search
& Top Sellers**



**Share Cart Across
Pool Brands**



Save For Later



REGISTER TODAY!

**SCAN QR CODE OR VISIT
HERITAGEPOOLPLUS.COM**

the following cities in 2023:

- Fort Myers, Fla.
- Jacksonville, Fla.
- Orlando, Fla.
- Boston, Mass.
- Jackson, Miss.
- Omaha, Neb.
- West Chester, Ohio
- Charleston, S.C.
- College Station, Texas
- Fort Worth, Texas

December 2022

Guardian Distribution

Headquarters: Rogers, Minn.

Founded: 2009

Founder/owner: Bill Shuherk

Manager moving forward: Bill Shuherk

New Locations in 2022

In 2022, Heritage opened seven new greenfield locations, of varying brands, in the following cities:

- Chandler, Ariz., Pool & Electrical Products
- Modesto, Calif., Pool & Electrical Products
- Rancho Cordova, Calif., Pool & Electrical Products
- Lee's Summit, Mo., Aqua-Gon
- Lakewood, N.J., Bel-Aqua Pool Supply
- Katy, Texas, Texas Pool Supply
- Frisco, Texas, Texas Pool Supply

September 2022

Sun Country Distributing

Headquarters: Englewood, Colo.

Other locations: One in Omaha, Neb.

Founded: 1978

Most recent owners: Michael Condon and Dayton Chapin

Pool Builders Supply

Headquarters: Charlotte, N.C.

Other locations: Eight, serving North Carolina, South Carolina, Virginia, Georgia and Tennessee

Founded: 1976

Most recent owners: Taryn Springsteed and Matt Morgan

Founders: Olen and Betty Morgan

Managers moving forward: Taryn Springsteed and Matt Morgan

June 2022: New Brand Launch

Texas Pool Supply

Headquarters: Frisco, Texas

Other locations: 14

Special note: In addition to the new Frisco location, Heritage rebranded locations that previously had borne the names Florida Water Products, Pool & Electrical Products, and Mayfield.

December 2021

Cinderella, Inc.

Headquarters: Saginaw, Mich.

Other locations: 3 — Grand Rapids and Livonia, Mich.; Indianapolis, Ind.

Founded: 1955

Most recent owner: David Jaffe

Founders: Bob & Mark Jaffe

Manager moving forward: David Jaffe and Cinderella President Tom Connelly

Hachik Distributors

Headquarters: Aston, Pa.

Other locations: 1 — Columbia, Md.

Founded: 1923

Most recent owner: Nanette Zakian

Founder: Garabed Hachikian

Manager moving forward: Nanette Zakian

Special note: The oldest of the companies acquired, at 98 years when purchased.

AquaCentral

Founded: 2021

Special note: At the time, this company was the U.S. pool industry's second-largest distributor, a product of the merging of Florida Water Products and Pool & Electrical Products, which had acquired several companies before joining Heritage, including American Pool Supply, Bel-Aqua Pool Supply, Conely Company, Mayfield Pool Supply, Classic Pool Tile, and Noble Tile Supply.

EMSCO Distributors and OP Aquatics

Headquarters: Strongsville, Ohio

Other locations: 2 — North Huntingdon, Pa. and Lexington, Ky.

Founded: 1969

Most recent owners: Mark Stoyanoff, Rich Laneve, Eric Stoyanoff

Founder: Ed Stoyanoff

Manager moving forward: Mark Stoyanoff, Rich Laneve, Eric Stoyanoff

October 2021

Pool Contractors Supply

Headquarters: Memphis, Tenn.

Other locations: 3

Founded: 1953

Most recent owners: Ed Flemmons and Sam Rogers

Managers moving forward: Ed Flemmons and Sam Rogers

Special note: This moved Heritage to Tennessee, Alabama and Louisiana

Quality Pool Supply Co.

Headquarters: Clio, Mich.

Other locations: 5

Founded: 1971

Most recent owners: John Coulier, Cary Englehart

Founder: Jack Englehart

Manager moving forward: John Coulier, Cary Englehart

August 2021

Aqua-Gon

Locations: 4 total — Illinois, Missouri, Wisconsin, Minnesota

Founded: 1965

Most recent owners: Phil Horvath, Mike Brock

POOLCORP

Listed by most recent:

February 2024

Shoreline Pool Distribution

Headquarters: Jackson, Miss.

Other locations: 1 — Hattiesburg, Miss.

Founded: More than 40 years ago

Most recent owner: Tommy and Shane Draughn

Special note: The retail outlet CPS Pools and Spas was not included in the sale to PoolCorp.

December 2023

A.C. Solucoes para Piscinas

Headquarters: Braga, Portugal

Total Locations: 1

June 2023

Pioneer Pool Products

Headquarters: Alabama

Total locations: 1

HERITAGE

POOL SUPPLY GROUP



POOL BUILDERS
SUPPLY



**BUILDING THE MOST POSITIVE
FORCE IN THE INDUSTRY**

HERITAGEPSG.COM



SCAN QR
TO BECOME
A NEW
CUSTOMER

May 2023

Recreation Supply Co.

Headquarters: North Dakota

Total locations: 1

Special note: Specializes in commercial pool products

New Locations in 2023

14 total, listed by brand:

- 7 SCP
- 1 Superior
- 2 Horizon
- 2 NPT
- 2 SCP International

April 2022

Tri-State Pool Distributors

Headquarters: Huntington, W.V.

Total locations: 1

Founded: More than 50 years ago

Most recent owner: Macri family

Founder: Macri family

Manager moving forward: Philip Macri

Special note: Serves the West Virginia-Ohio-Kentucky tri-state region. Tri-State's retail store, Holiday Pools, in Huntington, W.V., was not purchased by PoolCorp.

New Locations in 2022

10 total, listed by brand

- 2 SCP
- 5 Horizon
- 2 NPT
- 1 SCP International

December 2021

Sun Wholesale Supply

Headquarters: Florida

Total locations: 1

June 2021

Vak Pak Builders Supply

Headquarters: Florida

Total locations: 1

April 2021

Pool Source

Headquarters: Tennessee

Total locations: 1

New Locations in 2021

10 total, listed by brand:

- 5 SCP
- 4 Horizon
- 1 SCP International

DISTRIBUTORS A-Z



APPATEK INDUSTRIES INC.

(855) 225-0539

www.appatek.com

Founded: 1986

President: Donna Ketron

Headquarters: Concord, N.C.

Employees: 13

Distribution centers: 1

SKUs: 1,500+

Key products:

▪ Many national brands of chemicals, replacement cartridge filters and water testing for the pool and spa.

What's hot:

"There's currently a very high demand — and short supply — for sanitizers," says Jose Miranda, COO.



AQUATIC PARTS COMPANY

(800) 234-6700

www.baystatepools.com

Founded: 1999

Owners: John and David Arakelian

Headquarters: Bloomfield, Conn.

Employees: 65

Distribution centers: 1

SKUs: 120,000+

Key products: Specializing in swimming pool and spa parts, including technical guidance.



Baystate Pool Supplies, Inc.

BAYSTATE POOL SUPPLIES INC.

(617) 547-9145

www.baystatepools.com

Founded: 1965

Owners: John and David Arakelian

Headquarters: North Billerica, Mass.

Employees: 265

Distribution centers: 12

SKUs: 80,000+

Key products:

▪ Whole goods, such as above- and inground pools, spas, pool construction products, filters, pumps, heaters, automatic cleaners, chemicals and deck equipment.

What's hot:

Inground fiberglass pools, aboveground pools, spas, automatic pool covers



HERITAGE POOL SUPPLY GROUP

All Iowa Pool, American Pool Supply, Aqua-Gon, Bel-Aqua Pool Supply Inc., Cinderella, Classic Tile Designs, Conely Company, Custom Distribution Inc., Davis Supply, Emsco, Florida Water Products, Hachik Distributors, Noble Tile Supply, Pool Builders Supply, Pool Contractors Supply, Pool & Electrical Products, Quality Pool Supply, Recreonics, Sun Country Distributing, Texas Pool Supply

(214) 491-4149

www.heritagepoolsupplygroup.com

Founded: 2021

President: Matt McDermott

Headquarters: McKinney, Texas

Employees: Approx. 1,250

Distribution centers: 116+

SKUs: 50,000+



HORIZON SPA & POOL PARTS

(800) 874-7727

www.horizonparts.com

Founded: 1992

Headquarters: Tucson, Ariz.

Employees: 49+

Distribution centers: 2

SKUs: over 70,000

Key products:

▪ Swimming pool and spa equipment whole goods and replacement parts



THE BEST CHOICE FOR FAMILY REJOICE

MSPA - The Industry Leader in Providing at Home Comfort



QUICK INFLATION



ULTRA COMPACT AND PORTABLE



POWERFUL UVC SANITATION

Our TEKAPO features an eye-catching metallic blue interior and premium charcoal grey exterior, available in two sizes to suit any household.

☎ 517-862-4672 or 949-514-4209 ✉ INFO@THE-MSPA.COM



SCAN TO CHECK
ON AMAZON

FOLLOW US   

WWW.THE-MSPA.COM

- Technical support team and search engine (parts finder)
- Advance website customization tool for in-field, retail and service use
- Match parts email and support
- Same day shipping
- Underwater Magic
- NEMO underwater power tools

What's hot:

- New and improved warehouse and systems
- Expansion of pool products and updated diagrams for new industry product offerings.



HORNERXPRESS

(800) 432-6966
www.hornerxpress.com

Founded: 1969

CEO: Bill Kent

Headquarters: Fort Lauderdale, Fla.

Employees: 600

Distribution centers: 18

SKUs: 10,000+

Key products:

- Key brands carried include AquaCal, AutoPilot, StoneHardscapes, Lo-Chlor, TropiClear, Pentair, Hayward, Century, Bluffton and Fluidra.

