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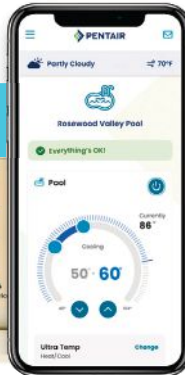


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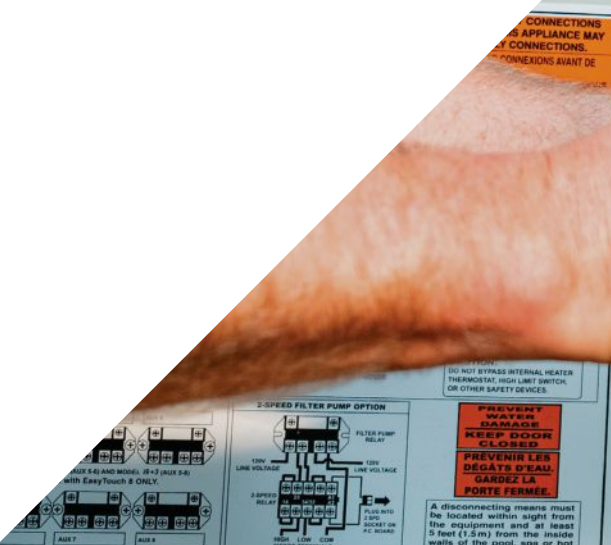
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# Standouts from Top 50 Builders



**Joanne McClain**  
Editor-in-Chief, PSN

**One glance at this year's** Top 50 Builders program is enough to see that the pool and spa industry continues to be a juggernaut.

The proof is in the pudding: In 2023, these 50 companies alone raked in a total of \$1.8 billion in revenue, building 9,447 new pools and employing 4,536 people.

Last year, I mentioned the deep concerns our builders had over the nation's weakening economy and how that might negatively impact their companies in 2023. For the most part, those fears did not materialize — in a survey, 62% of our 50 pool builders reported higher revenues in 2023 than the year before, with 66% reporting increased profits.

Unsurprisingly, the demand for renovations notably increased — nearly 62% of our Top 50 Builders reported taking on more renovation projects in 2023 than in 2022. Revenue from these jobs are correspondingly up by almost 54%. It's safe to say that continued growth in this segment is expected for the rest of the year and well into the next.

However, and as most have expected, leads in 2024 are down in comparison to this time in 2023 — more than 70% of our pool builders indicated they've experienced a decrease in leads, although they are running at full capacity with more than 64% expected to work on their backlogs for more than three months. More survey results can be found on the following pages.

Other interesting points emerged in the series of graphs called "Five

Year Trends." These charts follow certain data points — revenue, average project costs, volume and staffing — from 21 companies that have consistently appeared on the last five Top 50 Builders lists. What we clearly see is that the pandemic-driven bubble has indeed burst in an uncanny way: The builders in this sample had nearly the identical number of excavations in 2023 as they did in 2019 — 5,316 in 2023 to 5,315 in 2019. It'll be interesting to see how things compare next year as we move farther away from the COVID bubble.

All of these fascinating data points would not be possible without certain key people. I'd especially like to thank Deputy Editor Rebecca Robledo, who spent countless hours ruining her eyesight as she pored over the Top 50 data. This program wouldn't be as detailed as it is without her keen mind and tireless efforts.

A big thank you to Pentair for sponsoring this year's program.

And finally, thank you to all the companies who applied. I know our submission process is a rigorous one, and we take the judging process seriously in respect for your investment of time and effort into the program. That said, congratulations to everyone who made this year's Top 50 Builders list!

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

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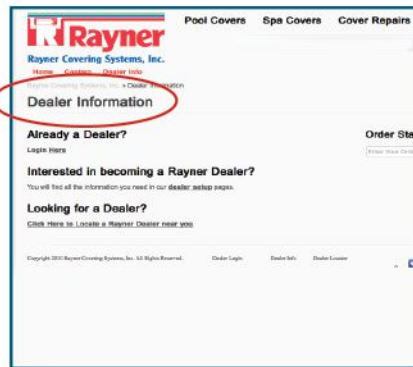


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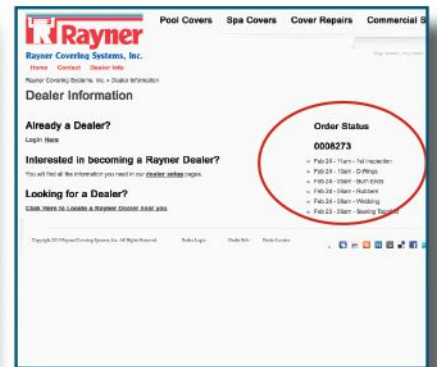
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# NPC Hires Industry Veteran as New Executive Director

With the hire, the organization plans to devote more resources to research and education.

BY REBECCA ROBLEDO

As its current executive director plans to retire, the National Plasterers Council has chosen to hire within the industry.

Chris Marcano, a 25-year industry veteran who most recently worked at BioLab, has taken the lead staff position. He replaces Jeff Henderson, a professional association executive who oversaw the NPC for a decade and will retire later this year.

Henderson's company, Wauconda, Ill.-based association management firm The Sanford Organization (TSO), will continue to run NPC's annual conference and handle other administrative duties.

With a transition imminent, NPC decided it needed a full-time executive director dedicated solely to the organization, where Henderson had managed multiple groups, said NPC Chairman Shaun Goldberg. While Marcano technically is employed by TSO, he only heads NPC.

Additionally, Goldberg said, somebody with industry history could more actively participate in and contribute to its priority projects in addition to performing administrative duties. This includes researching how recent increases in the amount of unfired limestone in cement will affect plaster products. The change is being made to reduce production requirements of cement and, as a result,

the cement industry's carbon footprint. NPC plans not only to conduct its own research, but also to partner with manufacturers and builders, and initiate testing by third-party labs.

On the education front, NPC hopes to expand the coverage of its courses. For instance it wants to present more start-up classes through partnerships with other organizations. Currently it holds such classes at Pinch-a-Penny locations, and it hopes to form other similar relationships.

"The idea is to broaden out our range, and Chris gives us a huge leg up," said Goldberg, who is also plaster operations manager for Burkett's Pool Plastering & Remodeling in Ripon, Calif. "He comes from the industry, he knows everybody in the industry, he's very affable and smart. And he has the background that will carry us to the next level."

With a degree in English and journalism from the University of Kansas, Marcano entered the industry on the retail side, serving as a store manager then regional trainer for Leslie's.

He later joined manufacturer Natural Chemistry, where he worked 16 years, first as a regional manager then director of training and education. After BioLab acquired the company, Marcano took the role of senior director of sales, which he held for 5-1/2 years.

As a long-time member of the NPC, he has participated in several of its programs over the years. He has served on the organization's marketing and education committees and as a co-host of the NPC podcast, "Smooth Finish."

Marcano also has worked on education committees for the Pool & Hot Tub Alliance and its predecessor association.

With his background in training and industry education, Marcano was drawn to this position, he said.

"One of the things I involved myself in as much as I could was education efforts within the industry," he said. "There's always a need for quality education, and there's always opportunity there. That is one thing that I'm passionate about."



Chris Marcano  
Executive Director  
National Plasterers Council

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# Fluidra Names New CEO

BY REBECCA ROBLEDO

**Pool/spa equipment manufacturer** Fluidra has named a new CEO.

Jaime Ramirez assumes the role effective June 1. He most recently served as executive vice president and president of Stanley Black & Decker's global tools and storage business.

"The appointment comes at an appropriate moment for Fluidra, as trading in the sector normalizes, and it looks forward to its next phase of development and expansion," said the publicly held company in a press release.

Ramirez replaces Bruce Brooks, who has served in the role for 13 years and will step down August 31, when he becomes Non-Executive Director. He will assist with the transition.

Ramirez will serve as the global face for the company, working out of Atlanta. This will provide easier access to the company's Barcelona headquarters. Lennie Rhoades, president of Fluidra North America, continues to lead and serve as the face of the U.S. operation, said company spokesperson Jacquie Edelman.

Ramirez worked at Stanley Black & Decker for more than 30 years. In his most recent role, he ran a business with more than \$10 billion in revenue, Fluidra said.

"His expertise in driving growth and profitability, business transformation, strong organizations and strategic acquisitions will be invaluable

assets as Fluidra seeks to capitalize on new opportunities and enhance shareholder value," the company said.

Ramirez also serves as a board director to the multinational personal care corporation Kimberly-Clark.

Brooks is credited with guiding the company during several watersheds, including the merger that formed Fluidra USA. In 2018, Vista, Calif.-based Zodiac Pool Systems merged with the Spanish manufacturer/distributor. Taking on the Fluidra name, it became the North American operation.

Ramirez will be proposed as a director on the manufacturer's board at its next general shareholders' meeting.

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## Pentair to Sponsor Special Olympics

Pentair Pool has been designated as a sponsorship partner of the 2026 Special Olympics USA Games. As a sponsor, the manufacturer and its staff will be integrated into events and initiatives at the Games, held in Minnesota this June.

"We are inspired by each of the athletes' dedication... Our team of employees is eager to dive in to help foster a brighter, more inclusive future through support and volunteer opportunities," said Pentair Executive Vice President/CEO Jerome Pedretti.

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## WAHC Held at Atlantic City Show in 2025

The World Aquatic Health Conference has changed venues. The next edition will take place at The Pool & Spa Show in Atlantic City, January 27-29, 2025.

This event veers toward more highly technical content, with presentations given by researchers and academics, in addition to aquatics and pool professionals.

Topics include aquatics operations, water safety, technology and industry standards, among others.

## French Industry Prepares Its Largest Trade Show

Piscine Global 2024 is set to take place Tuesday, Nov. 19 through Friday, Nov. 22 at Eurexpo in Lyon, France.

This mainstay of the European pool/spa industry is held every other year and focuses on four aspects of the market: residential pools, commercial pools, outdoor living and wellness. Organizers include GL Events Group and the Fédération des professionnels de la piscine et du Spa (FPP, or the Federation of Swimming Pool and Spa Professionals).

This year, the exhibition's central themes include a focus on water management, sustainable development, training and recruitment, and innovation.

The FPP represents the swimming pool, spa and shelter sector, including builders, installers, equipment manufacturers and service/maintenance companies.

For more information and to register, visit [piscine-global.com/en](http://piscine-global.com/en).

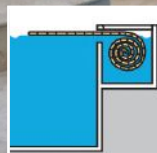
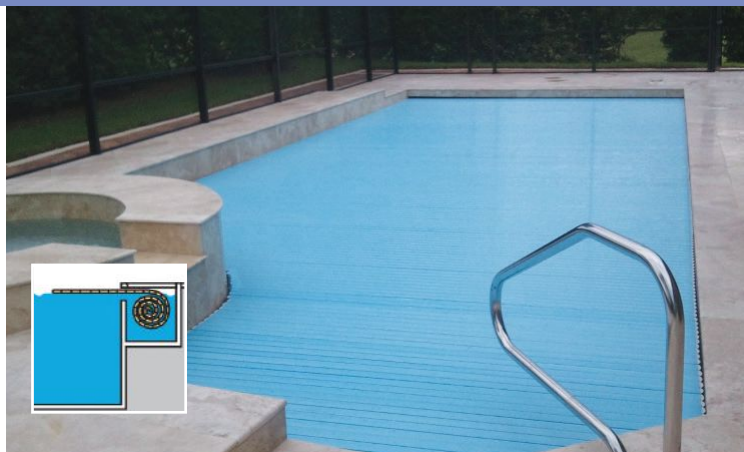
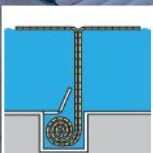
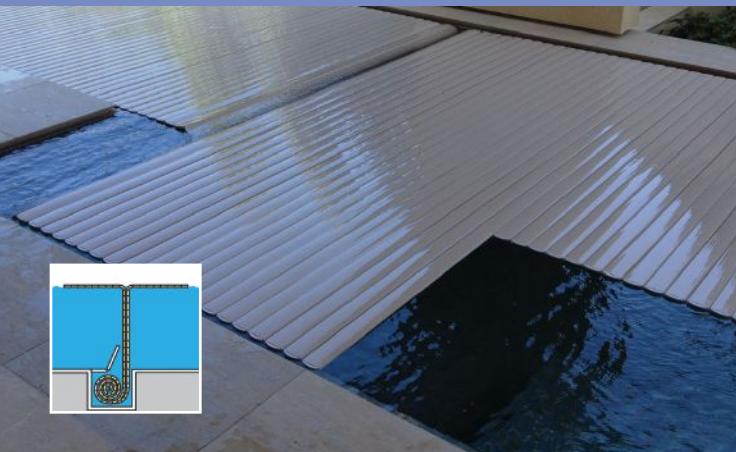