Education: Monthly trainings on heat pumps and salt chlorine generators, CPO Certification classes and other continuing education classes periodically throughout the year

What's hot: Heat pumps, along with ChlorSync, a new chlorine generator.



POOL WATER PRODUCTS

(949)756-1666
www.poolwaterproducts.com

Founded: 1964

CEO: Zelma M. Allred

President: Dean C. Allred

Headquarters: Irvine, Calif.

Employees: 300

Distribution centers: 20

SKUs: 100,000

Key products:

- All Clear Pool & Spa Chemicals, Accessories, Cartridges and Grids
- Heaters, Filters, Pumps, Automatic Pool Cleaners, Chlorine Generators
- Electronic Controls, Lights, Motors and parts for all of the above.



POOLCORP

NPT; SCP Distributors, LLC; Superior Pool Products, LLC

(888) 476-7665
www.poolcorp.com

Founded: 1993

President: Peter D. Arvan

Headquarters: Covington, La.

Employees: 4,000+

Distribution centers: 280

SKUs: 160,000

WaterLink® SpinTouch®

The Future of Pool & Spa Water Testing!

Ready To Go Anywhere, designed for Pool Professionals

The innovative WaterLink® Spin Touch® photometer was designed to be used by pool professionals. Results can be viewed on the full-color touchscreen display or transferred into the WaterLink® Solutions PRO software. Each sealed reagent disk contains the precise amount of reagent needed to run a complete series of tests in 60 seconds. Time consuming test and clean-up procedures are history. This groundbreaking analysis system is so simple anyone can use it!

Certified to NSF/ANSI/CAN 50

Learn More About
WaterLink
SpinTouch



LaMotte®
Water Testing Leader Since 1919!

www.waterlinkspintouch.com

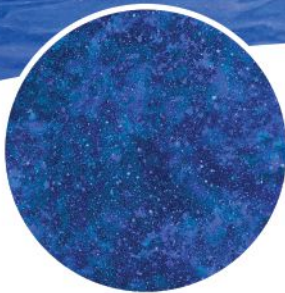


Learn More About
WaterLink Solutions
PRO Water Analysis
Program

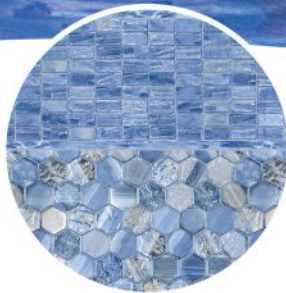
TARA



Sales of our Celestial Skies Pattern will benefit the Cure Alzheimer's Fund.



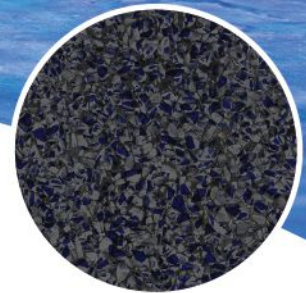
Celestial Skies
Supporting the Cure
Alzheimer's Fund



Keystone



Northern Frost
Shimmertone™



Black Opal
Shimmertone™

Creating the perfect outdoor living space has been our passion for four decades. Every Tara vinyl liner is custom designed and built using state of the art design software and manufacturing equipment. Our high-quality vinyl liners provide the perfect finishing touch for the ideal backyard.



Precision Fit

Our experienced technicians transform your drawings into precision-fit pool art.



Premium Quality Vinyl

We only use high-performance American Made luxury pool vinyl.



Contemporary Pattern Designs

Our collection of patterns features the most stylish designs with 16 exclusives.



Enhanced Sales with AR

Accelerate sales and boost customer satisfaction with our Envision AR app,

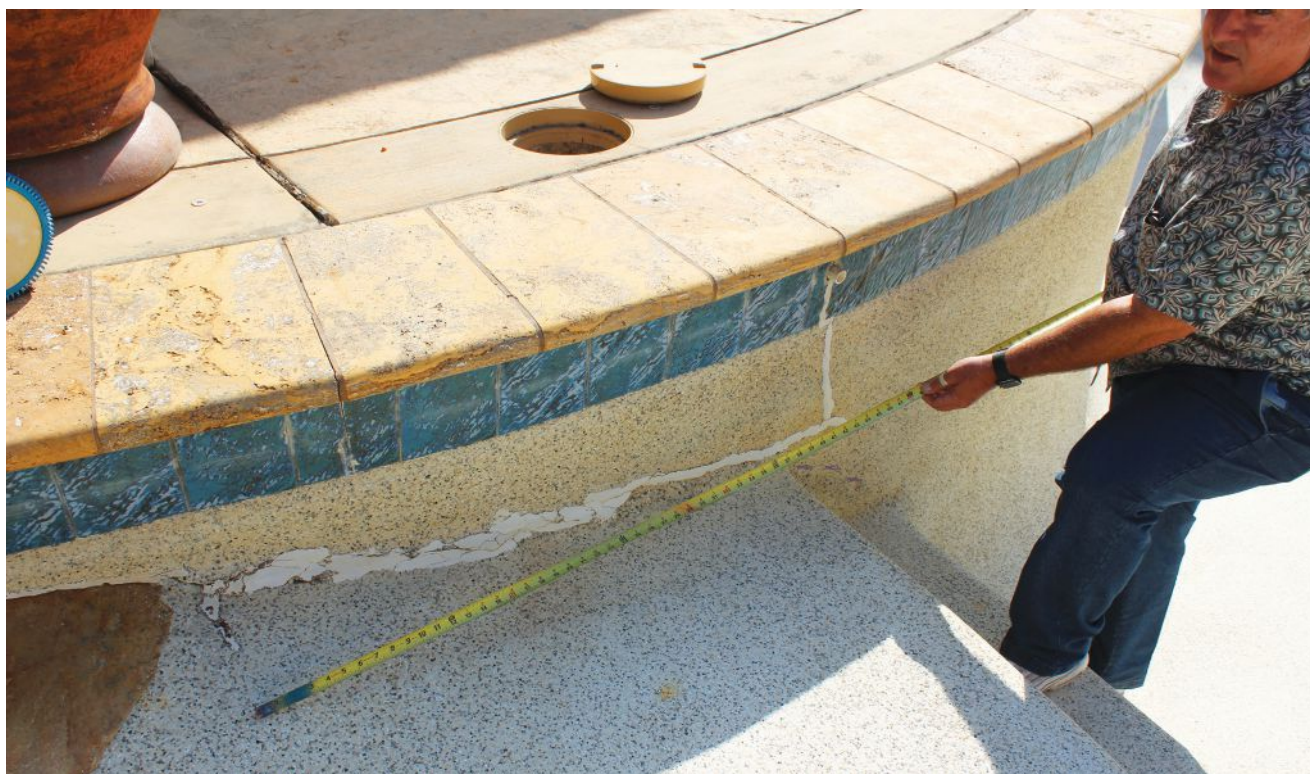
866-725-8272 | info@taramfg.com | www.tarapools.com

Protecting Shallow Features in Clay Soil

Beach entries, sun shelves and other shallow features are especially vulnerable to the potential havoc wrought by expansive soils.

Learn why and what to do.

BY SCOTT COHEN



In addition to design and construction, I do quite a bit of work as an expert witness. This involves inspection of damaged or failed pools, investigating the cause, and forming opinions as to what went wrong and how it should be corrected. Over the past decade I've been seeing one particular problem over and over, resulting in some lengthy and very pricey lawsuits.

I was involved in several cases where Baja shelves cracked where

they intersect the rest of the shell. In all three instances, the projects were built in clay soils with a potential for expansion. When soils below the shallow beach entry or sun shelf became oversaturated, they swelled and caused the shelf to heave up until they were 1- to 2 inches out of level.

This also can happen with spas, decks and other shallow features built in expansive soil. While the problem seems common enough, at least in the California market where I work, I

don't see the industry addressing the issue. This worries me as a businessman and pool contractor, because I think it negatively impacts our reputation as an industry.

Here, I'll explain the problem, steps to avoid it, and methods I use for these projects.

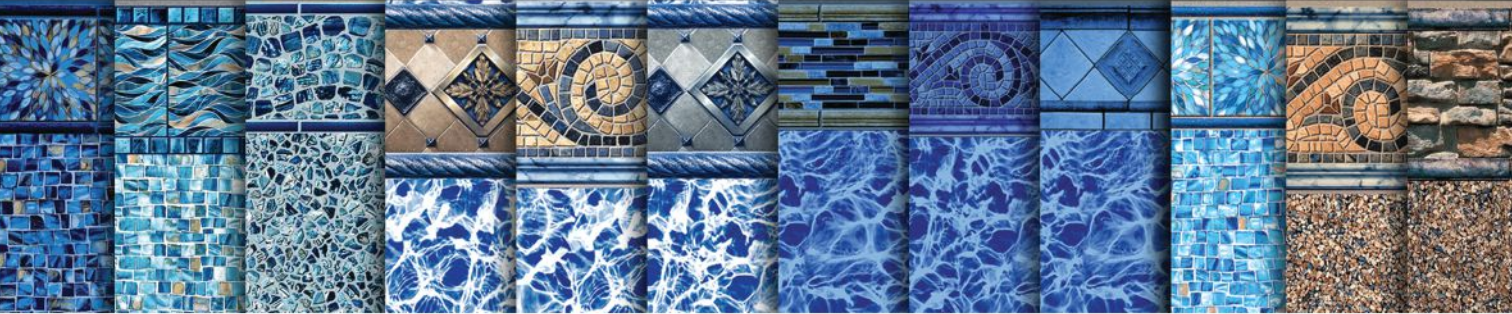
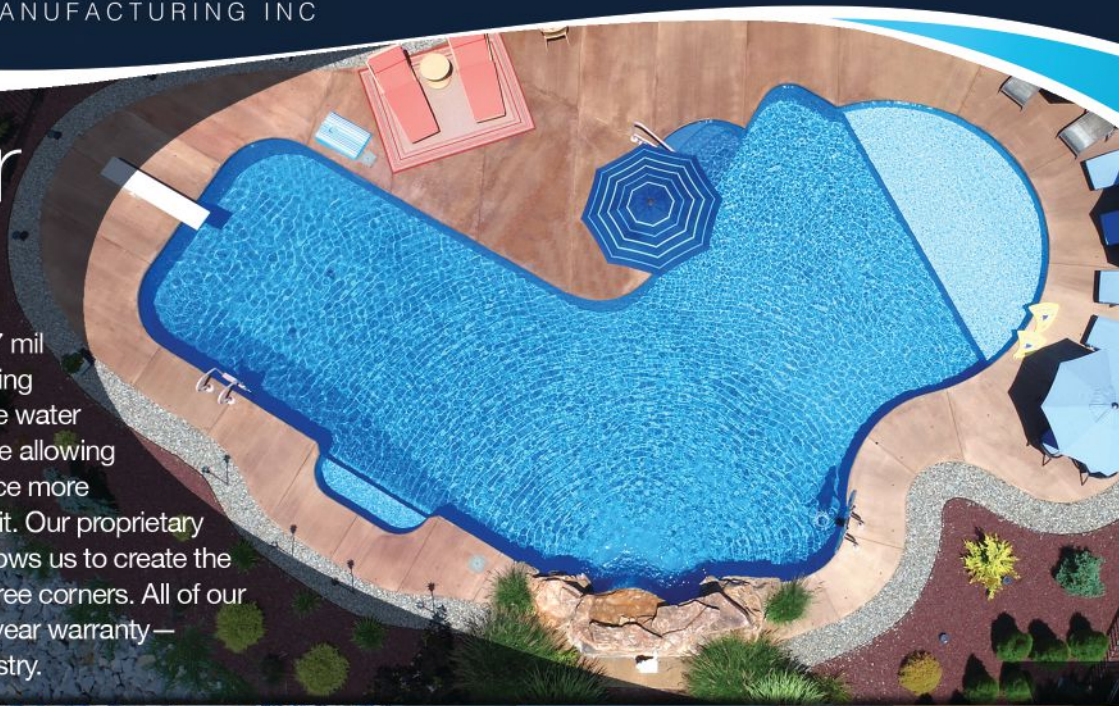
COMMON MISSTEPS

Building in clay or expansive soils requires special measures. I believe that, when pool builders fail to take the

PHOTOS COURTESY THE GREEN SCENE

Superior Liners

Our Standard liner uses 27 mil walls and 20 mil floors, giving greater longevity above the water line where you need it while allowing the liner to stretch into place more uniformly where you want it. Our proprietary manufacturing process allows us to create the flattest seams and bulge-free corners. All of our liners are backed by a 25 year warranty — one of the best in the industry.



Robust & Smart Safety Covers



Inventor of The Pool Bladder™



proper precautions, they do it for one of three reasons:

1. They don't realize they're in clay soil.

2. They don't realize just how expansive it can be.

3. They don't want to spend extra money on the job.

I've seen these mistakes from reputable pool builders. Sometimes even knowledgeable contractors think, 'Oh, it'll be okay. It hasn't been a problem before.' Others simply don't know about expansive soil, so they just build to the simplest specifications of a standard plan.

To be clear, it's much more expensive to build pools to withstand expansive soil. But failing to do so can exact a steep cost, not only financially, but in time and headaches as well. Remember the old adage; "An ounce of prevention, equals a pound of cure."

Here's a typical scenario: The contractor builds the pool in dry soil. At some point after construction, moisture is introduced through rain, runoff or irrigation. This causes the soil to swell, put pressure on the pool walls and eventually crack and/or heave the shell. And it doesn't need to move much to develop a structural crack.

Once a crack forms, the problem exacerbates: More water slowly weeps from the pool into the clay, causing the soil to further swell. These leaks are difficult to detect at first, because the water moves so slowly. But eventually the clay can swell enough to shift, twist or heave the pool out of level.

Shallow features such as beach entries, sunshelves, portable spas and decks are especially vulnerable to this. I see sunshelves dug down about 18 inches — the minimum



depth listed in some standard plans. This puts them squarely in the soil's active zone, typically the top 3 to 4 feet. Here, the earth moves up and down as the moisture level changes as a result of rain or irrigation. (The depth of the active zone can vary in different areas, so consult a soils geotechnical expert for site-specific recommendations.)

Below the active zone, moisture generally remains pretty consistent, so the ground doesn't move as much, resulting in a steadier foundation for the deeper pool shell.

If set in the active zone, a sunshelf can move, heave and shrink at a different rate than the pool shell. A "hinge crack" results at the bottom or corners of the shelf, where it joins the pool shell. Water slowly leaks from the pool to the ground, causing the clay to swell and, over time, heave the entire pool.

It can eventually affect the foundation of the home and adjacent structures. Water can even migrate down-

hill and harm properties below. I've seen damage to house foundations, retaining walls, decking, slides and tennis courts.

Needless to say, these failures become very expensive for contractors, because they can involve a lawsuit in the hundreds of thousands of dollars. I recently went to inspect a project — along with about a dozen other experts and attorneys — all on the clock at \$350 per hour. It adds up fast. These cases typically drag on for years. Depending on the type and amount of liability insurance you carry, the company may or may not pay to defend you. If a case goes all the way to trial, there are often clauses that exclude legal fees.

SPECIAL MEASURES

If you're working in expansive soil, first know this: Standard engineering plans often will not suffice.

For instance, many standard plans only require that a sunshelf or beach entry be dug a minimum of 18

inches deep. That's not enough if the soil is too expansive: Water can too easily migrate under the shelf and wet the soil. Consult the engineer to learn what soil conditions the plans apply to. In my experience, most are insufficient when the soil has a high potential to expand. Then we need a special detail.

If you aren't familiar with the soil in an area, obtain a soils report. It only costs about \$5,000 in my market, and it takes about three to five weeks to get the results.

In many areas where I work, it's not a question of whether the soil is expansive, but how expansive. If I know an area to have clay, we'll assume the soil on the site is also highly expansive, and we'll build for that.

With Baja shelves, we dig 3-4 feet deep. This gets below the soil's active zone and reduces shifting of the shelf.

Then we form a steel cage at the bottom and another at the top of the shelf, according to our engineer's specs. We form a six-bar bond beam for highly expansive soils. Then we fill the void with concrete. In extremely expansive clay, we build a double steel cage for the entire pool.

This involves a lot of extra concrete — we might put 8 to 10 yards into a sunshelf. So there's definitely an added expense.

As an alternative, some engineers might recommend digging a deepened footing around the bond beam, going down 3 to 4 feet to reduce the amount of moisture that gets under the shelf.

We take similar steps when constructing attached spas. If moisture gets below a spa that is attached to the side of the pool shell, it can start to lift and create that hinge effect

and crack.

With spas, we will excavate at least 4 feet below grade to get out of the active zone. Oftentimes, we'll dig to the depth of the adjacent pool to avoid differential settlement. We'll take these measures even if the spa is elevated halfway out of the ground and might normally only go 18 to 24 inches in the soil.

When building decks in expansive soil, we typically dig the top 2 to 4 inches of earth out, then replace it with sand, gravel or another non-expansive material that won't move. We also build a deepened footing around the perimeter.

Scott Cohen is president of The Green Scene, an outdoor design/build firm in Chatsworth, Calif. He also is a construction defect expert witness, consultant, instructor and author.



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







LET IT RAIN

With rain curtains, homeowners not only gain a highly textural waterfeature, but a versatile source of sound and drama. Follow these tips for making the most of it.

BY REBECCA ROBLEDO

There's something special that rain curtains bring to a project.

"I think there's just some inherent connection that it's a little bit more natural when we see a rain curtain," says Tanr Ross, owner/designer for Las Vegas-based Poolsapes. "I don't know if it brings out the kid in us and makes us think of rainy days where we got a moment to play outside in the rain ... There's just some inherent connection with the rain [aspect] of it."

These features present many advantages. First, they add instant drama, especially when spilled from a higher location. Or they can have the opposite effect.

"One of the cool things about the architecture of these, if done correctly, is they can make a space feel very intimate and private and unique," says Trevor Tipton, president of Phoenix-based Venetian Outdoors.

They accomplish this using less water than solid



sheet waterfalls. In addition, they can provide a dramatic downpour or soothing drizzle, all free of the problems that can occur with solid sheets, which break up during long drops thanks to surface tension.

Installing them has become easier than ever, as pre-manufactured hardware has become available for just this purpose.

“They’re not very expensive for the units themselves, but the impact is dramatic,” Ross says.

Prices go up, of course, if a dedicated structure is needed to support the waterfall.

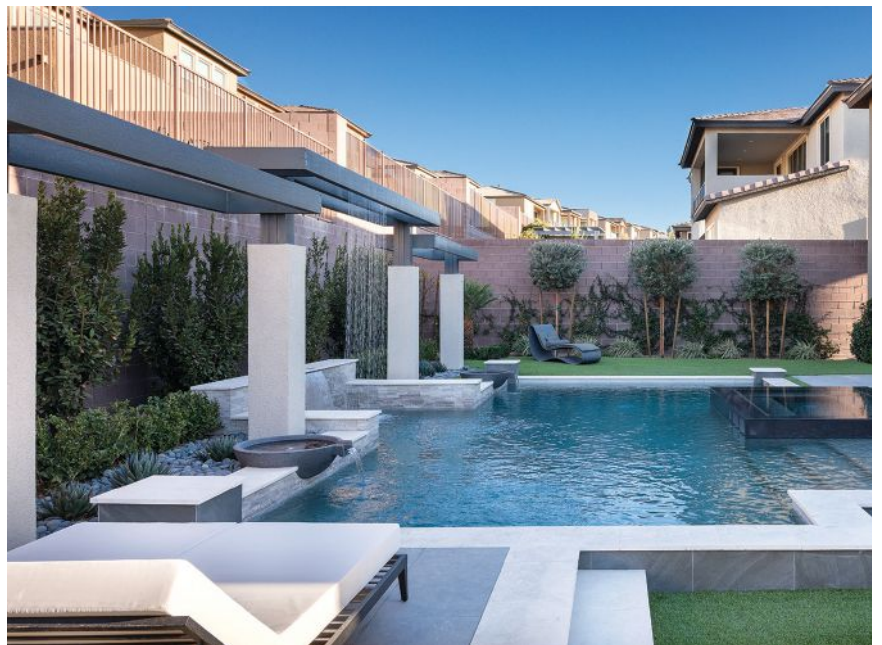
And while their installation and mechanics are very similar to sheet falls, they offer a special effect.