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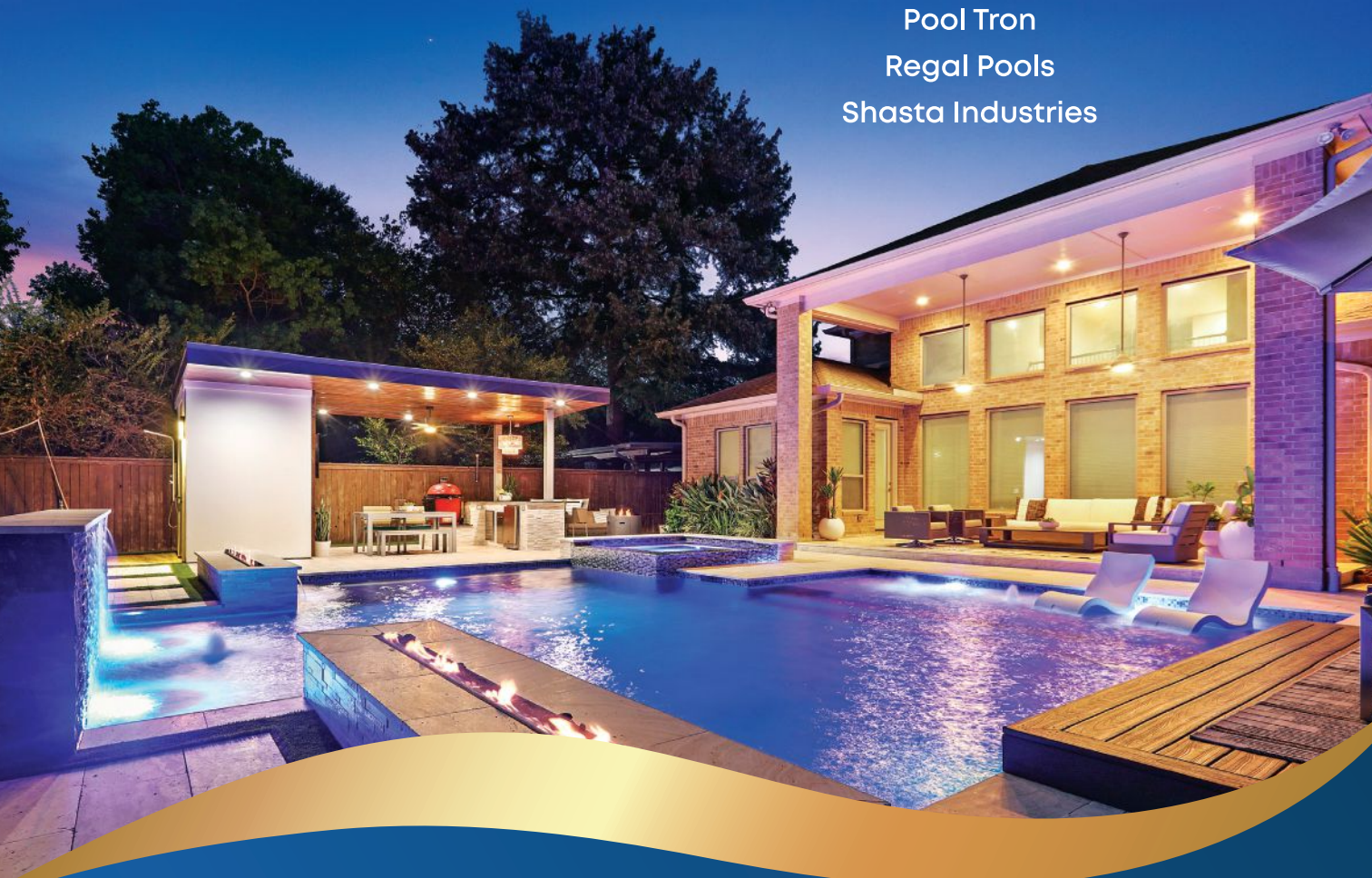
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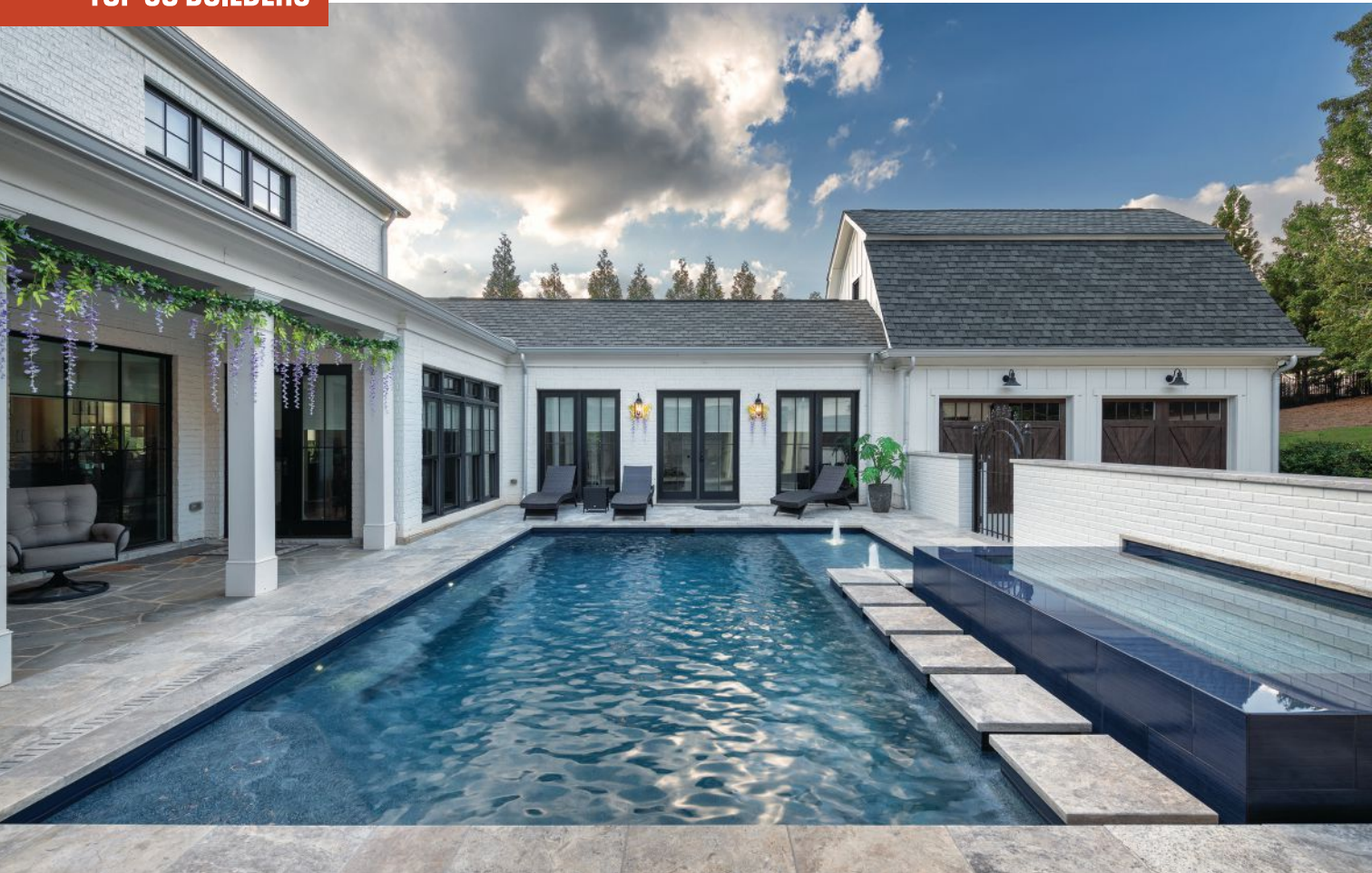
# TOP 50

BUILDERS

2024

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While not all cut from the same cloth, these builders have this in common: **They lead the pack in 2024.**



# Heads of the Class

## Presenting the 2024 PSN and Pentair Top 50 Pool Builders

BY REBECCA ROBLEDO

**Many congratulations** to the 2024 PSN and Pentair Top 50 Builders!

For this annual distinction, now in its 22rd year, we always seek the most well-rounded companies, believing it takes a number of factors to make one exceptional. Selection and ranking were based on five key ingredients: revenue; staff management and training; industry involvement; web presence; and community involvement.

These companies continue to succeed no matter the external circumstances. As a group, they earned \$1.8 billion in total revenue in 2023. In that same time period, they

generated a total of \$1.4 billion in residential construction and excavated 9,447 pools. They also employ 4,536 full-time employees.

As our survey shows, these builders held steady last year and maintain an optimistic outlook for 2024. We also see that they're a proactive bunch, adapting to the times by initiating new marketing strategies, enlisting the help of consultants and investing more in their website.

Read on to find out who took their spots on this prestigious list, as well as key stats, the survey, and a look back at the past five years' performance for our repeat honorees.

PHOTO: JIMI SMITH PHOTOGRAPHY, COURTESY J&M POOL CO

# 2024 TOP 50 BUILDERS

|    | Company Name                             | Headquarter City | State          | No. of Offices | President/CEO                                       |
|----|------------------------------------------|------------------|----------------|----------------|-----------------------------------------------------|
| 1  | Cody Pools                               | Round Rock       | Texas          | 16             | Mike Church                                         |
| 2  | Gib-San Pool & Landscape Creations       | Toronto          | Ontario        | 3              | Ed Gibbs                                            |
| 3  | Keith Zars Pools                         | San Antonio      | Texas          | 3              | Keith Zars                                          |
| 4  | Claffey Pools                            | Southlake        | Texas          | 1              | Charlie Claffey                                     |
| 5  | Aqua Pool Patio                          | East Windsor     | Connecticut    | 1              | Michael Giannamore                                  |
| 6  | Goodall Pools                            | Camp Hill        | Pennsylvania   | 6              | Robert Goodall III                                  |
| 7  | Richard's Total Backyard Solutions       | Houston          | Texas          | 2              | JR Richard                                          |
| 8  | All Seasons Pools, Spas & Outdoor Living | Orland Park      | Illinois       | 1              | Doug Mayhall                                        |
| 9  | Riverbend Sandler Pools                  | Plano            | Texas          | 2              | Bruce Mungiguerra, Jr.                              |
| 10 | Shasta Industries                        | Phoenix          | Arizona        | 1              | Skip Ast, Jr.                                       |
| 11 | Juliano's Pools                          | Vernon           | Connecticut    | 8              | Brian Juliano                                       |
| 12 | Morehead Pools                           | Shreveport       | Louisiana      | 1              | Michael Moore II                                    |
| 13 | Hamlin Pools                             | Pharr            | Texas          | 1              | Taylor Hamlin; Travis, Joshua and Tyler Stansberry  |
| 14 | Ike's Carter Pools                       | Oakland Park     | Florida        | 1              | Gary Kaplan, Erik Eikevik                           |
| 15 | Red Rock Pools & Spas                    | Chandler         | Arizona        | 1              | Rick Chafey, Brett Blauvelt                         |
| 16 | Gibbons Pools                            | Islandia         | New York       | 1              | Cliff Gibbons                                       |
| 17 | Heritage Pools                           | North Charleston | South Carolina | 1              | Michael Gesmond                                     |
| 18 | Van Kirk & Sons Pools & Spas             | Deerfield Beach  | Florida        | 1              | Tim & Robert Van Kirk                               |
| 19 | Pools by John Clarkson                   | Jacksonville     | Florida        | 1              | Jordan Clarkson                                     |
| 20 | Rising Sun Pools & Spas                  | Raleigh          | North Carolina | 1              | Michael Vassallo                                    |
| 21 | Robertson Pools                          | Coppell          | Texas          | 2              | Ron Robertson                                       |
| 22 | BMR Pool and Patio                       | Lewisville       | Texas          | 2              | Rick Donoghue                                       |
| 23 | Coast to Coast Pools                     | Sarasota         | Florida        | 1              | Dustin Pointer                                      |
| 24 | Presidential Pools & Spas                | Gilbert          | Arizona        | 3              | James Frabasilio                                    |
| 25 | Seasonal World                           | Clarksburg       | New Jersey     | 1              | Tony Schiavone                                      |
| 26 | Sunshine Fun Pools                       | College Station  | Texas          | 1              | Coleman Nunn                                        |
| 27 | Regal Pools                              | Tomball          | Texas          | 1              | Joshua Buzzell, Edwin Escobar                       |
| 28 | South Shore Gunitite Pools & Spas        | North Billerica  | Massachusetts  | 2              | Robert E. Guarino                                   |
| 29 | Gohlke Pools                             | Denton           | Texas          | 1              | Matt Gohlke                                         |
| 30 | High-Tech Pools                          | North Olmsted    | Ohio           | 1              | Jeff & Jerry Hammerschmidt                          |
| 31 | Avree Custom Pools                       | Dickinson        | Texas          | 2              | Samuel Pizzo, William Zupon                         |
| 32 | Arvidson Pools & Spas                    | Crystal Lake     | Illinois       | 1              | Dennis Marunde                                      |
| 33 | Easton Pool & Spa                        | Easton           | Massachusetts  | 1              | Tim Dooling; David and Robert Hobaica               |
| 34 | Adams Pool Group                         | Pleasanton       | California     | 3              | Tony Adams                                          |
| 35 | Burton Pools & Spas                      | Fort Smith       | Arkansas       | 2              | David Burton                                        |
| 36 | Fronheiser Pools                         | Bally            | Pennsylvania   | 3              | Ron & Adam Fronheiser                               |
| 37 | Spartan Pool & Patio                     | Norman           | Oklahoma       | 1              | Jordan Demeter, Sam Stroud                          |
| 38 | Concord Pools & Spas                     | Latham           | New York       | 2              | Jon Foshee                                          |
| 39 | Venture Custom Pools                     | Plano            | Texas          | 2              | Steven Deering                                      |
| 40 | Swimming Pool Services                   | Waukesha         | Wisconsin      | 1              | Michael Panella, Justin Lex                         |
| 41 | Allied Outdoor Solutions                 | Houston          | Texas          | 4              | Drew Williams                                       |
| 42 | J&M Pool Co.                             | Senoia           | Georgia        | 1              | Ryan Smart                                          |
| 43 | Emerald Custom Pools & Patios            | Saginaw          | Texas          | 3              | Kyle Burns                                          |
| 44 | Pool Tron                                | Hazelwood        | Missouri       | 1              | Gary Sansone                                        |
| 45 | Pulliam Pools                            | Fort Worth       | Texas          | 2              | Andrew Fluty                                        |
| 46 | Nejame & Sons                            | Danbury          | Connecticut    | 2              | Tom Sr., Ed , Greg, Tom Jr., Anthony & Jason Nejame |
| 47 | Alpine Pools                             | Allison Park     | Pennsylvania   | 5              | Tom Esser                                           |
| 48 | Presidential Pools of Florida            | Winter Springs   | Florida        | 1              | Philip Lelle                                        |
| 49 | Hauk Custom Pools                        | Celina           | Texas          | 1              | Robby Hauk                                          |
| 50 | A&G Concrete Pools                       | Port St. Lucie   | Florida        | 1              | Travis Leonard                                      |

## TOP 50 BUILDERS 2023 Stats

Here we offer vital stats on each Top 50 Builder's 2023 performance. Some of the revenue information factors in the companies' selection and ranking: The judging formula the Total Residential Construction Revenue amount, denoted with the blue heading.