“Almost always, when we know there’s going to be an overhang of almost any kind over the pool, we almost always put a rain descent,” Ross says.

Here, builders who regularly employ these features offer tips for their success.

GIVE IT A PURPOSE

These features aren’t as big, opaque



or loud as similarly sized sheet waterfalls, but they still provide a nice way to block views.

“We [build them] a lot of times in areas where the back walls for the property aren’t really gorgeous,” Ross says. “It’s one way to get your eyes away from an unattractive back-drop.”

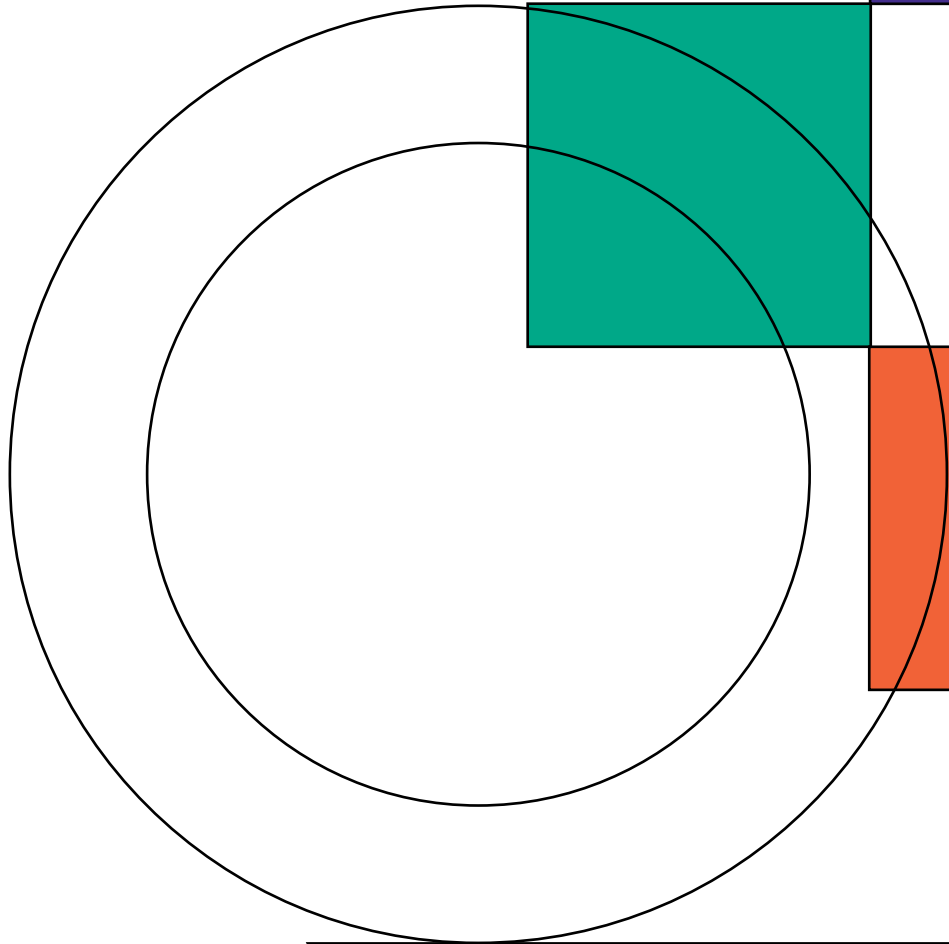
They also can be used as something of a divider in the pool, to help establish zones. For instance, the rain curtain can set off a swim-up bar, or even just a group of stools.

“People like the idea of the ambiance when the rainfall hits a little behind where they’re sitting and creates an audible cave effect,” Ross says.

TOP LEFT AND BOTTOM PHOTOS: JIMI SMITH; ALL PHOTOS ON PAGE COURTESY: POOLSCAPES

PSN

POOL AND SPA NEWS



poolspanews.com

is your first stop for content to boost your pool/spa business, covering all facets from design and construction to maintenance and retailing.



“They make what you have behind there stand out a little bit more because of the rain ... Rain curtains just makes it a little more mysterious.”

Designers can take a more aggressive approach to these features, building a dedicated architectural beam across the vessel and spilling the curtain from there, creating more defined zones. This can separate, say, a sport or play zone from the lounging area.

Of course, the purpose can be completely aesthetic. Keith Zars sometimes will place a rain curtain in front of a decorative wall — say, a mosaic or beautiful granite — to bring more attention and add some texture to it.

“They make what you have behind there stand out a little bit more because of the rain ...” says the manager of Keith Zars Pools in San Antonio, Texas. “Rain curtains just makes it a little more mysterious.”

ALLOW PROPER CLEARANCE

Rain curtains will produce some splashout, especially in windier conditions. For this reason, Ross tries to place these features at least

30 inches into the pool, so they’re far enough away from the coping or deck.

“[Thirty inches] can at least accommodate some movement and splashout without constantly getting the deck or coping wet,” he says.

Otherwise, spalling or other problems can occur from the constant wet-dry cycles. Once a pool owner notices the issue, they’ll stop using the feature.

Under the right conditions, such as a courtyard area where breezes are more contained and controlled, Ross will go as close as 18 inches away from the edge. But the client will still get a warning.

KNOW WHEN TO AVOID THIS FEATURE

Rain curtains can be used in almost any application, these professionals say. However, they do not make a good fit in unusually windy environments. The thing

PHOTO: ETHAN COOPER, COURTESY VENETIAN OUTDOORS

that makes them so charming — the individual droplets — also are vulnerable to a breeze.

Also avoid them if the area is small enough that the rain curtain becomes too dominant, Tipton advises.

“[Some designers] force a feature in that is awkward and unbalanced and makes the project then feel uncomfortable,” he says.

Also be cognizant of water loss. The aeration that occurs with rain curtains has its pluses and minuses. Those in hotter environments may benefit from the water-cooling effect. But those in drought-prone areas may need to consider the evaporation that occurs as a result of this aeration.

PROVIDE VERSATILITY THROUGH AUTOMATION

These features can generate a

sizable sound to help liven up parties or kids’ play areas. Or they can be throttled down for a nice white noise that’s more appropriate for intimate conversations or quieter times. To facilitate flow adjustments, outfit these systems with variable-speed pumps and automation.

CAREFULLY CHOOSE THE HARDWARE

Tipton has examined various rain-curtain systems and decided to stick with metal-based products rather than plastics.

First of all, he feels more confident in metals to withstand the brutal Arizona summer temperatures and the weight of masonry or other materials from the structure sitting on it.

But he also prefers the way the

water looks coming out of metal nozzles.

“It’s a lot cleaner to look at in my opinion,” he says. “When water flows over plastic and when it flows over metal, they have two different thermal dynamics, which affects how the water proceeds out of it. I think the [metal] produces a cleaner, crisper look.”

FILTER THE WATER

Rain curtains have such a delicate effect because the water flows through a series of small nozzles. These openings can become susceptible to clogging if they are not properly maintained.

To avoid such problems, Zars likes to install rain curtains with their own filters. “It just keeps the whole system cleaner,” he says.

Stay connected to your pool anywhere, any time, with Vigipool by CCEI. Check in on your pool's water chemistry and pool equipment from anywhere in the world with CCEI's connected chemical feeders and budget automation system, Tild.