| Company                                    | 2023 Total Revenue | 2023 New Residential Construction Revenue | 2023 Renovation Revenue | 2023 Total Residential Construction Revenue | Pool Excavations in 2023 | Avg. Price for Residential pool & deck |
|--------------------------------------------|--------------------|-------------------------------------------|-------------------------|---------------------------------------------|--------------------------|----------------------------------------|
| 1 Cody Pools                               | \$336,899,816      | \$283,654,940                             | \$11,199,089            | \$294,854,029                               | 2,008                    | \$116,958                              |
| 2 Gib-San Pool & Landscape Creations       | \$30,500,000       | \$19,000,000                              | \$4,000,000             | \$23,000,000                                | 139                      | \$200,000                              |
| 3 Keith Zars Pools                         | \$88,839,621       | \$59,275,331                              | \$6,391,588             | \$65,666,919                                | 338                      | \$160,300                              |
| 4 Claffey Pools                            | \$54,957,408       | \$41,926,006                              | \$6,452,346             | \$48,378,352                                | 170                      | \$246,398                              |
| 5 Aqua Pool Patio                          | \$11,772,585       | \$7,805,572                               | \$774,256               | \$8,579,828                                 | 62                       | \$155,900                              |
| 6 Goodall Pools                            | \$22,351,343       | \$10,632,302                              | \$1,957,104             | \$12,589,406                                | 77                       | \$138,082                              |
| 7 Richard's Total Backyard Solutions       | \$25,862,000       | \$22,596,800                              | \$1,892,000             | \$24,488,800                                | 184                      | \$119,021                              |
| 8 All Seasons Pools, Spas & Outdoor Living | \$9,158,476        | \$2,700,345                               | \$1,606,690             | \$4,307,035                                 | 20                       | \$135,000                              |
| 9 Riverbend Sandler Pools                  | \$56,751,278       | \$40,304,728                              | \$6,532,450             | \$46,837,178                                | 298                      | \$136,165                              |
| 10 Shasta Industries                       | \$115,100,000      | \$55,000,000                              | \$9,100,000             | \$64,100,000                                | 334                      | \$72,500                               |
| 11 Juliano's Pools                         | \$47,666,102       | \$32,767,125                              | \$3,150,713             | \$35,917,838                                | 292                      | \$112,216                              |
| 12 Morehead Pools                          | \$12,406,065       | \$8,610,370                               | \$872,235               | \$9,482,605                                 | 56                       | \$153,757                              |
| 13 Hamlin Pools                            | \$14,457,769       | \$5,309,942                               | \$2,298,855             | \$7,608,797                                 | 67                       | \$79,252                               |
| 14 Ike's Carter Pools                      | \$10,131,240       | \$7,463,861                               | \$985,195               | \$8,449,056                                 | 49                       | \$132,217                              |
| 15 Red Rock Pools & Spas                   | \$27,811,292       | \$13,219,312                              | \$745,210               | \$13,964,522                                | 11                       | \$1,315,295                            |
| 16 Gibbons Pools                           | \$18,489,000       | \$6,517,000                               | \$1,987,000             | \$8,504,000                                 | 35                       | \$329,000                              |
| 17 Heritage Pools                          | \$18,000,000       | \$15,500,000                              | \$1,500,000             | \$17,000,000                                | 140                      | \$95,000                               |
| 18 Van Kirk & Sons Pools & Spas            | \$36,462,555       | \$31,592,766                              | \$4,362,000             | \$35,954,766                                | 182                      | \$127,905                              |
| 19 Pools by John Clarkson                  | \$28,000,000       | \$21,850,000                              | \$1,650,000             | \$23,500,000                                | 116                      | \$188,360                              |
| 20 Rising Sun Pools & Spas                 | \$33,843,019       | \$22,701,380                              | \$1,669,118             | \$24,370,498                                | 219                      | \$103,659                              |
| 21 Robertson Pools                         | \$28,799,067       | \$17,831,616                              | \$3,687,779             | \$21,519,395                                | 96                       | \$185,746                              |
| 22 BMR Pool and Patio                      | \$30,000,000       | \$28,000,000                              | \$2,000,000             | \$30,000,000                                | 178                      | \$146,000                              |
| 23 Coast to Coast Pools                    | \$64,678,191       | \$62,323,898                              | \$84,697                | \$62,408,595                                | 601                      | \$103,700                              |
| 24 Presidential Pools & Spas               | \$87,698,230       | \$70,192,371                              | \$0                     | \$70,192,371                                | 918                      | \$72,440                               |
| 25 Seasonal World                          | \$18,994,364       | \$17,931,288                              | \$0                     | \$17,931,288                                | 196                      | \$91,486                               |
| 26 Sunshine Fun Pools                      | \$11,370,060       | \$10,655,435                              | \$123,964               | \$10,779,399                                | 91                       | \$108,140                              |
| 27 Regal Pools                             | \$25,550,000       | \$23,200,000                              | \$1,101,000             | \$24,301,000                                | 90                       | \$257,000                              |
| 28 South Shore Gunite Pools & Spas         | \$52,218,657       | \$24,194,974                              | \$2,565,911             | \$26,760,885                                | 140                      | \$166,501                              |
| 29 Gohlke Pools                            | \$16,586,157       | \$5,971,065                               | \$1,354,515             | \$7,325,580                                 | 40                       | \$146,250                              |
| 30 High-Tech Pools                         | \$15,797,316       | \$6,969,355                               | \$280,288               | \$7,249,643                                 | 44                       | \$129,717                              |
| 31 Avree Custom Pools                      | \$18,444,662       | \$17,351,569                              | \$735,269               | \$18,086,838                                | 142                      | \$122,195                              |
| 32 Arvidson Pools & Spas                   | \$13,900,000       | \$3,890,000                               | \$1,080,000             | \$4,970,000                                 | 35                       | \$111,000                              |
| 33 Easton Pool & Spa                       | \$21,413,000       | \$15,918,500                              | \$1,712,000             | \$17,630,500                                | 128                      | \$113,000                              |
| 34 Adams Pool Group                        | \$73,440,872       | \$16,908,112                              | \$56,532,760            | \$73,440,872                                | 123                      | \$195,158                              |
| 35 Burton Pools & Spas                     | \$37,678,116       | \$19,064,306                              | \$595,394               | \$19,659,700                                | 210                      | \$90,782                               |
| 36 Fronheiser Pools                        | \$14,589,296       | \$6,984,042                               | \$148,934               | \$7,132,976                                 | 58                       | \$120,415                              |
| 37 Spartan Pool & Patio                    | \$9,759,573        | \$4,062,358                               | \$1,514,645             | \$5,577,003                                 | 35                       | \$118,000                              |
| 38 Concord Pools & Spas                    | \$25,168,410       | \$13,705,069                              | \$2,177,668             | \$15,882,737                                | 163                      | \$86,195                               |
| 39 Venture Custom Pools                    | \$17,250,000       | \$16,000,000                              | \$250,000               | \$16,250,000                                | 135                      | \$118,518                              |
| 40 Swimming Pool Services                  | \$10,549,014       | \$4,344,006                               | \$1,576,160             | \$5,920,166                                 | 18                       | \$198,000                              |
| 41 Allied Outdoor Solutions                | \$53,716,602       | \$2,475,375                               | \$51,241,227            | \$53,716,602                                | 11                       | \$225,034                              |
| 42 J&M Pool Co.                            | \$18,554,000       | \$11,979,000                              | \$2,981,000             | \$14,960,000                                | 85                       | \$130,000                              |
| 43 Emerald Custom Pools & Patios           | \$12,220,746       | \$11,686,573                              | \$116,800               | \$11,803,373                                | 119                      | \$98,206                               |
| 44 Pool Tron                               | \$18,500,000       | \$10,000,000                              | \$5,000,000             | \$15,000,000                                | 55                       | \$200,000                              |
| 45 Pulliam Pools                           | \$24,641,000       | \$20,844,000                              | \$1,457,000             | \$22,301,000                                | 190                      | \$105,132                              |
| 46 Nejame & Sons                           | \$12,295,051       | \$6,429,134                               | \$1,052,135             | \$7,481,269                                 | 74                       | \$125,000                              |
| 47 Alpine Pools                            | \$8,700,000        | \$4,215,000                               | \$1,878,000             | \$6,093,000                                 | 97                       | \$118,000                              |
| 48 Presidential Pools of Florida           | \$12,895,091       | \$11,886,055                              | \$309,036               | \$12,195,091                                | 142                      | \$83,704                               |
| 49 Hawk Custom Pools                       | \$13,750,916       | \$12,853,617                              | \$797,429               | \$13,651,046                                | 72                       | \$159,113                              |
| 50 A&G Concrete Pools                      | \$40,800,000       | \$36,800,000                              | \$1,640,000             | \$38,440,000                                | 364                      | \$102,000                              |

CONGRATS TOP 50



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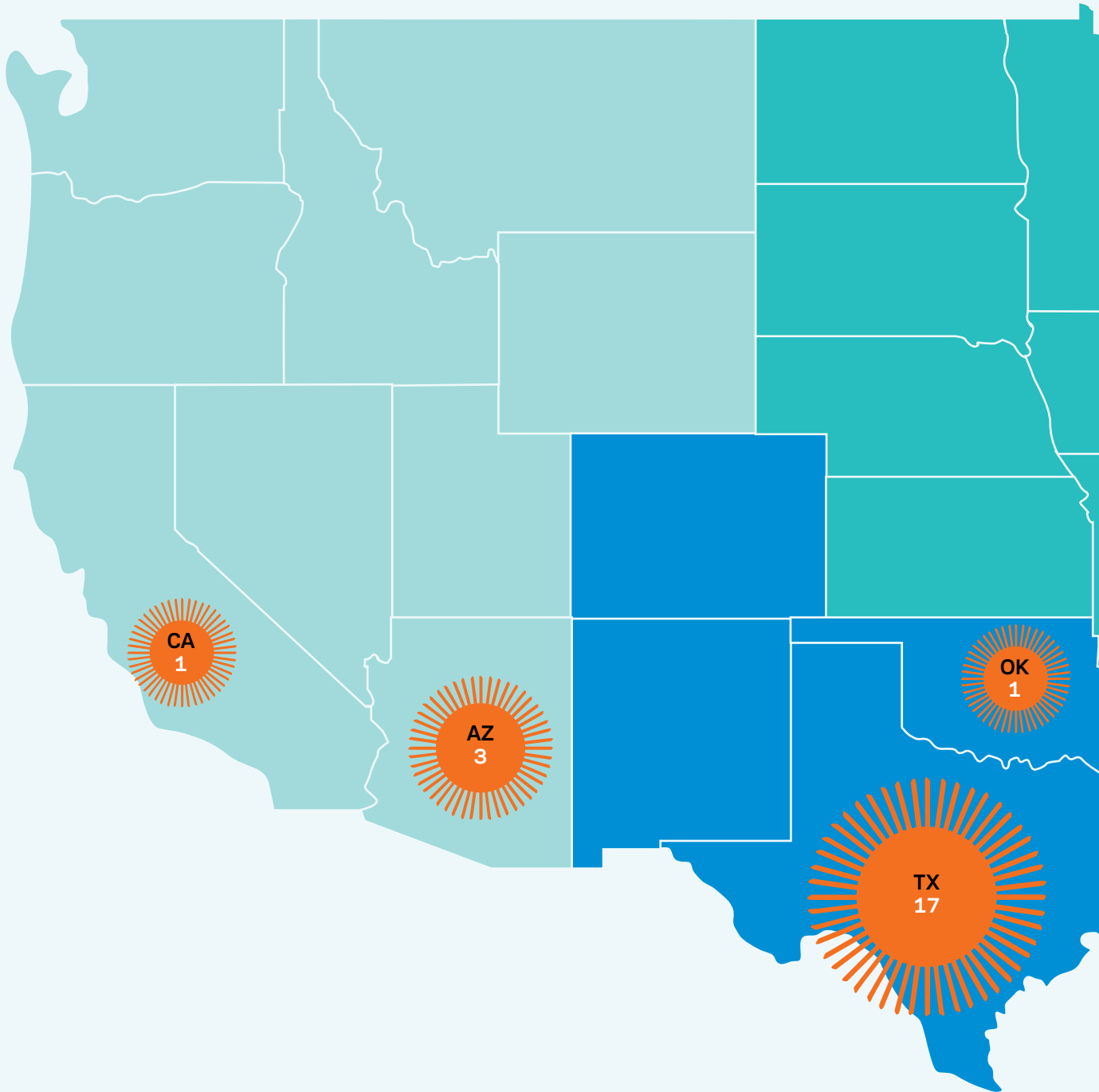



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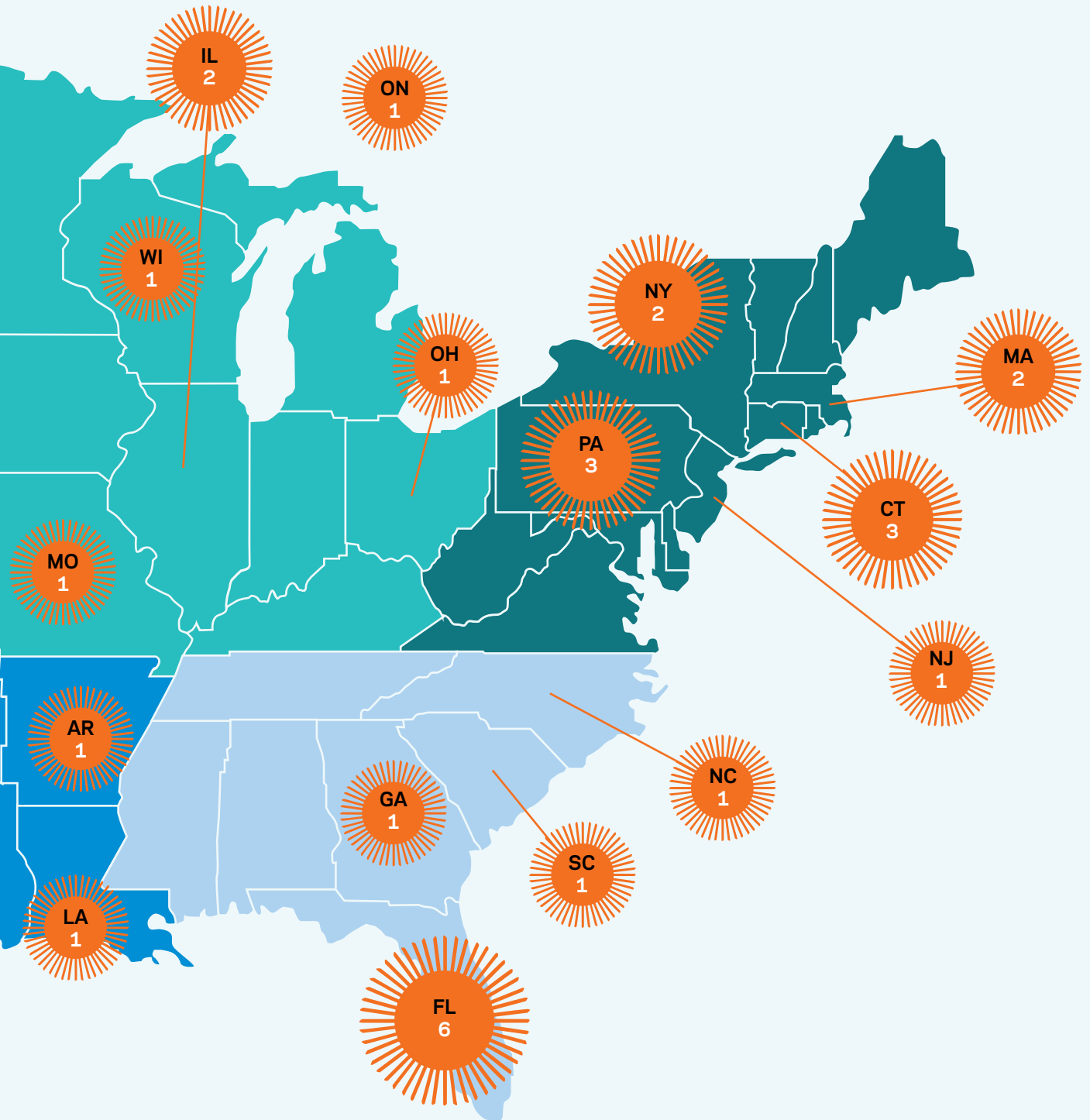


# REGIONAL BREAKDOWN of the Top 50

Here, we take a look at the distribution of this year's PSN Top 50 Builders across the U.S. and Canada. The stars indicate how many Top 50 Builders are headquartered in the corresponding state. 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:** 855

**Excavations in 2023:** 1,461

**2023 Total Revenue:** \$284,157,808

**2023 Total Residential Construction Revenue:** \$187,503,727

- New Residential Construction: \$166,100,006
- Renovation: \$21,403,721

**Average Residential Pool Price:** \$129,922

### **SOUTHEAST**

**Total Builders:** 9

**Employees:** 480

**Excavations in 2023:** 1,898

**2023 Total Revenue:** \$263,364,096

**2023 Total Residential Construction Revenue:** \$237,278,006

- New Residential Construction: \$222,096,960
- Renovation: \$15,181,046

**Average Residential Pool Price:** \$110,641

### **MIDWEST**

**Total Builders:** 5

**Employees:** 272

**Excavations in 2023:** 172

**2023 Total Revenue:** \$67,904,806

**2023 Total Residential Construction Revenue:** \$37,446,844

- New Residential Construction: \$27,903,706
- Renovation: \$9,543,138

**Average Residential Pool Price:** \$156,143

### **SOUTHWEST**

**Total Builders:** 20

**Employees:** 2,216

**Excavations in 2023:** 4,530

**2023 Total Revenue:** \$889,940,856

**2023 Total Residential Construction Revenue:** \$752,287,616

- New Residential Construction: \$651,674,031
- Renovation: \$100,613,585

**Average Residential Pool Price:** \$5,114,099

### **WEST**

**Total Builders:** 4

**Employees:** 713

**Excavations in 2023:** 1,386

**2023 Total Revenue:** \$304,050,394

**2023 Total Residential Construction Revenue:** \$221,697,765

- New Residential Construction: \$155,319,795
- Renovation: \$66,377,970

**Average Residential Pool Price:** \$93,209

# Most Valuable Players

Every other year, we ask company leaders to name one person whose contributions were key to the company's success. Meet this year's MVPs.