TILD VP

OXEO VP

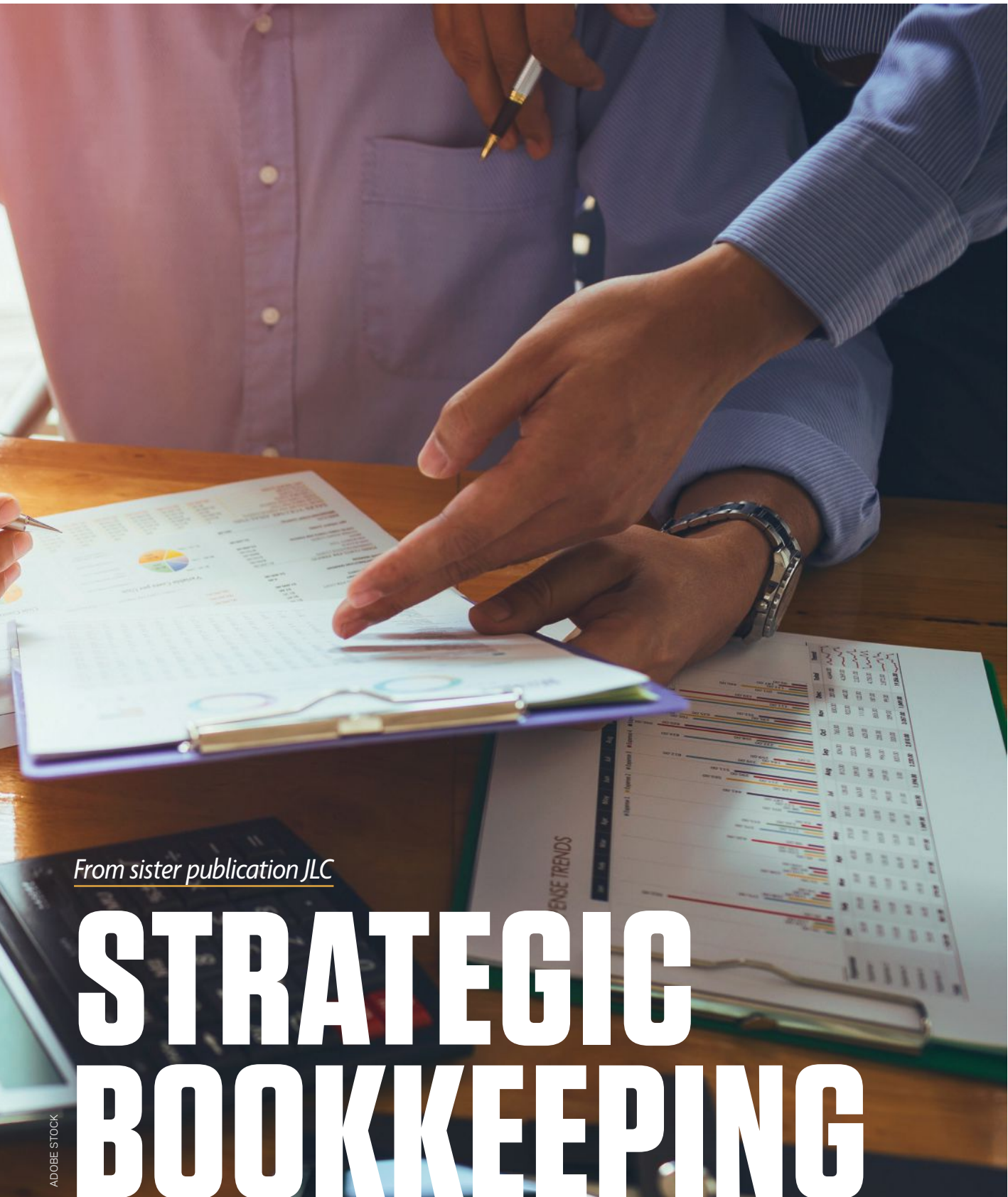
PHILEO VP

CCEI

vigipool
by CCEI

App available on iOS and Android





From sister publication JLC

STRATEGIC BOOKKEEPING

A look at key bookkeeping activities that need to be performed each month **BY MELANIE HODGDON**

So much information, so little time. Most accounting software can spit out a ton of reports, but the challenge is to figure out what's useful and what's not. No contractor in business today can waste time looking at a bunch of irrelevant clutter. At the same time, there are some key bookkeeping activities that need to be performed each month. Delaying those activities will only make tracking your finances more difficult — and you'll end up wasting even more time straightening out your books just to meet payroll, pay taxes, and figure out what jobs actually cost so you can price them accurately.

FOCUS ON WHAT'S USEFUL

It took one of my clients four days each month to “close” the previous month. The owner was frustrated that he had to wait until a week into the following month before he could look at a report that his staff considered accurate. In addition, some time-consuming practices weren't even yielding useful results. I requested a list of month-end activities, which the owner, office staff, and I reviewed to determine what needed to be done, what could be streamlined, and what could be eliminated. The following activities are from that list; included are comments about their usefulness to this particular company, along with the decisions reached by this company.

Reconcile bank statements. Do as soon as the statement arrives to keep your cash balance accurate and to identify transactions that don't belong to you.

Reconcile credit-card statements. Do as soon as the statement arrives to verify that all costs have been captured.

Reconcile lines of credit. Do as soon as the statement arrives. It's a good idea to review your balance. If you have an arrangement with the

bank to automatically transfer monies between your credit line and bank accounts, it's critical to correctly track those auto transfers.

Reconcile loans. Make a single adjusting entry at year end. If you have an amortization schedule and record the split between principal and interest for each payment, then the principal balance should be accurate at year end and not require reconciling. But many companies don't have easy access to the breakdown for each payment; in that case, most simply record payments as 100% principal and make a single adjustment at year end to account for interest. It's important to know that this strategy results in understated interest expense on the profit and loss and an artificially low loan balance on the balance sheet until the adjustment has been made. So you need to take that into account when deciding whether or not it's worth the extra effort for your company to reconcile to exact balances each month.

Record depreciation. Automate because depreciation figures are the same each month. But any new capital purchases will require the monthly amount to be modified. For some companies, that's an automated process; if it needs to be manually calculated and entered, most companies wait until year end and get the figures from their accountant. If you do wait until the end of the year to make an adjustment, you will be “missing” depreciation expense on the profit and loss all year, and the value of your fixed assets will be overstated on the balance sheet. How critical that is depends on how big a chunk depreciation is of your overhead.

Review accounts receivable. Do at month end. Your A/R should be current; that is, if you have payments that are more than 30 days overdue, you shouldn't still be working on those projects! It's easy to lose track of who owes you what when the focus is on production. Review your aging

accounts receivable at least monthly and chase down late payers. This is the simplest way to keep your cash flow healthy.

Review accounts payable. Do at month end. If you want good service from your subs and suppliers, you need to keep them happy by paying promptly. And if they offer a prompt-pay discount, you're putting money in your pocket every time you get that discount, so pay attention. If you have credits with a vendor that you don't intend to purchase from in the near future, ask for a refund check; that's more cash in your pocket.

There's no point in creating reports that won't be looked at. Decide which reports will be reviewed each month or quarter, and in what form they should be shared or transmitted

Review open purchase orders. Do regularly each month, but not necessarily at the end of the month. If you use POs, check them to get a sense of what additional costs can be expected for each job.

Be sure payroll liabilities are paid up. Do following each pay period and be sure you pay the correct amount each period. You don't need to have the federal or state government mad at you; penalties for failure to pay and for paying late are stiff. When faced with a choice of paying the government or paying their electrical sub, many companies make the mistake of paying the sub and letting the payroll stuff slide. This will come back and bite you. Pay the payroll taxes even if you have to draw on your line of credit; penalties

on late tax payments will almost always exceed interest on credit lines.

Don't print reports. Discontinue printed reports and replace them with memorized groups of custom reports for each interested party to access. Printed reports are static; that is, you can look at a number but can't get behind it to see what's there. If something looks funny, you need to either go back into the software and run the report yourself, or ask office staff to research it. Both are time-consuming.

The same drawback is true for emailed reports (which are also static), though at least some software, such as the 2017 desktop version of QuickBooks (disclosure: I'm a QuickBooks ProAdvisor), allows you to schedule sets of reports to be automatically emailed to designated recipients.

The most efficient approach by far is to generate a list of useful re-

ports and then have owners or CFOs open and review the reports live in the software.

Finally, there's no point in creating reports that won't be looked at. The bookkeeping staff and owner or CFO should agree on what reports will be reviewed each month or quarter, and in what form the reports should be shared or transmitted.

Review subcontractor insurance expirations. Do regularly each month but not necessarily at the end of the month. The Contractor version of QuickBooks will warn you when a sub's insurance has expired, but it's more valuable to look ahead so you can be sure to get copies of the renewed certificates in good time. Create a report that will list upcoming expiration dates and monitor it each month to stay on top of things.

Review financial reports, in-

cluding the profit and loss and the balance sheet. Include as part of the set of reports for review; agree on a date by which reports are deemed to be complete. It's only useful to view these reports when the information is current. Look at achieved margins and compare the current month with the year-to-date figures, or the equivalent month last year. Look for trends.

Review job-cost reports. Review weekly if practical. For ongoing jobs, these should probably be reviewed weekly, as long as costs are being entered promptly. Again, there's no point in looking at a report with incomplete data, because any conclusions you draw will be inaccurate. On the other hand, waiting too long between reviews may prevent you from spotting something amiss or knowing about a change order.

Review jobs in progress and

DISCOVER WHAT'S NEW FOR 2024!

WESTERN BOOTH 312

NO LIQUIDS! NO FLOC! NO CLOUDY WATER!

SWIM CHECK FIX PHOSPHATE

PHOSPHATE REMOVING TABLETS FOR POOL



SCAN FOR INFO



I'LL DEVOUR YOUR PHOSPHATES!



ADD DIRECTLY TO YOUR SKIMMER BASKET



10 INDIVIDUALLY WRAPPED TABLETS
U.S. PATENT PENDING



POOL CHECK Xpress

WORLD'S FIRST VISUAL STRIP WITH BUILT-IN COLOR CHART!



Pool Check Xpress® 3
Part# 482030

3-WAY
TESTS FOR:
TOTAL ALKALINITY
FREE CHLORINE
pH

Experience worry-free pool maintenance with Pool Check Xpress®. Forget carrying bottles or charts; the safe range indicators are right on the strip, the first of its kind in the world! Perfect for on-the-go testing!

VISIT BOOTH 312 OR CALL/EMAIL FOR A FREE SAMPLE
(800) 861-9712/INFO@SENSAFE.COM SENSAFE.COM

close when appropriate. Review briefly each week to determine which projects are nearing completion. The company should establish processes for starting jobs and closing jobs. Criteria should be set up to define exactly when a job is truly done: When the guys leave the site? When the last bill is paid? When payroll has been processed for the last punch-list activity? When the final payment is received?

Once the criteria are established, jobs should be reviewed and, if they meet the criteria, they should be closed. The closing process may vary from company to company, but simple things such as making the job inactive so your list of projects isn't cluttered by old work, confirming that contract price jobs have been invoiced in full, and checking achieved gross margin for the calculation of profit sharing are all potential activities.

MAKING THIS WORK

The key is to not waste time doing anything that fails to contribute to useful information. If nobody cares about a particular report, generating, printing, and distributing it are a waste of time (and paper).

While many of these activities occur at monthly intervals, not all must occur at month's end. For example, your bank account statement may end on the last day of the month, but your credit card statement may run from the 15th to the 14th. Reconciling should occur immediately after you receive a statement. You may want to review subcontractors' insurance expirations on the 20th of the month instead of waiting for month end, so you don't end up doing a whole bunch of once-a-month tasks on the last day of the month. You should always confirm your payroll liability payments

are correct every time you make them.

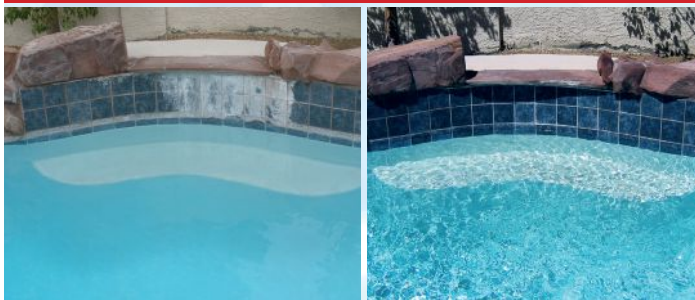
Consider putting together a list of tasks to be completed on a daily, weekly, monthly, quarterly, and annual basis so you don't miss stuff or fall behind. Create and stick to a plan that lists required tasks (like paying taxes); critical tasks (like reviewing financials and job-cost reports); and efficient tasks (such as getting a jump on soon-to-expire insurance certificates). This way you can spread the load out to manageable levels, avoid wasting time viewing distracting information, focus on key information, and hopefully reduce your stress considerably.

Melanie Hodgdon, president of Business Systems Management, provides management consulting and coaching for contractors. She co-authored A Simple Guide to Turning a Profit as a Contractor, with Leslie Shiner.



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



- **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



GENESIS®

EDUCATE. CERTIFY. CONNECT.

AT GENESIS® WE BUILD POOL CONSTRUCTION PROFESSIONALS

With 20+ construction
targeted courses, there's
always something to learn!

- Increase business for your company
- Learn how to build better pools and spas
- Gain insights on site evaluations, pool renovations, concrete science, and more!

LEARN MORE TODAY!

genesis.phta.org/construction

703.838.0083

THE ONLY
OPTION FOR



FAQS
ANSWERED AT



NEW!

IN Demand & ON Demand!

We are now offering our GENESIS®
Construction School: Concrete Pools
on demand—so you can learn on your
own time, at your own pace!



**POOL &
HOT TUB
ALLIANCE**

Health Insurance Basics

A guide to understanding costs, coverage and choices for construction industry professionals

BY ROB CORBO

Despite all our efforts to create safe, healthy jobsites, accidents do occur and people do get sick. If you want a career in construction, or you're thinking about starting your own construction company as a sole proprietor or with a small crew, you have to think about health insurance.

If you're young and single, you might skip health insurance altogether and charge full steam ahead into your own business. If you're married and have children, you may decide not to start your own business at all. If your spouse works and receives health insurance from his or her employer, you've hit the lottery. Forbes reported in May 2023 that the average monthly premium

ADOBE STOCK/GENERATED BY AI





of LendingTree. High-deductible plans are exactly what their title suggests: They have a higher deductible and a higher total out-of-pocket expense in exchange for a lower monthly premium. They best serve people who are generally in good health and don't need a lot of medical services. In a personally healthy year, you will pay your premiums and little else, but, if by chance you are taken ill, you will have to pay up to the plan's deductible before the plan pays anything.

for a family in the Affordable Care Act Marketplace ranges between \$928 for a bronze plan, \$1,217 for a silver plan, and \$1,336 for a gold plan. One thousand dollars a month is \$540,000 over a 45-year career. That's lottery-type money. For us small-time business owners, government-provided universal healthcare starts to look pretty good, but until that day comes, if ever, the ACA Marketplace provides a variety of health insurance plans ([healthcare.gov](https://www.healthcare.gov)).

The Marketplace is designed for people to compare and buy insurance plans. It has four categories of healthcare plans: bronze, silver, gold, and platinum. Bronze plans are high-deductible health plans (HDHP) with low premiums. Platinum plans have the highest monthly premium but pay the most for medical care. (Very few platinum plans are available on the Marketplace platform or directly from insurers.) If you're healthy, a bronze plan may be your best option. If you have a lot of medical expenses,

a higher-premium gold or platinum plan may be less expensive in the long run. The four levels of plans are differentiated based on their actuarial value, which measures the generosity of benefit coverage. The higher the actuarial value, the more the plan will pay. The actuarial value of each plan is as follows: a bronze plan covers 60% (policy holder pays 40%); silver, 70%; gold, 80%; and platinum, 90%. When you review plans in the Marketplace for purchase, it's important to understand premiums, deductibles, copayments, coinsurance, and out-of-pocket maximum. We can use a discussion of a bronze plan to illustrate each.

BEYOND PREMIUMS

More than one-third of all health insurance plans, public and private, in the United States are high-deductible plans. In 2021, 55.7% of private-sector workers were enrolled in them, according to a report by ValuePenguin, a division

For example, for 2023, a bronze high-deductible plan has a minimum deductible of \$1,500 for an individual and \$3,000 for a family, and has a total out-of-pocket cost of \$7,500 for an individual and \$15,000 for a family.

After meeting the \$1,500/\$3,000 deductible, you will have reached the copayment/coinsurance part of a plan. At that point, either you'll pay a fixed amount, or copayment, for a service — say, a \$35 copay for a doctor's office visit; or you'll pay a percentage of the cost, or coinsurance — say, you pay 20%, or \$200, of a \$1,000 hospital visit while the insurance company pays the other 80% (some plans may have a different split from 80/20). The copayment/coinsurance applies until you spend another \$6,000/\$12,000, bringing you up to the out-of-pocket maximum. Once you hit that, the insurance company will pay all medical expenses until the next year, when the clock starts all over again. So, if you have a lot of unforeseen medical is-

sues in a year, your healthcare costs with a high-deductible plan might be more than expected.

And, don't forget, on top of the dollars discussed above, you still have monthly premiums to pay. Premiums for a bronze plan can cost a 30-year-old individual \$430 per month (\$5,160 per year) and a family \$928 per month (\$11,136 per year). In a bad year, a family would shell out \$15,000 in out-of-pocket costs plus \$11,136 in premiums for a total of \$26,136.

By comparison, a gold plan may have a family monthly premium of \$1,332, a deductible of \$2,500, and an out-of-pocket maximum of \$8,500. Total out-of-pocket costs for a gold plan in a bad year would be \$15,984 in total monthly premiums plus \$8,500 in out-of-pocket costs for a total of \$24,484, compared with \$26,136 for the bronze plan. However, in a good, healthy year with no medical expenses, a gold plan would run \$15,984 in premiums while a bronze plan would cost just \$11,136 in premiums.

In-network vs. out-of-network. Has your head exploded yet? No? Let's work on that. In addition to the four tiers discussed above, you need to decide what type of plan you want: one that uses the insurance company's in-network healthcare services of doctors, hospitals, pharmacies, and specialists or one that allows you to access out-of-network services. You should be able to find in-network or out-of-network plans for each "metal" level. Examples are:

Exclusive Provider Organization (EPO). This care plan requires that medical services be obtained from within the insurance plan's network of doctors, specialists, and hospitals. Only emergency care is exempt.

Health Maintenance Organization (HMO). An HMO is similar to an EPO. It limits coverage to doctors

who work for or are contracted with the HMO. An HMO may require you to live in its service area to qualify for coverage. Emergency care from outside the network is covered.

Point of Service (POS). With this plan, you pay less if you use in-network services and providers.

You need a referral from your primary care physician to see a specialist, and you pay more for out-of-network services.

Preferred Provider Organization (PPO). You pay less if you use in-network services, but you can use out-of-network services and special-



Discover me stocked at various distributors you trust!

1



CARTRIDGE CLEANER

COMPLETELY REMOVES ALL CONTAMINANTS & DEGREASES IN MINUTES WITHOUT SOAKING OVERNIGHT.



2



BACKWASH CLEANER

REMOVES THE OILS AND CRUD THAT CLOG YOUR SAND FILTER IN JUST ONE TREATMENT!



3



FILTER FIBER STUFF™

EXTENDS FILTER RUNS, REDUCES FILTER CLOGGING, AND RESULTS IN SPARKLING CLEAR WATER OF THE HIGHEST QUALITY.



ACTUAL RESULTS

AFTER USING CARTRIDGE CLEANER



© 2024



Contact Us
+800-348-1656

Visit Our Website
www.jacksmagic.com



ists without a referral — for additional cost.

ACA-required benefits. Regardless of the metal tier or type of plan you select, certain essential benefits will be covered. A deductible, copayment, and coinsurance may apply, but the service cannot be denied. For an insurance company to participate in the ACA marketplace, these essential health benefits must be covered:

- Addiction treatment
- Ambulatory patient services
- Birth control
- Care for newborns and children
- Emergency services
- Hospitalization
- Laboratory services
- Maternity care
- Mental health services
- Occupational and physical therapy
- Prescription drugs
- Preventive and wellness services

One thing is clear about healthcare for the little guy in the United States: You pay. You pay upfront via premiums, or you pay on the back end via total out-of-pocket costs. Healthcare in our country is less a healthcare system than it is a health insurance system.

Government subsidies. So, how does a would-be entrepreneur in the construction trades, or any field for that matter, start their own business, create jobs, and make any money when health insurance is so expensive? Our economic system depends on people starting their own businesses, growing their businesses, employing others, and stimulating local economies. There is assistance available. In addition to providing health insurance plans, the ACA Marketplace offers federal subsidies to those who qualify. If Tesla, GM, and Ford don't hesitate to take a \$7,500 subsidy from Uncle Sam for each electric vehicle they sell, why should

you hesitate to help your family and your business?