#### 1. Cody Pools

**VINCENT SERVANTEZ**

President of Cody Pools Florida

*With our acquisition of two companies in Florida, Vincent assumed the role of general manager for the Florida division. Under his leadership, the Cody Pools market in Florida experienced an extraordinary growth trajectory, skyrocketing from \$6M to an impressive \$60M in just five years.*



#### 2. Gib-San Pool & Landscape Creations

**CATHY BARRETT**

Vice President, Human Resources

*Our MVP Cathy, now approaching 25 years at Gib-San, is our HR manager and the "office mom". She is intelligent, kind, knowledgeable, loyal and a true team player for Gib-San. We are lucky to have her on our team and on this journey with us.*



#### 3. Keith Zars Pools

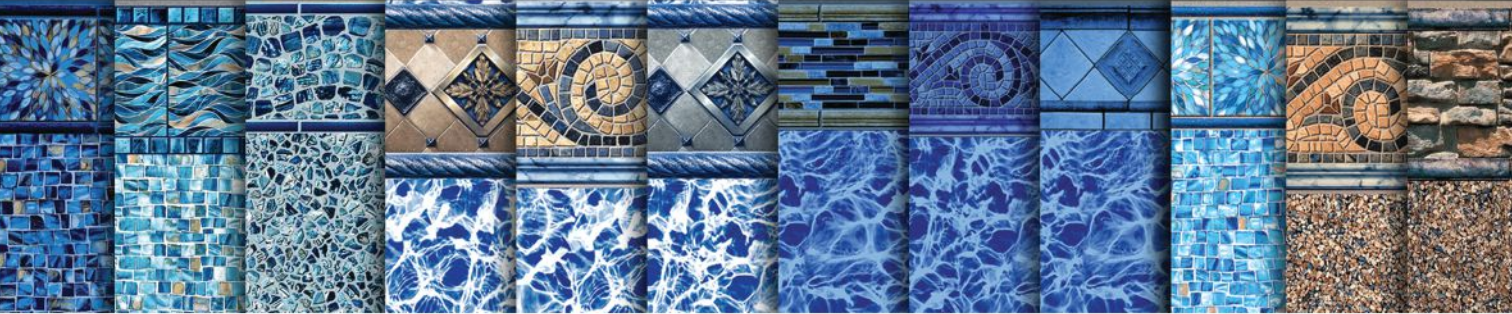
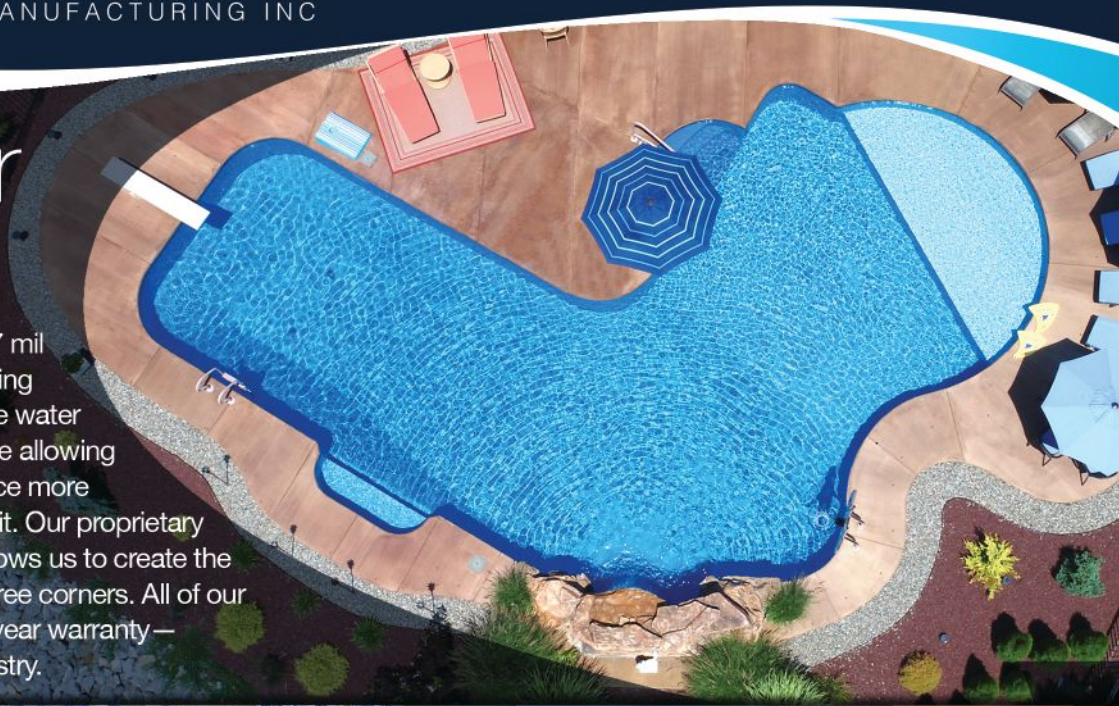
**JENNY COX**

New Pool Construction Office Manager

*When we had some turnover in our administrative staff that precipitated a more systematic and process driven approach, Jenny was the one whom we felt could help get the job done and get it done right. She has bettered our company this past year by bringing stability and consistency to our frontline customer communications as well as our office workflow, improving both the customer and the employee experience.*

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## NEW TO THE LIST

| 2024 Top 50 Ranking | Company                       | Location           |
|---------------------|-------------------------------|--------------------|
| 19                  | Pools by John Clarkson        | Jacksonville, Fla. |
| 22                  | BMR Pool and Patio            | Lewisville, Texas  |
| 44                  | Pool Tron                     | St Louis, Mo.      |
| 48                  | Presidential Pools of Florida | Oviedo, Fla.       |

**9,447**  
POOLS BUILT BY THE TOP 50 IN 2023

## TOP 10 Residential Construction Revenue

|    | Overall Top 50 Ranking | Company                   | 2023 Total Residential Construction Revenue |
|----|------------------------|---------------------------|---------------------------------------------|
| 1  | 1                      | Cody Pools                | \$294,854,029                               |
| 2  | 34                     | Adams Pool Group          | \$ 73,440,872                               |
| 3  | 24                     | Presidential Pools & Spas | \$ 70,192,371                               |
| 4  | 3                      | Keith Zars Pools          | \$ 65,666,919                               |
| 5  | 10                     | Shasta Industries         | \$ 64,100,000                               |
| 6  | 23                     | Coast to Coast Pools      | \$ 62,408,595                               |
| 7  | 41                     | Allied Outdoor Solutions  | \$ 53,716,602                               |
| 8  | 4                      | Claffey Pools             | \$ 48,378,352                               |
| 9  | 9                      | Riverbend Sandler Pools   | \$ 46,837,178                               |
| 10 | 50                     | A&G Concrete Pools        | \$ 38,440,000                               |

## TOP 10 Total Revenue

|    | Overall Top 50 Ranking | Company                         | 2023 Total Residential Construction Revenue |
|----|------------------------|---------------------------------|---------------------------------------------|
| 1  | 1                      | Cody Pools                      | \$336,899,816                               |
| 2  | 10                     | Shasta Industries               | \$115,100,000                               |
| 3  | 3                      | Keith Zars Pools                | \$88,839,621                                |
| 4  | 24                     | Presidential Pools & Spas       | \$87,698,230                                |
| 5  | 34                     | Adams Pool Group                | \$73,440,872                                |
| 6  | 23                     | Coast to Coast Pools            | \$64,678,191                                |
| 7  | 9                      | Riverbend Sandler Pools         | \$56,751,278                                |
| 8  | 4                      | Claffey Pools                   | \$54,957,408                                |
| 9  | 41                     | Allied Outdoor Solutions        | \$53,716,602                                |
| 10 | 28                     | South Shore Gunite Pools & Spas | \$52,218,657                                |



### 4. Claffey Pools

**ROB ANDERSON**

Project Completion/Warranty Manager

As a dedicated team member for 17 years, Rob has always exceeded expectations. A key objective of 2023 was to improve the client experience and chart the improvement by measuring Google five-star reviews and ranking. Rob and his team received over 40 five-star Google reviews. His work contributed to Claffey Pools moving from a 4.3 to a 4.8 ranking. Considering we have over 350 reviews, moving the needle that much in just a year is an incredible accomplishment.



### 5. Aqua Pool Patio

**SEJFO DURIC**

Assistant Construction Manager

Sejfo has been with us many years and does it all. We count on him as a leader in the mornings and then a "problem solver" whenever needed. He can perform any/all stage of construction and also assists with pre-construction meetings. He does it all. As a family run business, Sejfo fits in perfectly as family. He is a wonderful father and husband and we are blessed to know him and have him on our staff.



### 6. Goodall Pools

**ED MCGROARTY**

Sales Director

In the past year, Ed has stepped into the director of sales position. He oversees three sales team members along with our inside sales team (retail members) for spas and renovations sold over the counter. He has helped guide and coach sales team from initial design work to our final payment to the close out of the project. He is working on digitizing our sales contacts and making our processes more seamless in our new ERP system, Netsuite. Ed has shown great dedication to Goodall Pools.

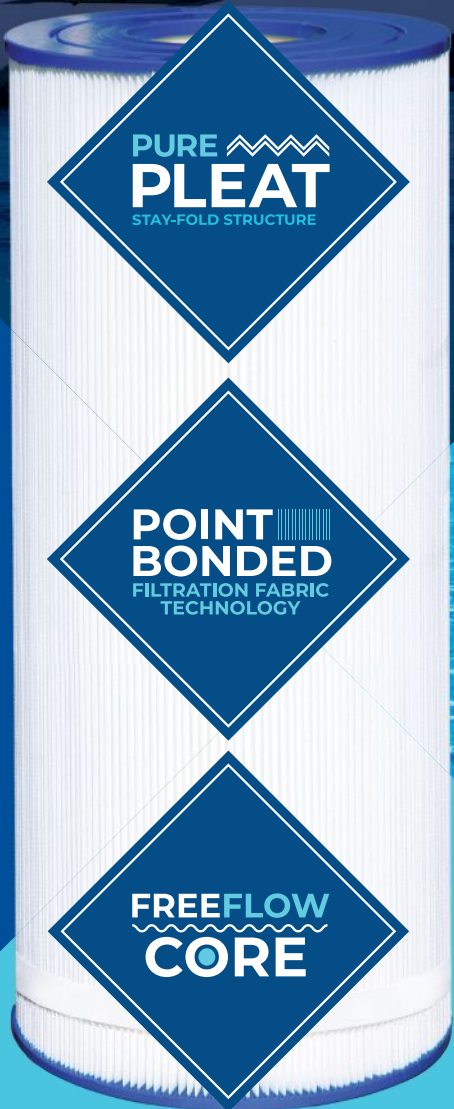


CONGRATULATIONS TO  
THE TOP 50 BUILDERS!

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## TOP 10 High End

|    | Overall Top 50 Ranking | Company                            | Average Price for Residential Pool and Deck |
|----|------------------------|------------------------------------|---------------------------------------------|
| 1  | 15                     | Red Rock Pools & Spas              | \$1,315,295                                 |
| 2  | 16                     | Gibbons Pools                      | \$329,000                                   |
| 3  | 27                     | Regal Pools                        | \$257,000                                   |
| 4  | 4                      | Claffey Pools                      | \$246,398                                   |
| 5  | 41                     | Allied Outdoor Solutions           | \$225,034                                   |
| 6  | 2                      | Gib-San Pool & Landscape Creations | \$200,000                                   |
| 7  | 44                     | Pool Tron                          | \$200,000                                   |
| 8  | 40                     | Swimming Pool Services             | \$198,000                                   |
| 9  | 34                     | Adams Pool Group                   | \$195,158                                   |
| 10 | 19                     | Pools by John Clarkson             | \$188,360                                   |

## TOP 10 Renovators by Percentage

|    | Overall Top 50 Ranking | Company                                  | 2023 Renovation Revenue | % of Residential Construction Revenue |
|----|------------------------|------------------------------------------|-------------------------|---------------------------------------|
| 1  | 41                     | Allied Outdoor Solutions                 | \$51,241,227            | 95%                                   |
| 2  | 34                     | Adams Pool Group                         | \$56,532,760            | 77%                                   |
| 3  | 8                      | All Seasons Pools, Spas & Outdoor Living | \$1,606,690             | 37%                                   |
| 4  | 44                     | Pool Tron                                | \$5,000,000             | 33%                                   |
| 5  | 47                     | Alpine Pools                             | \$1,878,000             | 31%                                   |
| 6  | 13                     | Hamlin Pools                             | \$2,298,855             | 30%                                   |
| 7  | 37                     | Spartan Pool & Patio                     | \$1,514,645             | 27%                                   |
| 8  | 40                     | Swimming Pool Services                   | \$1,576,160             | 27%                                   |
| 9  | 16                     | Gibbons Pools                            | \$1,987,000             | 23%                                   |
| 10 | 32                     | Arvidson Pools & Spas                    | \$1,080,000             | 22%                                   |

## TOP 10 Volume

|    | Overall Top 50 Ranking | Company                   | # of Pool Excavations in 2023 |
|----|------------------------|---------------------------|-------------------------------|
| 1  | 1                      | Cody Pools                | 2008                          |
| 2  | 24                     | Presidential Pools & Spas | 918                           |
| 3  | 23                     | Coast to Coast Pools      | 601                           |
| 4  | 50                     | A&G Concrete Pools        | 364                           |
| 5  | 3                      | Keith Zars Pools          | 338                           |
| 6  | 10                     | Shasta Industries         | 334                           |
| 7  | 9                      | Riverbend Sandler Pools   | 298                           |
| 8  | 11                     | Juliano's Pools           | 292                           |
| 9  | 20                     | Rising Sun Pools & Spas   | 219                           |
| 10 | 35                     | Burton Pools & Spas       | 210                           |



### 7. Richard's Total Backyard Solutions

**NICOLE HODGES**  
Executive Assistant

Nicole contributes significantly to the cohesive fabric of our team. Her loyal tenacity and affable demeanor becomes the linchpin that fortifies team goals, fostering a workplace ethos that resonates with company morale. In navigating challenges with an unwaveringly positive outlook, Nicole transforms obstacles into opportunities, elevating not only her performance, but that of the entire team.



### 8. All Seasons Pools, Spas & Outdoor Living

**NICKKI CEH**  
Construction Coordinator

Nickki was hired in 2021 as office support, but as COVID continued, the loss of most of our construction sales team put her into a position far larger than what she was hired to do. In the years that followed, she has taken on other very important roles: She handles all permit applications, helps oversee our service sales team, is part of our leadership team, has contributed to our service division and has also taken on significant aspects of hiring for our company.



### 9. Riverbend Sandler Pools

**DINA EASTES**  
Director of Office Operations

Dina has held multiple roles through several departments over her 20-year career with us. Her peers consider her to be a subject matter expert on a range of topics, and she consistently provides coaching and training. She leads the charge on several of our community outreach programs, and the example she sets has had a profound impact on work ethic, community, culture and grit. Dina is a great example of what happens when hard work, dedication and tenacity meet opportunity.