Cost sharing. Government health insurance assistance includes Cost-Sharing Reductions to lower out-of-pocket costs and Advanced Premium Tax Credits to lower monthly premiums. This assistance may make insurance affordable or might make a better plan more af-

fordable. During the Marketplace's open enrollment period, Oct. 15 to Dec. 15 (though this varies by state), you open an account and fill out an application, and the Marketplace will tell you if you qualify for assistance. If your income falls between 100% and 250% of the federal poverty level, you may be eligible for cost-sharing assistance, which can lower your de-

HEALTHCARE IN THE CONSTRUCTION INDUSTRY

Construction workers are more likely to lack health insurance than workers in any other industry, according to CPWR - The Center for Construction Research and Training, the nonprofit construction safety and health research and training arm of the North America's Building Trades Unions. In its April 2020 Data Bulletin, CPWR reported that the percentage of construction workers who were uninsured was 24.6% in March 2019, down from 33.1% in 2012. The decrease was a result of better access, affordability, and discounts from the passage of the Affordable Care Act—yet, still, 1 of every 4 construction workers has no health insurance. For the same period, CPWR reports, the uninsured rate for all industries was 10.9%. Members of construction unions and construction workers employed by large companies are more likely to have health insurance than sole proprietors or those working for small construction companies of 10 or fewer employees. Union members are also more apt to have their health insurance premium paid in full: 47.3% vs. 21.7% for non-union members.

Health insurance in the United States is an employer-based system, unlike in most other western industrialized countries, where citizens have a universal healthcare system—a safety net that provides basic healthcare. In a country with a universal healthcare system, if you're lucky enough to have additional funds, you can augment what the government provides with private medical services.

How did the United States develop an employer-based healthcare system? Before 1942, there were such products as accident insurance, though they were intended more as compensation for lost wages than as a payment for medical expenses, and sickness insurance, sold by hospitals. Then, during World War II, Congress passed The Stabilization Act of 1942, also referred to as the Inflation Control Act, which authorized the president to stabilize prices, wages and salaries to offset the influences of a world war on the U.S. economy. However, the Act excluded controls on worker benefits including "insurances and pension benefits in a reasonable amount to be determined by the President." Because of wage controls and a limited work force due to the war, employers began to offer healthcare benefits and pensions in an effort to attract and retain workers.

Over the next several decades, a strong middle class developed thanks to a good job market, the GI Bill, union membership, and a corporate philosophy that included healthcare as an integral part of compensating employees. Unfortunately, corporate philosophy changed and healthcare costs began to increase.

Fast forward to 2023 and many U.S. employers that used to provide full healthcare insurance and a pension plan now provide a high-deductible health plan that requires employee participation and a 401(k) retirement plan with a single-digit percentage match. The burdens of healthcare insurance and retirement saving have been passed from the employer to the employee. Construction workers and the middle class have taken a big hit. — R.C.

ductibles, copayments, and coinsurance. You must purchase a silver plan to qualify for cost-sharing.

Tax credit. To qualify for a premium tax credit, your income needs to be between 100% and 400% of the federal poverty level. Based on 2023 poverty levels, the income amounts for a family of four are \$27,750 minimum and \$69,375 maximum for cost-sharing, and \$27,750 minimum and \$111,000 maximum for a premium tax credit. The minimum and maximum for assistance will vary by family size. The minimum and maximum for a premium tax credit varies from \$13,590 to \$54,360 for household of one to \$46,630 to \$186,520 for a household of eight.

Also, the ACA has a plan for small businesses. Small businesses, 1 to 50 employees, can participate in the Small Business Health Option Pro-

gram (SHOP). SHOP plans are a way to qualify for Small Business Health Care Tax Credits.

SUMMING UP

Is healthcare a basic human right? Would the construction industry benefit from universal healthcare or Medicare for all? These are tough questions to answer and way above my pay grade. As a citizen concerned about my fellow workers and countrymen, yes, I would love for all of us to have access to good, affordable healthcare and to a healthcare system that educates and encourages healthy behavior (which has been found to have more of an effect on life expectancy than access to healthcare). We have the best healthcare professionals in the world and spend twice as much as other Western industrialized

countries, but we do not provide the best healthcare for our citizens. According to the CDC National Center for Health Statistics, 28 million Americans did not have healthcare in 2021. Many of them were in the construction trades. Would the construction industry and the country benefit from a better, more-affordable system? I have to say, yes. All workers and citizens would be covered, and a portion of the money saved by each family would find its way into homeownership and home improvements.

Rob Corbo is a building contractor based in Elizabeth, N.J., specializing in high-quality gut rehabs and renovations of inner-city residences. This article previously appeared in sister publication JLC.



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



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

THERE'S NO BETTER TIME TO UPGRADE YOUR BUSINESS SOFTWARE



RB RETAIL & SOFTWARE SOLUTIONS MAKES IT EASY TO:

- Upsell related items at the register and in the field
- Take payment with Mobile Live
- Track purchase orders through AP Costing to manage vendor billing

Our POS is built on two decades of experience in the pool and spa industry and input from businesses just like yours.



LEARN MORE AT WWW.RBRETAILANDSERVICESOLUTIONS.COM!

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

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

Made in USA

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

**POOL PLASTER * WATERSCAPES
 ARTIFICIAL ROCK * DECK COATINGS**

**The Carousel® Pump and U-Blend Mixer
 ...will do them all!**

- * Pneumatic, 110 and 220 Electric, Hydraulic Models
- * Simple and Fast Cleanup
- * Low Maintenance
- * Variable Speed
- * Maneuverable
- * Versatile

Quikspray™
 PO Box 327 Port Clinton, OH 43452
www.quikspray.com Leah@quikspray.com (419-732-2611)

>> POSITION AVAILABLE

A leader in wholesale pool distribution since 1982, Pool Equipment and Supply is growing and looking for great people! We have immediate openings in GA, AL, TN and FL.

Positions include: Inside Counter Sales, Outside Sales Representatives, professional drivers and various Operations & Branch Management opportunities in several branches. Swimming pool industry experience is a plus but other wholesale distribution experience will be considered. PES offers competitive compensation and benefits packages. Interested candidates, please email your cover letter and resume to: HR@pescompany.net.

MAKE MORE MONEY



855-372-8467



SELL
SOLAR
POWER
POOL
FILTER
PUMPS.

SOLARPUMP.PRO

>>> POSITION AVAILABLE

SPECIALIST, MECHANICAL PRODUCTION EQUIPMENT CONTROL:

Involved in the manufacturing of portable baptismal and therapy pools.

Position at Tubs to Go! Inc in Lynnwood, WA, 98087.

For full job descri. & reqs., & benefits, visit: <https://bit.ly/3P5r94u>.

To apply, email resume to tubman@tubstogo.com and use ref [Mechanical Specialist].

THE BETTER VAC V

"IT SUCKS"
 Better than 10 shop vacs

New Design - Rugged Construction
 FOR SUPERB INSTALLATION OF VINYL LINERS
 Quiet - made for continuous running, complete with "quick" connect suction wand (6 lengths)
 no plastic parts - auto bypass - & more!
 30 mil liners - Cold weather - no problem!!
 28% Better. Complete at \$399.00 Delivered.

Homestead 800-378-3497
POOL PRODUCTS

Product Profiles: Automation and Systems



Aqua-Rex WK1P - Pool De-Scaler

The Aqua-Rex WK1P is an electronic de-scaler. It's designed to clean the scale from tile walls around the water line, help keep the salt generator clean and encourages flocculation of phosphates so the water is clearer. It does all this without any maintenance or servicing — the unit is plug-and-play.

"It may sound too good to be true but many thousands of pool owners can tell you it does exactly what it says it will do," says Jonny Seccombe, president of Aqua-Rex. "It is unique and well proven technology with tens of thousands of users."

Aqua-Rex WK1P has a 100-day money back guarantee, and is backed with a 5-year warranty.

Contact: Aqua-Rex | aqua-rex.com



Hydramatic Automatic Safety Cover

The motors of Aquamatic's Hydramatic covers run on hydraulic pressure rather than electricity. That means one-fourth the moving parts, no lubrication, and ropes that self-adjust, says Tom Dankel, company vice president.

The Hydramatic's modular design takes only four bolts to assemble, making installation simple. Another time-saver is Aquamatic's patented cable compensator, which automatically aligns both sides of the cover as it extends and retracts. "Technicians are constantly telling us, 'I started your system up, and it worked right away with no fuss,'" Dankel says.

Every Aquamatic cover meets the ASTM F1346-91 safety standard and is custom-fitted down to the half-inch. Consumers can choose from 11 standard colors and six designer colors.

Contact: Aquamatic Cover Systems | aquamatic.com



Vigipool Automation and Pool Management System

CCEI USA's TILD automation system provides a simple and affordable entry-level automation system that is easy for pool professionals to sell and install.

The TILD system can manage the pool's heater, pump, filter, lights and water chemistry — all from its simple Vigipool app on any smart phone. It's ideal for existing pool owners who want to automate pump room equipment, regardless of the equipment brand or age.

Clients and service professionals can access pool data from anywhere in the world their Vigipool device is connected to the internet. Pools can be monitored in real-time and alerts are sent should the pool equipment or water chemistry have any issues.

"Pool professionals can now be more proactive with their accounts by providing clients with remote monitoring and true white-glove service," says Arthur Schutzberg, head of CCEI USA.

Contact: CCEI USA | ccei-pool.com/us



eXact iDip Pool Professional Test Kit

The eXact iDip Professional Test Kit combines two state-of-the-art water quality test instruments. The first is the eXact iDip Smart Photometer System, which integrates patented two-way wireless communication with any compatible iOS or Android smart device and has the potential to test more than 40 water parameters. The second is the new eXact pH+ Smart Meter System, which uses electrochemistry technology combined with Bluetooth connectivity.