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\*Using the low-speed setting.  
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# TOP 50 BUILDER SURVEY

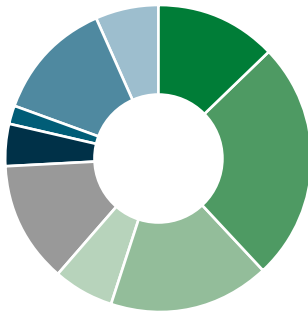
Every year, we survey our Top 50 Builders as a barometer of how the industry is faring. This year, in addition to sales and revenue, we checked on certain aspects of how they do their business. Results show that

this group pivots when needed.

The graphs below use a color gradient system, with blue indicating decreases and green indicating increases. The darker the color, the higher the increase or decrease.

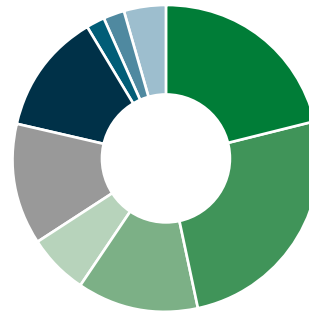
## TOP 50 BUILDERS SURVEYED

How did your 2023 residential construction revenue compare with 2022?



**12.8%:** HIGHER by 5% or less  
**25.5%:** HIGHER by 6% to 10%  
**17%:** HIGHER by 11% to 20%  
**6.4%:** HIGHER by more than 20%  
**12.8%:** EVEN with 2022  
**4.3%:** LOWER by 5% or less  
**2.1%:** LOWER by 6% to 10%  
**12.8%:** LOWER by 11% to 20%  
**6.4%:** LOWER by more than 20%

How did your 2023 residential construction profits compare with 2022??



**21.3%:** HIGHER by 5% or less  
**25.5%:** HIGHER by 6% to 10%  
**12.8%:** HIGHER by 11% to 20%  
**6.4%:** HIGHER by more than 20%  
**12.8%:** EVEN with 2022  
**12.8%:** LOWER by 5% or less  
**2.1%:** LOWER by 6% to 10%  
**2.1%:** LOWER by 11% to 20%  
**4.3%:** LOWER by more than 20%

We start by looking at how these companies performed last year. Knowing that inflation can artificially boost contract prices, we did a comparison of residential construction revenues to profits. In both cases, the news was positive: A full 61.7% reported higher revenues than the year before, while 66% reported increased profits. For both revenues and profits, 12.8% said 2023 mirrored 2022. On the other hand, 25.6% saw lower revenues and 21.3% reported lower profits.



### 10. Shasta Industries

**JOHN MORTENSEN**  
 Director of Learning & Development

*John's primary role is training and development. However, in 2023, his abilities were stretched to the limit — he led new initiatives, provided field project supervision of two semi-commercial pools, ran formal training for a new pool sales class, and taught a four-day sales seminar training curriculum for 14 MPG members.*



### 11. Juliano's Pools

**SCOTT GEORGE**  
 General Manager

*Scott George has been a valuable team member of Juliano's Pools for nearly two decades. He has been an integral part of developing our training program including our innovative training pool. He has helped to lead and develop many of our team members from being apprentices into management roles.*



### 12. Morehead Pools

**JORDAN SCHULTZ**  
 Construction Project Manager

*Jordan remains a key to our overall success as a company. Not just in our construction division, but within every department, Jordan makes a positive difference. His total commitment to everyday excellence is irreplaceable. He is the true definition of a leader and a team player.*



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## TOP 50 BUILDERS SURVEYED

### How did your 2023 residential new construction revenue compare with 2022?



**6.4%:** HIGHER by 5% or less  
**27.7%:** HIGHER by 6% to 10%  
**14.9%:** HIGHER by 11% to 20%  
**4.3%:** HIGHER by more than 20%  
**12.8%:** EVEN with 2022  
**8.5%:** LOWER by 5% or less  
**8.5%:** LOWER by 6% to 10%  
**14.9%:** LOWER by 11% to 20%  
**2.1%:** LOWER by more than 20%

### How did your 2023 residential new construction volume compare with 2022?



**14.9%:** HIGHER by 5% or less  
**6.4%:** HIGHER by 6% to 10%  
**12.8%:** HIGHER by 11% to 20%  
**2.1%:** HIGHER by more than 20%  
**25.5%:** EVEN with 2022  
**17%:** LOWER by 5% or less  
**12.8%:** LOWER by 6% to 10%  
**8.5%:** LOWER by 11% to 20%

Here, we compare 2023 new construction revenues and volume among the Top 50 builders. While it appears revenue and profit lined up for the most part, the numbers skewed slightly in favor of revenue, with 43.4% reporting increases, while 36% saw increased volume last year. When it came to decreases, more were reported for volume (38.3%) than for revenues (34%).



### 13. Hamlin Pools

**DAN MARR**  
Start Up Tech

Dan started with Hamlin Pools as an excavator operator. His attention to detail, intellect and willingness to learn and take on new challenges propelled his career to where he is today. He is the go-to man at our company for swimming pool automation. He is a valuable asset, and has become a great friend to us all.



### 14. Ike's Carter Pools

**CRAIG KACHADORN**  
Project Manager

Craig works endless hours — weekends and nights — to make sure clients and jobs get the most attention. There is no length or type of task that Craig won't do to get a job done or corrected. He has over 20 years of experience in the pool industry and is a wealth of knowledge.



### 15. Red Rock Pools & Spas

**JORDAN WALKER**  
Swimming Pool Senior PM

Jordan is one of our longest tenured team members, and there is not a single day or minute he has not brought the best attitude to the office. He provides the most support to every team member with his knowledge, but more importantly, emotionally. There is not a single team member or any one of our clients that has ever given him anything but amazing praise. He is part of the core of our company culture and he makes everyone around him a better person in every way.

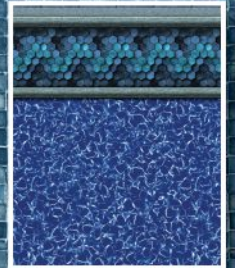


### 16. Gibbons Pools

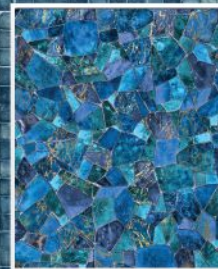
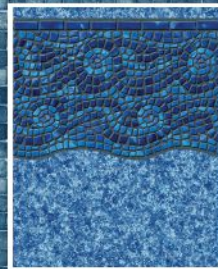
**LEN HOROWITZ**  
Vice President of Operations

Since Len joined our team six years ago, he has helped us grow in several ways. A fresh set of ideas on our business from someone that was never in the industry has really opened our eyes. He shares his knowledge and experiences on a daily basis to help people solve problems and discover their capabilities. His passion towards his work and ability to help others grow is the true definition of an MVP.

FROM CLASSIC



TO CONTEMPORARY

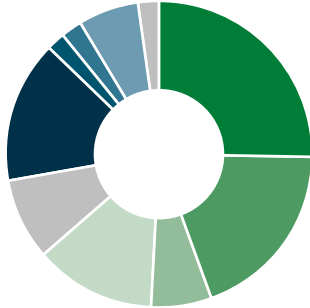


Liner Pattern Styles for your  
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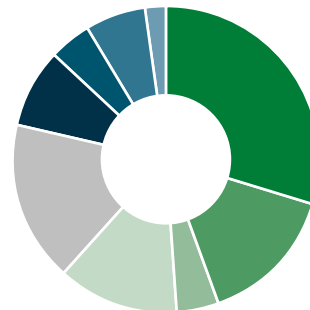
## TOP 50 BUILDERS SURVEYED

### How did your 2023 renovation revenue compare with 2022?



**25.5%:** HIGHER by 5% or less  
**19.1%:** HIGHER by 6% to 10%  
**6.4%:** HIGHER by 11% to 20%  
**12.8%:** HIGHER by more than 20%  
**8.5%:** EVEN with 2022  
**14.9%:** LOWER by 5% or less  
**2.1%:** LOWER by 6% to 10%  
**2.1%:** LOWER by 11% to 20%  
**6.4%:** LOWER by more than 20%  
**2.1%:** Not applicable

### How did your 2023 renovation volume compare with 2022?



**29.8%:** HIGHER by 5% or less  
**14.9%:** HIGHER by 6% to 10%  
**4.3%:** HIGHER by 11% to 20%  
**12.8%:** HIGHER by more than 20%  
**17.5%:** EVEN with 2022  
**8.5%:** LOWER by 5% or less  
**4.3%:** LOWER by 6% to 10%  
**6.4%:** LOWER by more than 20%  
**2.1%:** Not applicable

Above, we look at revenues and volume for renovations. Clearly more builders saw growth here than from new construction in 2023, but the numbers favored volume over revenue. Almost 62% performed more renovations in 2023 than in 2022, while relatively fewer, 53.8%, saw increased revenues from renovations, perhaps suggesting lower-ticket projects. But renovations clearly are on the rise. Of the Top 50 Builders, 43.8% reported performing more renovations in 2024, compared with the same time last year. Another 43.8% have done the same amount.



#### 17. Heritage Pools, LLC

**ANDY DENNIS**

Construction Manager

Andy joined our team two years ago. He was quickly promoted to construction manager, and has increased his knowledge with every educational opportunity. He now properly assesses challenges, provides solutions and solves conflicts. His promotion and abilities have taken our company leaders out of the day-to-day construction activities so they can focus more on our business. His contributions have had the most profound impact on our company's success.



#### 18. Van Kirk & Sons Pools & Spas

**DENIS CAVALCANTI**

Senior Executive

We've chosen Denis as our MVP because he's indispensable to Van Kirk Pools. He consistently goes above and beyond, tackling challenges with enthusiasm and dedication. He's known for his problem-solving skills and relentless commitment to our clients. Without his hard work and perseverance, our company wouldn't be thriving as it is today.



#### 19. Pools by John Clarkson

**SHANNON PHIFER**

General Manager & VP, Pool Care

Shannon leads our pool construction team through exceptional training and field support. He oversees our renovation department, providing guidance, advice and project management, which has led to tremendous growth. He manages our Pool Care team, and implemented journeyman training programs for our pool technicians, which condensed the training time from two-plus weeks to two days. It's allowed us to onboard new techs quickly.



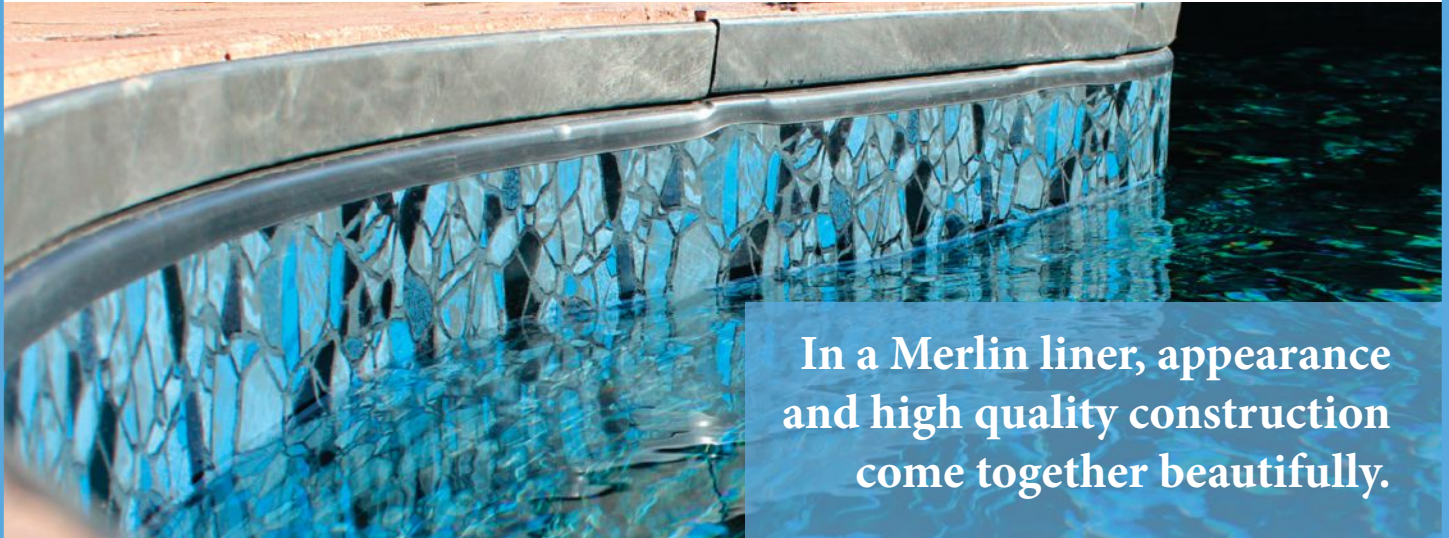
#### 20. Rising Sun Pools & Spas

**VINCENT SOTO**

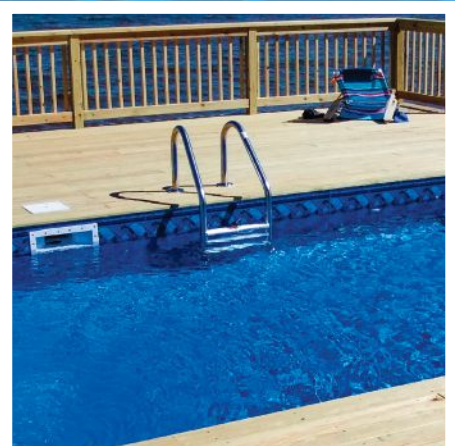
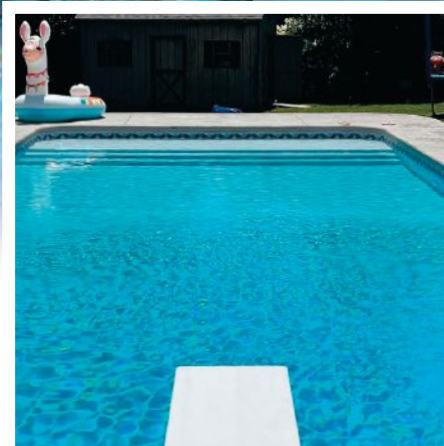
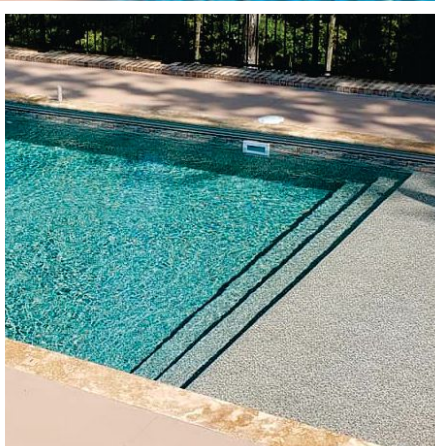
Renovations and Inspection Department Head

Vinny has been with us for 17 years. He began doing in-store repairs, then advanced to aboveground pool and spa sales. Not only has Vinny done a great job in his designated role, but he has filled in anytime it is necessary; from inventory and purchasing manager to inground pool sales, and now renovation and inspection manager. In his newest role, he is running his own department, building it from the ground up.

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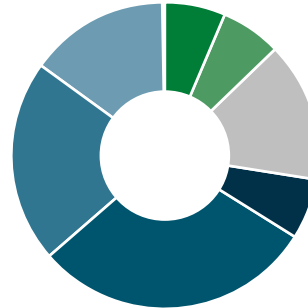
TOP 50 BUILDERS SURVEYED

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



**34%:** Less than 3 months  
**36.2%:** 91 days to 6 months  
**17%:** 181 days to 9 months  
**4.3%:** 271 days to 12 months  
**6.4%:** More than a year  
**2.1%:** We do not have a backlog

How are your residential construction leads in 2024 compared with the same time last year?



**6.4%:** INCREASED up to 10%  
**6.4%:** INCREASED more than 10%  
**14.9%:** SAME as this time last year  
**6.4%:** DECREASED 5% or less  
**29.8%:** DECREASED 6% to 10%  
**21.3%:** DECREASED 11% to 20%  
**14.9%:** DECREASED by more than 20%

These builders are keeping busy this year. As of May, more than 64% expected to work on their backlogs for more than three months. But consumer interest had shown a decline: More than 70% saw a decrease in leads compared with the same time last year, while only 12.8 saw and upward trend.



**21. Robertson Pools**

**ANTONIO ANGUIANO**  
 Lead Plumber

Antonio has been a dedicated employee for over 30 years. He has plumbed every pool imaginable, from the simplest project to aquatic centers, commercial lazy rivers and waterparks. Antonio even challenges the owner of the company on hydraulic design (and on some occasions, he's correct!). No matter how big or small the job is, Antonio is always up to the task. He's not only a good friend but a trusted colleague and is highly respected by his peers.



**22. BMR Pool and Patio**

**MARK RICHARDS**  
 General Manager

Mark bases his leadership on pride, honor and integrity, and has a relentless pursuit for building leaders within our company. He has improved our operations by hiring the best of the best, implementing extensive training programs, and creating processes for every facet of our organization. He has implemented a chain of command, helped improve our company culture, implemented new HR policies and procedures, and standardized operations on how to build a pool the BMR way.



**23. Coast to Coast Pools**

**RICHARD HALL**  
 Lead Superintendent

Although only involved in the industry for a few years, Richard has completely embraced the swimming pool culture. He is always the first person to lend a helping hand to his co-workers. He has become a person we count on and gives the comfort of knowing matters will be handled correctly if a task is assigned to him. We are fortunate to have Richard — our customers adore his southern charm and the plethora of information he is willing to give. We're a better company because of him.



**24. Presidential Pools & Spas**

**RICK AMAYA**  
 CAD Manager

Rick's ability to deliver exceptional CAD designs in a timely and efficient manner has not only enhanced our reputation as industry leaders but has also contributed significantly to our bottom line. Rick embodies the values and ethos of our company. His positive attitude, strong work ethic, and willingness to go above and beyond for his team and our clients have had a profound impact on our company culture, inspiring others to strive for excellence and teamwork.



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*"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**



## TOP 50 BUILDERS SURVEYED

Let's talk about your residential construction revenue. How is it so far this year, compared with the same time last year?



**14.9%:** INCREASED 5% or less  
**17%:** INCREASED 6% to 10%  
**8.5%:** INCREASED 11% to 20%  
**2.1%:** INCREASED by more than 20%  
**23.4%:** EVEN with the same time last year  
**12.8%:** DECREASED 5% or less  
**6.4%:** DECREASED 6% to 10%  
**10.6%:** DECREASED 11% to 20%  
**4.2%:** DECREASED by more than 20%

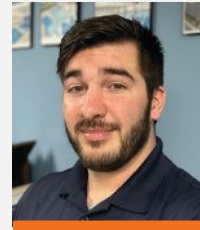
What are your residential construction sales expectations (new construction and renovation combined) for all of 2024 compared with last year?



**16.7%:** INCREASED 5% or less  
**16.7%:** INCREASED 6% to 10%  
**4.2%:** INCREASED 11% to 20%  
**4.2%:** INCREASED by more than 20%  
**29.2%:** EVEN with the same time last year  
**8.3%:** DECREASED 5% or less  
**10.4%:** DECREASED 6% to 10%  
**6.3%:** DECREASED 11% to 20%  
**4.2%:** DECREASED by more than 20%

For the most part, the news is positive, with 65.9% seeing increases or remaining even. However, 34% are experiencing reductions.

A mostly positive outlook: 71.2% expect residential construction sales to increase or remain even this year. Just over 26% expect a downturn.



### 25. Seasonal World

**BELLA ORNELAS**

Internal Construction Coordinator

Bella was chosen as one of Seasonal World's MVP as she simply makes our company and the client experience better on all fronts. She not only performs the pivotal elements of her role at Seasonal World at a high level, but she does all the little things without asking or being prompted to on a day-to-day basis. Bella is truly an asset to the entire Seasonal World team and our valued client base, and has helped propel our company from good to great.

### 26. Sunshine Fun Pools

**TABITHA DOMINGUEZ**

Construction Coordinator

Tabitha has been with us for more than seven years, and in that time has built a reputation for organization, honesty, and attention to detail. Because of her ability to manage any construction issues while keeping up with constantly rising building costs, our company was not only able to meet our customers' expectations in 2023, but also meet our company's profitability goals. Tabitha is an inspiration to those that work with her to simply be the best at what we do.

### 27. Regal Pools

**JESUS PARRA**

Master of Design

Jesus is what we strive to build at Regal — he shows up first, and leaves last. He has been here five years and is not only a leader but a driver of the Regal culture. He treats every hard challenge as a "easy" problem to handle. He has grown so much as a designer and a sales professional in the last 12 months. His sales went from \$3M to over \$7M last year. He put the time in. He learned and developed under our leader Joshua Buzzell and has become someone who is irreplaceable at Regal Pools.

### 28. South Shore Gunite Pools & Spas

**JEFFREY SCIMONE**

Commercial Project Director

Jeffrey joined our team 11 years ago as a drafter and has worked his way up. His reliability and constant work ethic led him to where he is today. Though he is primarily seen focused on commercial project management duties, the other hats he wears include our CAD manager, commercial sales, and recently assisted in forming the company's succession plan. Jeff is an overall hard-working employee with enthusiasm and good leadership skills.

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∴ and exciting  
∴ liner I've ever  
∴ done."

- Chase, Paragon Pool Care



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Since February, with your tremendous support, we've raised **\$125,879** for Alzheimer's research through sales of our Celestial Skies liner pattern. But there's more to come—contributions from our supplier i2M and committed dealers are yet to be added. As the season progresses, each liner installed brings us closer to a cure.

Ready to make an impact? Choose Celestial Skies and consider a donation to this vital cause. Visit [www.tarapools.com](http://www.tarapools.com) to join our mission.



**Every contribution makes a difference.**



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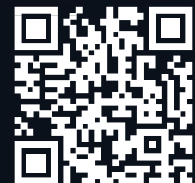


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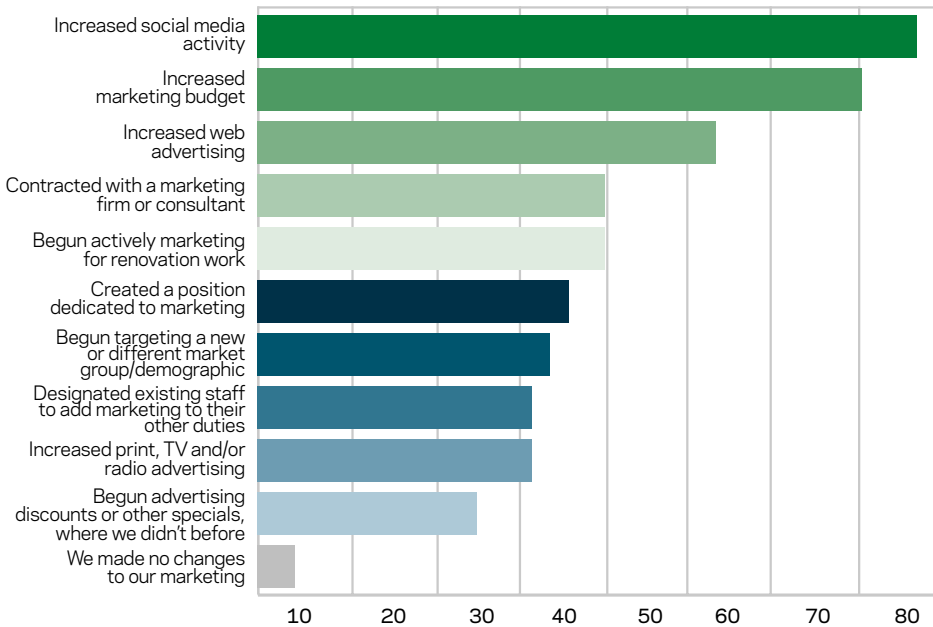
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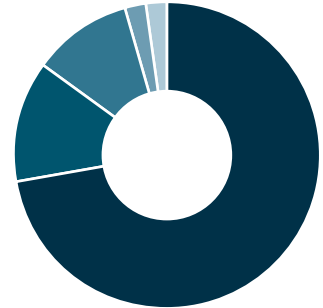


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CUSTOMER

## WHAT CHANGES HAVE YOU MADE TO YOUR COMPANY'S MARKETING (DEFINED AS PUBLIC RELATIONS, ADVERTISING AND SOCIAL MEDIA)



## Who handles your website?



- 72.3%:** An outside firm designed it and maintains it
- 12.8%:** An outside firm designed it and set it up; we maintain it
- 10.6%:** We have one or more staffers, who only handle marketing. They manage the website.
- 2.1%:** We have a staffer who handles it among their their non-marketing-related responsibilities.
- 2.1%:** We have more than one staffer who share website duties

Fewer consumers are knocking at their doors, so builders now invest more in marketing, with 70.8% raising their budgets. Increased social media and web advertising were the most popular changes.

This group overwhelmingly has turned to professional help with their websites.



### 29. Gohlke Pools

**WES GOHLKE**  
New Pool Designer

Wes Gohlke stands out due to his exceptional performance. Throughout 2023, Wes consistently exceeded our client's expectations for their backyard living projects, producing consistently impressive designs, one of which earned a prestigious PSN Masters of Design award. Between Wes's talent, creativity, attention to detail, and commitment to our clients, his work was a key factor in driving our construction division's success in 2023.



### 30. High-Tech Pools

**RICH RYAN**  
Quality Control Manager

Rich is absolutely essential to the day-to-day operations of our company; he is a well spring of knowledge, and helps all aspects of our business be successful. He is trustworthy, dependable, hardworking, and is absolutely our MVP for 2024.



### 31. Avree Custom Pools

**DELINDA HONEYCUTT**  
Project Coordinator/Scheduler

Delinda has been instrumental in enhancing our overall customer experience and refining our company processes. She's helped ensure that customer queries are promptly addressed and resolved, leading to quicker response times. She's facilitated collaboration between different departments within the company, sharing customer feedback and insights across teams. This has led to a more cohesive approach to addressing customer needs and project completion.



### 32. Arvidson Pools & Spas

**TREVOR MARUNDE**  
Construction Division Coordinator

For the past three years, Trevor has established himself as a go-to problem solver for more than the construction division alone. He has proven to be an excellent communicator with our customers and his coworkers. His inquisitive demeanor has been invaluable in exploring new solutions to a variety of challenges and creative approaches to operational execution. He is well-liked by all, and his coworkers nominated him as Team Player of the Year in 2023.

# CLAFFEY POOLS



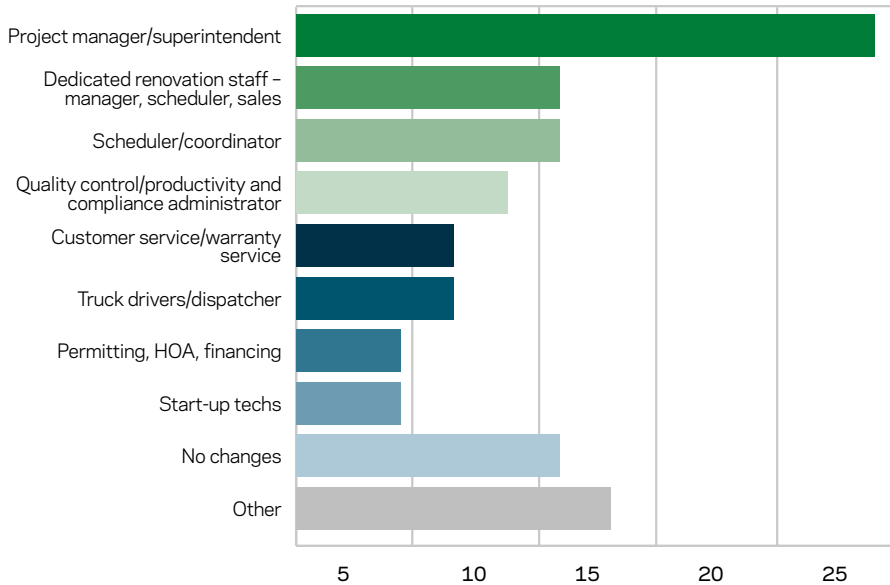
Serving North Texas for nearly four decades, Claffey Pools team is your complete partner. Our team of industry certified professionals strive to deliver uncompromising products; the finest in custom pools, incredible remodels that transform old to new, unparalleled service work, and a weekly maintenance team built to protect your investment. As a Top 50 builder and top 50 service provider in America, we provide the complete buying solution that assures you peace of mind.

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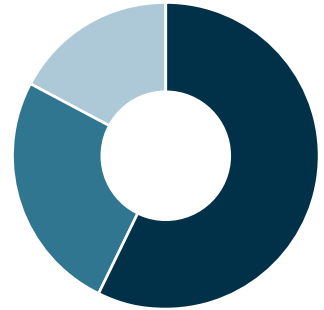
[claffeypools.com](http://claffeypools.com)



## WHAT'S THE LAST POSITION YOU CREATED IN YOUR CONSTRUCTION STAFF?



## How does your construction staff size compare with last year at this time?



**57.4%:** The same number of employees  
**25.5%:** More employees  
**17%:** Fewer employees

This chart shows what percentage of builders last created each position. Project manager/superintendent was most popular by far, with nearly a quarter of respondents recently creating that position. In another question, Top 50 Builders were asked what position they'd like to create next. Here, too, project manager/superintendent/foreman stands at the top of the wish list.

Despite some of the challenges being faced, 82.9% have increased or maintained staff sizes.