The kit is compatible with iPhone, iPad, and iPod Touch with the minimum iOS system version 9.0 and Android version 4.4 with Bluetooth 4.0.

The pre-configured kit is housed in a rugged and durable plastic case with secure fasteners and padded compartments.

The iDip is NSF-certified.

Contact: Industrial Test Systems | exactidip.com



Mobile WaterLink SpinTouch Lab

LaMotte Co.'s Mobile WaterLink SpinTouch Lab gives pool professionals the ability to test water in the field.

It uses a patented WaterLink Spin reagent disk with the photometer to measure 10 different tests in 60 seconds, and designed to deliver precise results in an easy-to-use unit.

Contact: LaMotteCo. | lamotte.com



New RB EZ SHOP App for Retailers

RB Retail and Service Solutions software now offers its new EZ SHOP app that provides scan-and-go shopping to customers within the retail store. The app is designed to make shopping and check-out fast and easy.

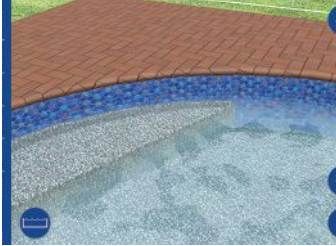
This app is easily downloaded from a QR code that can be placed conveniently at the front of the store or at the register.

Once downloaded, the app allows current customers to login to their online bill pay to view past orders and transaction history, create shopping lists and allows customers to scan the products they need as they walk through the store. All scanned items are quickly pulled up for payment at check out.

The app will sync with any discounts within the customer's profile and can even be programmed with specials such as BOGO items.

Contact: RB Retail & Service Solutions Software | rbpoolandspa.com

Product Profiles: Filters and Filter Media



Envision AR App

The Envision AR app introduces innovative features for 2024, enhancing the way users can visualize new pool liners.

Users now can select a pool shape and apply any Tara liner pattern to the walls and floor, and even opt for a separate pattern for the stairs, benches, and sundecks. The app gives users the flexibility to visualize any pattern with or without the tile border. In addition, users can add one of Tara's exclusive sun shade kits to complete the backyard design.

"The customization is very unique," says Thomas Kennedy, Tara's marketing director. "The fact that homeowners can select different accent patterns for their steps, bench and sundeck is a feature not available on other pool visualization apps."

The Envision AR app is compatible with both Apple and Android devices.

Contact: Tara Pool & Outdoor Products | tarapools.com



Automatic Air Relief Valve

Most filters equipped with manual air release valves run half air filled, says Hassan Hamza, president of Vacless Systems. "This is the only existing automatic air relief valve for pool filters."

The Automatic Air Relief Valve is designed to force the filter elements to fully engage with the circulating water, and shorten the pump's running time.

The valve provides immediate release of entrapped air inside pool filters. It helps guard against serious injuries caused by accidental blow-offs of pool filters.

It is easily installed onto any pool filter in place of old manual air release valves, and is designed with an innovative self cleaning mechanism.

Customers are invited to call directly for installation and trouble shooting support at 818-701-6200.

The valve comes with a 3-year warranty.

Contact: Vacless Systems | Vacless.com



HRVR Retro Fit Series Filter

Waterco's new HRVR Retro Fit Series filter was specifically engineered for HMAC applications and can be a direct replacement for Pentair's Triton.

The filter is constructed from anti-corrosive, nontoxic materials with an 8-inch neck opening for ease of access to internals.

Contact: Waterco | waterco.com

New Products

BY PSN STAFF



AquaStar Pool Products

The new FlowStar two- and three-way valves are crafted from high-grade CPVC, and engineered to withstand challenging chemical and temperature fluctuations. The valves feature rubberized handles with a “Closed” label for straightforward operation, and retrofits easily with third-party actuators.

Contact: aquastarpoolproducts.com



Frank Wall Enterprises

Frank’s Sticky Stuff is a unique board and foam spray adhesive in a canister that grabs and holds the pool wall board and wall foam for use in vinyl liner pool building. The adhesive now is formulated with 25% more solids to improve performance. It’s available in a 30-pound adhesive spray canister.

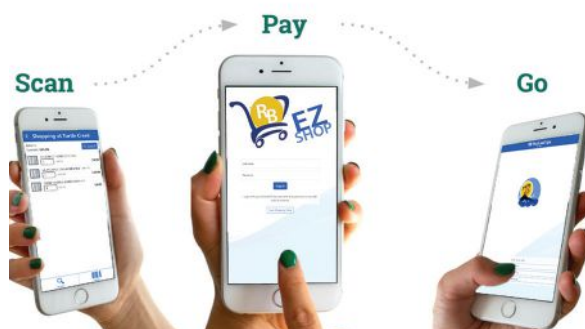
Contact: frankwall.com



Fluidra

The new Polaris FREEDOM is Fluidra’s first cordless robotic pool cleaner, and uses the iAquaLink app for easy control. After cleaning, it will climb to the surface for 10 minutes so it can be easily retrieved. Proprietary technology enables water to quickly evacuate the unit as it’s pulled out of the pool.

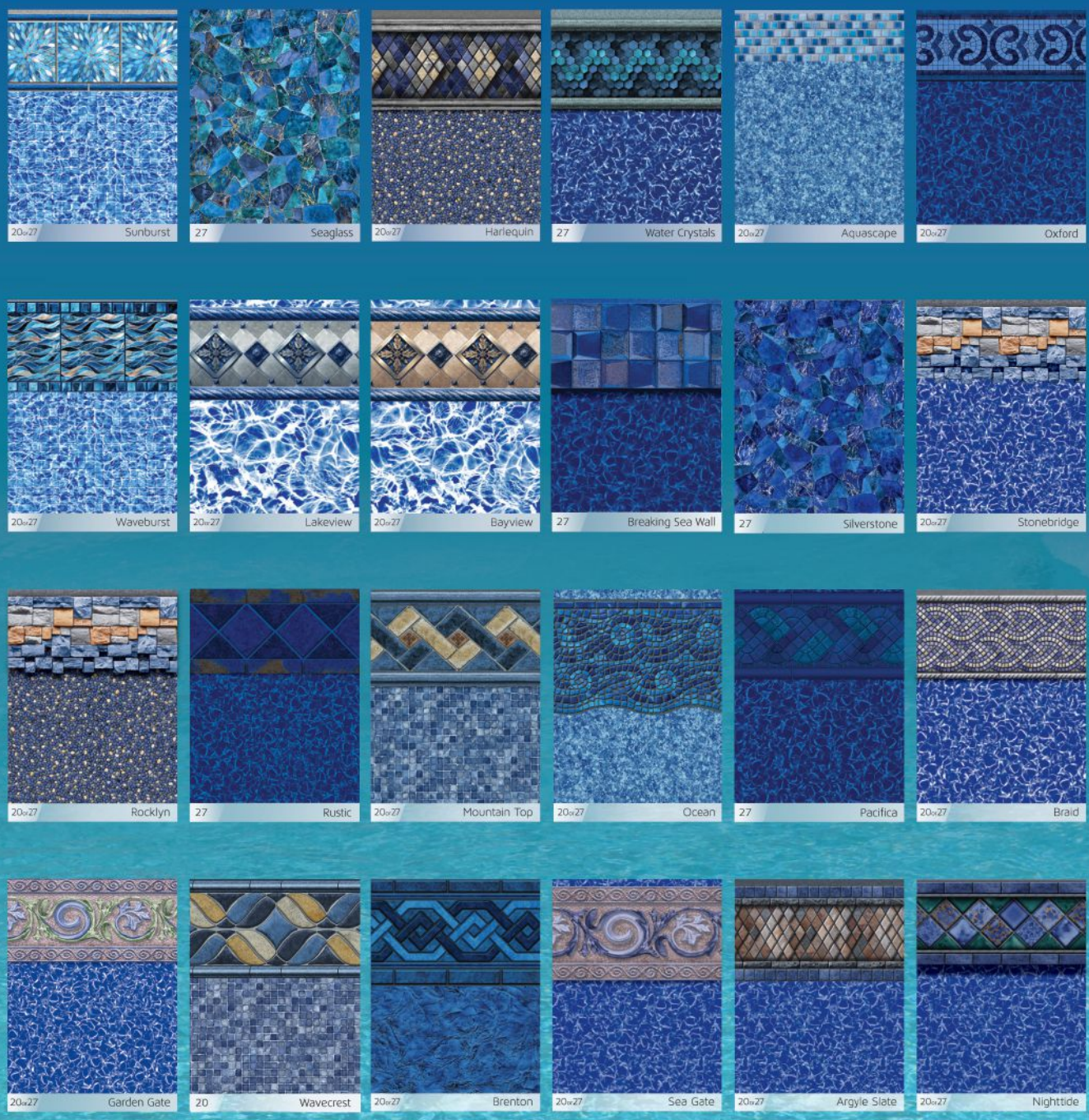
Contact: FluidraUSA.com



RB Retail & Service Solutions Software

The new EZ SHOP app provides ‘scan and go’ shopping to customers within the retail store. It also allows current customers to login to their online bill pay to view past orders and transaction history, and create shopping lists. The app will sync with discounts and can be programmed with specials.

Contact: rbpoolandspa.com



Designed to Fit Perfectly Every Time

We're proud veterans helping other veterans. We've got your "6"!

- *Special programs for military customers**
- *No prepayment penalties*
- *Unsecured loans: no equity required*



LYON FINANCIAL IS PROUDLY
VETERAN OWNED & OPERATED



877-754-5966 | WWW.LYONFINANCIAL.NET

*Available on approved credit. Conditions and limitations apply, including state restrictions. Advertised terms are subject to change without notice. Loan terms may differ based on loan purpose and credit profile. Contact Lyon Financial for details.