### 33. Easton Pool & Spa

**KYLE LAVOIE**  
Service Manager

*Kyle has been with us for almost 15 years, starting as a service crew member and working his way up to service manager in 2021. Kyle is a highly educated trainer and cultivated a dedicated team; he played a pivotal role in nurturing the service department's growth over the past few years. Under his guidance, we launched a new and enhanced weekly cleaning service program. The packages he designed are unique and innovative and will truly give our customer a "hassle free" summer.*



### 34. Adams Pool Group

**RAY LANGFORD**  
Sales & Marketing

*Ray brings Adams Pools to life with daily posts to social media. He works hard on keeping our leads coming in during this pool industry downturn. Ray's upbeat positive attitude keeps everyone happily moving in the right direction.*



### 35. Burton Pools & Spas

**ALLIE MULFORD**  
Construction Administrator

*Allie's contributions have bettered our company by making our construction department more efficient overall. In less than a year she has been the driving force in streamlining our permitting and procurement processes. She has also taken over equipment and dump truck dispatch, making our entire construction process flow more smoothly than ever. Her organization skills, strong attention to detail and always positive attitude make her a huge asset to our team.*



### 36. Fronheiser Pools

**ALAN KUMMERER**  
Director of Permitting & Manager of New Pool Customer Relations

*Alan is instrumental to the success of our construction division. He prepares and applies for building permits and brings projects to completion by meeting with customers after their pool is filled to teach them how to operate and care for their investment. He is involved in project management, scheduling, and measuring for pool liners. Alan is also willing to help by any means necessary when the need arises on job site. We do not know where we would be without Alan!*



# DISCOVER THE BMR DIFFERENCE

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## FIVE YEAR TRENDS

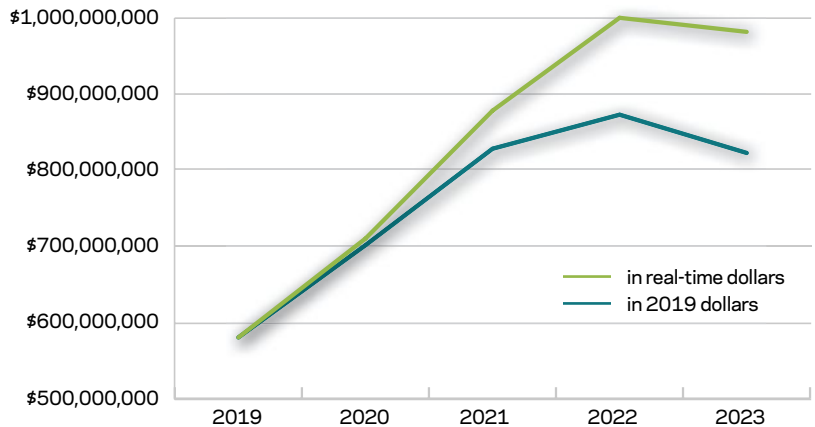
PSN wanted to track performance over the last five years, but the Top 50 Builders list changes each year. For this reason, we couldn't reflect actual changes comparing one year's list to the next.

To provide a consistent sample, we isolated the companies that appeared on each list from 2020 to 2024 and tracked their performance as a group. The companies can be seen below. Some have been on the list since before 2019.

To account for inflation, these results are shown in dollar amounts of the year in question, as well as in 2019 dollars. This was done in the hopes of comparing like with like, though it can't take into account the various ways inflation has affected performance.

**Included in the results:** Cody Pools, Gib-San Pool & Landscape Creations, Keith Zars Pools, Claffey Pools, Aqua Pool Patio, Goodall Pools, Riverbend Sandler Pools, Juliano's Pools, Morehead Pools, Van Kirk & Sons Pools & Spas, Rising Sun Pools & Spas, Robertson Pools, Coast to Coast Pools, Regal Pools, Gohlke Pools, Arvidson Pools & Spas, Easton Pool & Spa, Fronheiser Pools, Concord Pools & Spas, Pulliam Pools, Nejame & Sons

A LOOK BACK:  
TOTAL REVENUE 2019-2023



Like so many in the industry, this group saw a peak in 2022. While 2022 to 2023 seems fairly stable, the drop is slightly more pronounced in 2019 dollars.

# DISCOVER WHAT'S NEW FOR 2024!



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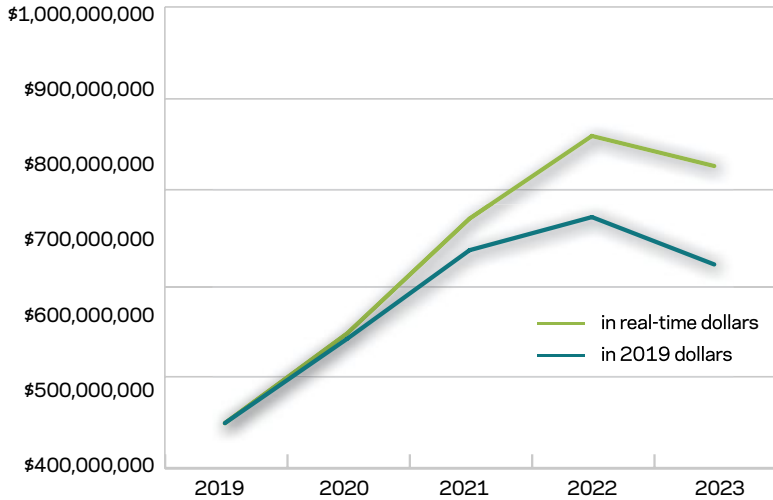
The joy we bring to our customers is mirrored in the numerous awards we've been honored to receive, proudly earning the distinction of being named a **Top 50 Builder in the country!**



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[pulliam.com](http://pulliam.com)

**A LOOK BACK:  
TOTAL RESIDENTIAL CONSTRUCTION REVENUE  
2019-2023**



For these companies, the trends for residential construction revenue are very similar to those of total revenues.



**37. Spartan Pool & Patio**

**CASEY MILLSAP**  
Project Manager

Casey has done an exceptional job of building relationships with each customer and sub-contractor he works with. This translates into clients who are thrilled with our company and the job Casey has done for them. In addition to his incredible work ethic, Casey is often the first person to lend a hand to whoever is in need. We are proud of Casey and honored to present him as our 2023 MVP.

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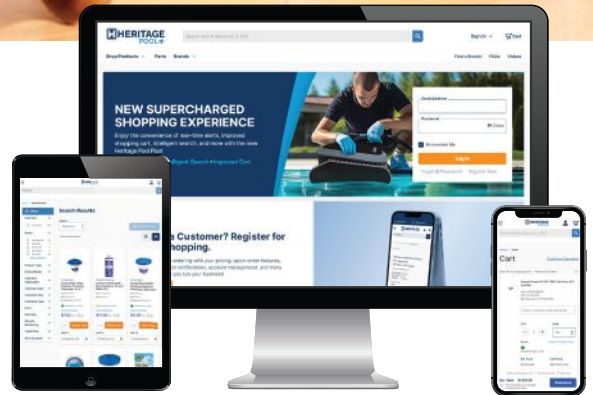
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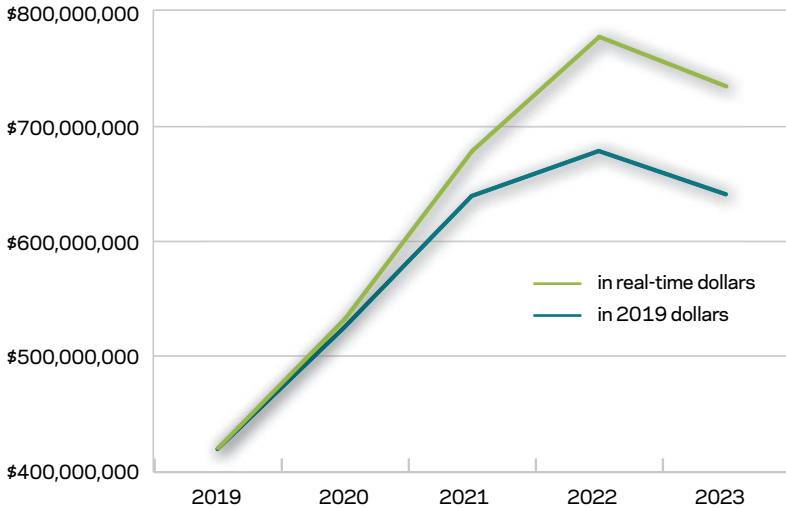
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**A LOOK BACK:  
NEW RESIDENTIAL CONSTRUCTION REVENUE  
2019-2023**



The COVID bubble can be seen in full force here, with sales peaking drastically in 2022. However, the up-trends are less steep in 2019 dollars.



**38. Concord Pools & Spas**

**KENNY SCHAEFER**  
Chief Operating Officer

*Kenny's customer-centric approach permeates every facet of his work, ensuring client needs are met and consistently exceeded. Whether orchestrating departmental budgets, overseeing multifaceted projects, or offering unwavering support to employees and clients alike, Kenny's exceptional leadership, meticulous attention to detail, and relentless pursuit of excellence are pillars of strength.*

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**Debris Bagz Designed for  
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Designed to be compatible with ALL swimming pool power vacuums, Vacbagz™ provide a versatile addition to your pool cleaning routine utilizing a wide range of mesh sizes that are perfect for capturing leaves, sand, and silt. The distinctive color-coding system makes them simple to identify, ensuring that you can keep all your cleaning supplies organized to optimize your efficiency, and the patent-pending flexible bungee cord locking system keeps them securely fastened.

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**PROUD TO BE A 2024  
TOP 50 BUILDER**

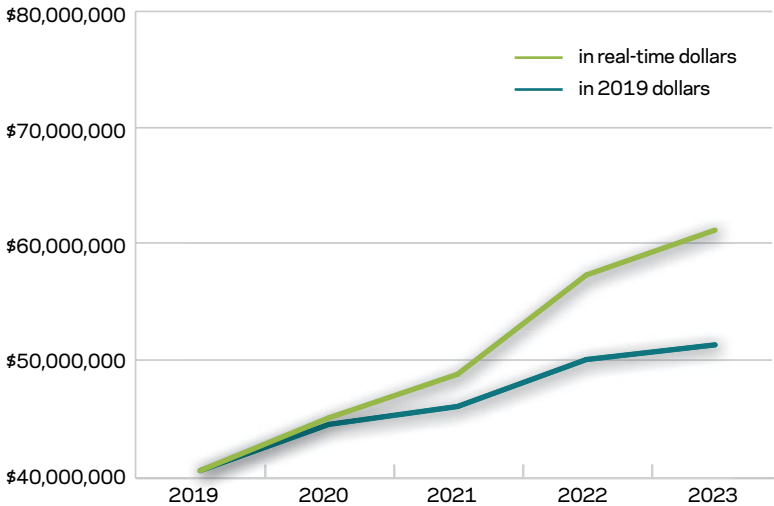
Richard's Total Backyard Solutions services Houston, TX and the surrounding areas, and has been a leading Custom Pool Builder since 1987. Our mission is to provide families with stunning swimming pools, state-of-the-art outdoor kitchens, and backyards designed for making treasured memories. Our extensive experience and meticulous attention to detail make us a trusted name in the industry.



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## A LOOK BACK: RENOVATION REVENUE 2019-2023



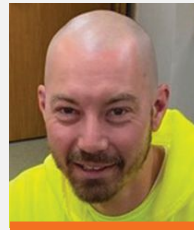
Different from the previous trends, we see here that renovations were still on an incline last year. The builders reported \$61.2 million in renovation revenue last year, compared with \$57.3 million in 2022. This reflects an almost 7% uptick.



### 39. Venture Custom Pools

**AMANDA BROWN**  
Office Manager

For the past 18 years, Amanda's dedication goes beyond her title, as she fosters a smooth client experience by proactively communicating throughout the entire pool construction process. Amanda is a reliable source of support for both the team and clients, readily available to answer questions and ensure efficient project completion. She embodies our spirit of mutual support, making her a valuable asset to the company.



### 40. Swimming Pool Services

**JOSHUA ROUSE**  
Renovations Manager

Joshua rose quickly from a role as a service technician to now overseeing our renovations division. He is conscientious of the client experience we provide in every facet of our business. He elevates everyone around him. Joshua embodies our company culture in his actions and words, and sets a wonderful example for us all.

# Quality Pool Supplies

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# Family of Sealants

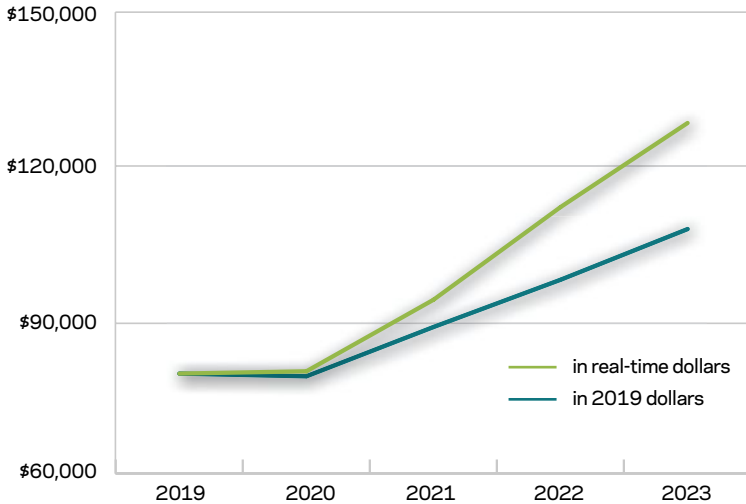
The industry leading DECK-O-SEAL family of sealants is the trusted name in the pool industry. DECK-O-SEAL has the broadest range of sealants to meet all your needs. Our traditional two-component formulations are available as well as HS-1 SL, now offered in an easy to use 32 oz. pouch.

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**A LOOK BACK:  
AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK  
2019-2023**



Despite the downtick in revenues seen in 2022, the average contract price for a pool and deck continued to go up. While materials and labor costs may have contributed to this, builders also anecdotally report including more in their projects.



**41. Allied Outdoor Solutions**

**MARK WILLIAMS**  
Chief Production Officer

Mark has been a constant promoter of culture and process over the last decade he's spent with us. He has insisted upon high quality work and consistent improvement to our client experience. He's incredibly effective and cares deeply for the people on his team. In just the past two years, our production team has increased their completed revenue by 67% while improving gross margin by 20%.



**42. J&M Pool Co.**

**TYLER HALE**  
Project Manager

Tyler has continued to make J&M better through strengthening his own skillset in pool construction, and our customers love him!



**MeycoLite™**  
**The Cover of Choice**

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- Perfect protection for large, commercial pools
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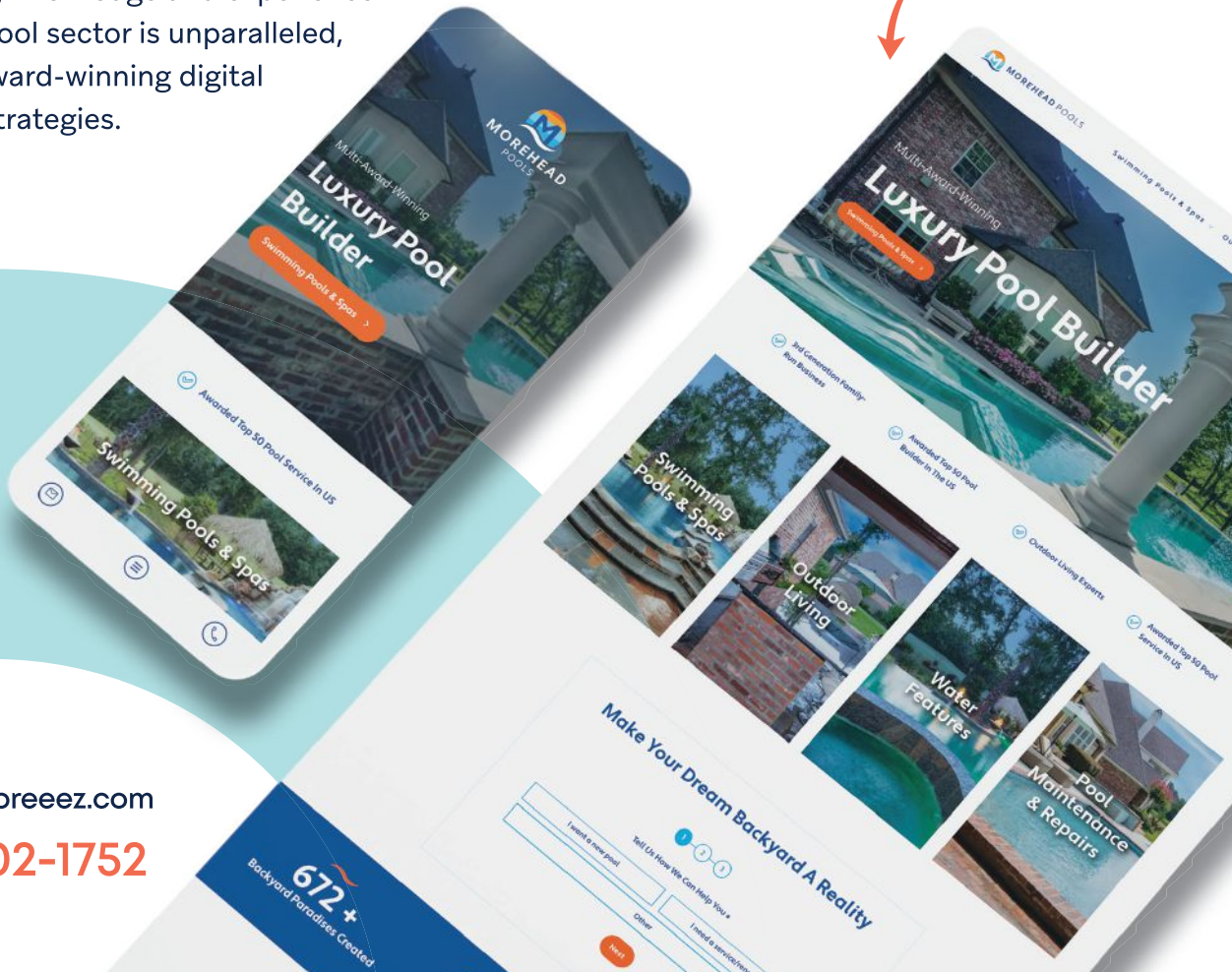
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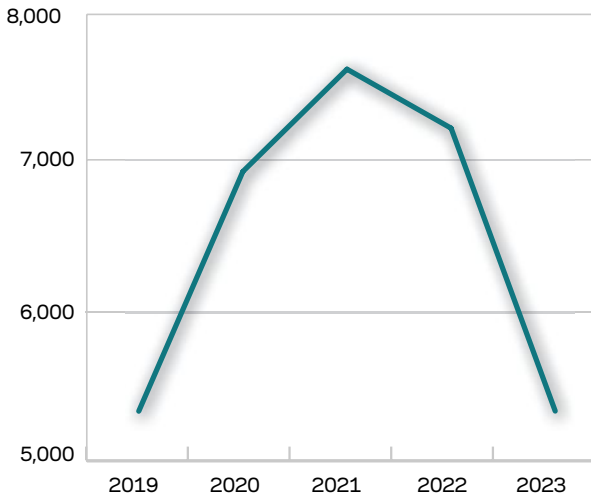
Look at one of our sites: [moreheadpools.com](http://moreheadpools.com)



enquiries@breeez.com  
**(704) 302-1752**

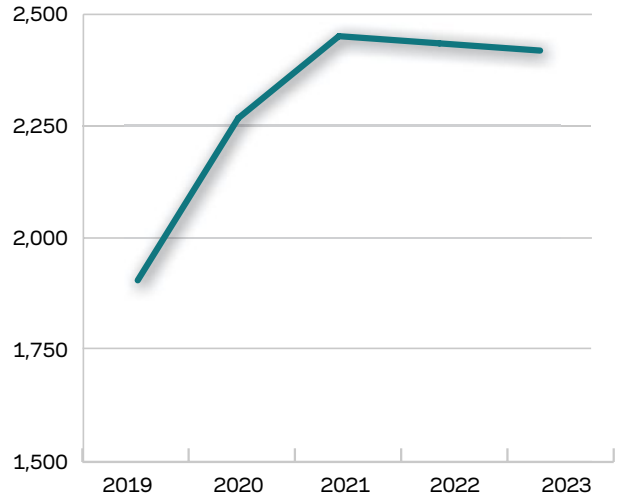
672+  
Backyard Paradises Created

**A LOOK BACK:  
NUMBER OF EXCAVATIONS 2019-2023**



Some define success as maintaining levels from 2019, before the COVID bubble. The trend couldn't be more well-defined than above: The builders in our sample saw almost the exact same number of digs in 2023 (5,316) as they did in 2019 (5,316).

**A LOOK BACK:  
NUMBER OF EMPLOYEES 2019-2023**



Staffing growth reflected the incline seen in revenues during the pandemic years. Since reaching the COVID-induced peak in 2021, the companies have retained almost the same number of employees, with 2,416 this year, compared with 2,432 in 2023.

*(Continued on page 74)*

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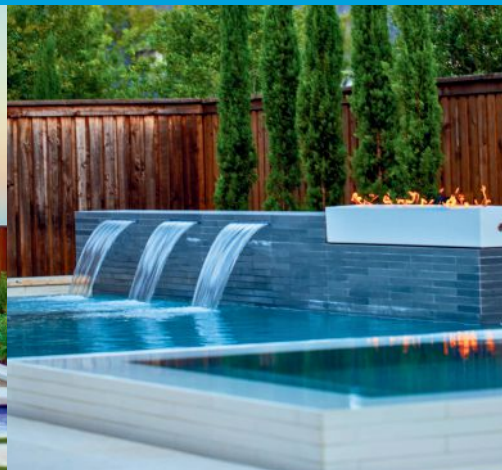


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# Product Profiles: Maintenance and Cleaning



## 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 Glenn Tench, vice president, sales and marketing for W.R. Meadows. “This new innovated pouch really makes a difference in the ease of application.”

**Contact:** Deck-O-Seal/W.R. Meadows | [deckoseal.com](http://deckoseal.com)



## REMORA PRO Kit

The REMORA PRO Kit includes a portable 21-inch vacuum head with a carry handle, Smart Switch to monitor power going to/from the motor, dual-speed motor, 25-foot floating power cord, wearable battery pack, a 10 amp battery charger, two 18Ah LiFePO4 lithium-ion batteries, and one standard and superfine vacuum bag.

**Contact:** Hammerhead Patented Performance | [hammerheadvac.com](http://hammerheadvac.com)



## Swim Check Fix Phosphate Tablets

Swim Check Fix Phosphate Tablets are formulated to remove phosphates in swimming pool water. They are simple and easy to use.

“Add the tablet directly to the pool skimmer for efficient phosphate removal,” says Mike McBride, marketing manager for Industrial Test Systems. “It’s more affordable and longer lasting than liquid removers. One tablet lowers phosphates by over 500 ppb for 10,000 gallons.”

The patent-pending, time-release tablets are individually wrapped.

Technical support is available by calling 803-329-9712, and marketing materials are available on request.

The product comes with a 1-year warranty.

**Contact:** Industrial Test Systems | [sensafe.com](http://sensafe.com)



### The Stain IDentification Kit

The Stain IDentification Kit by Jack's Magic offers a comprehensive solution for both residential and commercial pool owners, streamlining the often complex task of stain identification, eliminating guesswork and ensuring precise treatment.

With four simple topical tests, pool owners and professionals alike can swiftly identify the best product(s) to remove their unique pool stain, allowing for targeted and effective treatment.

"This cost-effective kit serves as an excellent tool to visually illustrate to your customers the transformation their pool could undergo with a complete in-water treatment," say company officials.

The kit offers a range of treatment packs tailored to different stain types, whether dealing with organic, metal, or other types of stains, and provides pool owners with customized solutions for their specific needs.

**Contact:** Jack's Magic Products | [jacksmagic.com](http://jacksmagic.com)



### Kayden Pool Bladder

The Kayden Pool Bladder is a simple-to-use, high-capacity, temporary water storage unit.

Use these ultra-portable units when doing a liner change, draining a pool for maintenance, or to stage water when you need it fast.

"As an old service guy, I wish I could take these back in time to when I was working on pools out in the field," says Jim Dorsey, Kayden's director of sales/technical specialist. "It sure would have made my jobs go a lot quicker and easier!"

Available in a variety of sizes, the bladders can be utilized to work on anything from small hot tubs to large in ground pools. The most common sizes are kept in stock for the convenience of immediate shipping.

The bladders are made from a heavy-duty, 22-ounce, vinyl-coated polyester weave, just like a solid safety cover but twice as thick. They come with a 1-year warranty.

**Contact:** Kayden Manufacturing | [KaydenMFG.com](http://KaydenMFG.com)



### SmartMesh Safety Cover

The SmartMesh Safety Cover is Merlin's patented high-tech weave mesh cover that allows water to pass through while maintaining a barrier against debris as small as 40 microns.

Along with 100% shade protection from the sun, this pool cover will significantly reduce algae growth and offer a cleaner pool for spring.

"This means less time needed for cleaning when the pool is uncovered to be used," says Rabia Danyaro, Merlin's marketing coordinator. "Customers enjoy saving time on cleaning their pools in the spring due to how well the SmartMesh keeps things out of the water."

The SmartMesh offers high abrasion resistance, tear and burst strength to maintain a clean pool for years to come.

Each pool cover is custom-designed to fit any pool shape and accommodate steps, angles, and any other unique configurations.

**Contact:** Merlin Industries | [merlinindustries.com](http://merlinindustries.com)



### PoolPro

PoolPro is a comprehensive high-performance tool designed to simplify pool and spa water quality control for the pool professional.

“PoolPro provides fast, on-the-spot, lab-accurate water quality analysis for precision chemical control,” says Heather Petrig, Myron L’s technical writer. “It’s very easy to use and very accurate.”

Both PS6 and PS9 PoolPro models feature innovative user-friendly features and functions that make it easy to manage parameters critical to disinfection, water balance, system maintenance and compliance: conductivity, mineral/salt concentration, TDS, ORP/free chlorine equivalent, pH, and temperature.

The PS9TKB adds the ability to perform in-cell conductometric titrations that provides a convenient way to determine alkalinity, hardness and LSI in the field. All required reagents and equipment are included in the PS9 titration kit.

**Contact:** Myron L Co. | myronl.com

### Pro Series Dual-Action Algaecide

PRO SERIES Dual-Action Algaecide is a highly effective, fast-acting swimming pool algae destroyer. This product is formulated to kill all types of pool algae: black algae, green algae, and mustard algae.

“We’ve received very positive feedback and some fantastic before and after photos showing the results of the product in use,” says Jamie Novak, director of marketing for BioLab.

This product complements most swimming pool sanitizers, and is effective and non-staining when used as directed. When used as directed, you will see results in 24 hours.

In addition, PRO SERIES Dual-Action Algaecide is non-foaming and can be used in pools with attached spas or jetted returns.

Technical support is available via the company’s website: [proseriespool.com](http://proseriespool.com) and by phone: 800-753-1233.

**Contact:** NC Brands/BioLab | [biolabinc.com](http://biolabinc.com)

### IntelliCenter Upgrade Kit for EasyTouch/IntelliTouch Pool Control System

The IntelliCenter Upgrade Kit for EasyTouch/IntelliTouch Pool Control Systems allows pools to upgrade to the latest technology.

It’s easy to install — use the current wiring and housing and just change out the bezel. An intuitive touchscreen makes installation and setup easy.

The system offers proactive remote monitoring to keep all your customer’s equipment and devices running smoothly, along with dedicated support from Pentair’s automation specialists.

Customers can use the system’s easy control app from anywhere.

Technical support is available by calling 800-587-4866 or visit [pentair.com/upgradekithub](http://pentair.com/upgradekithub).

**Contact:** Pentair Pool | [pentair.com/upgradekithub](http://pentair.com/upgradekithub)



### **Pleatco Ultra Pool Replacement Cartridge**

Pleatco ULTRA is a pool replacement cartridge that provides pool owners with triple-action technology for clearer water and ultimate dirt capture.

Key product features include: easier rinsing with PurePleat to help avoid bunching by capturing dirt in the outer edges; advanced point-bonded technology that maintains filter uniformity for optimal water flow, filtration, and dirt capture; maximum space in the core for water to reach more of the fabric faster – reducing operating pressures on the system; and diverse offerings of filter replacement cartridges with the ability to replace most major manufacturers or pool brands.

Technical support is available by calling 800-831-7133. For marketing materials, visit [pentair.com/pleatcoultra](http://pentair.com/pleatcoultra) and request the universal fit guide and sales kit.

**Contact:** Pentair Pool | [pentair.com/pleatco](http://pentair.com/pleatco)



### **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](http://raynercovering.com)



### **Vacbagz Professional Battery Operated Pool Vacuum Debris Bags**

Vacbagz' Pro pool debris bags are made up of polyester micron material and durable double stitching to better withstand the rigors of multiple daily pool services.

Designed to be compatible with all major swimming pool power vacuums, the patent-pending, elastic easy on/off cord locking system is color coded to allow users to quickly choose the right bag for the right debris situation.

"This is the first debris bag to fully enable pro pool techs to switch bags between different battery operated vacuums," says Gary Richards, CEO of Vacbagz.

Technical support is available via a dedicated telephone number: 747-224-1342, as well as an FAQ page at [vacbagz.com](http://vacbagz.com).

The bags are covered with a 30-day warranty on any manufacturing processes.

**Contact:** Vacbagz | [vacbagz.com](http://vacbagz.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](http://vacless.com)



### **The King-Fin Wall Brush by Blue Devil**

The King-Fin Wall Brush by Blue Devil has 10 times the scrubbing force of a regular wall brush, says Gayle Key, Valterra Products' national sales manager.

Available in nylon bristles, and combination nylon/stainless steel bristles, it's designed to allow pool professionals to brush a pool in half the time and effort.

"The dual action gives you the same force on the forward and backward stroke," Key says. It's so easy you can use one hand!"

Marketing materials and technical support is available by calling 800-806-6159.

The King-Fin Wall Brush comes with a 1-year warranty.

**Contact:** Valterra Products | [valterra.com](http://valterra.com)



### **Water Tech Precision V10**

The new Water Tech Precision V10 is an enhanced version of the popular Precision 2.0 Pool Cleaner that provides a convenient, high-power cordless and hose-free cleaner with enhanced features to improve the speed and quality of pool cleaning.

The Precision V10 now offers a proprietary Shallow Water Adapter attachment, enabling it to better clean shallow areas such as steps and sun shelves.

Additionally, the unit has been updated with an all-new tamper-proof motor-box and battery assembly that eliminates the need to swap out, charge, and transport additional batteries. The Precision V10 also has increased the product run-time, increasing the battery life from one hour to two hours.

The Precision V10 is light weight at less than 12 pounds. It offers a large debris-chamber and three filter bags to clean everything from sand/silt to extreme multi-layer debris.

**Contact:** Water Tech Corp. | [watertechcorp.com](http://watertechcorp.com)

# Product Profiles: Fittings, Jets, Blowers



## 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

## >> 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](mailto:HR@pescompany.net).

## >> POSITION AVAILABLE



### Wanted:

Service Department Manager:  
**Aqua Blue Pools** in Greenville, SC is seeking a **Service Department Manager**. We take pride in designing, building, and servicing the finest inground pools in the upstate of SC. We offer great pay and benefits. Requirements: **Must have verified Inground Pool Service Industry experience**. Must have verified managerial experience. Must communicate well both verbally and electronically. English as primary language. Efficient computer skills. Oversee schedules and quality control for service department, provide quotes for repairs & upgrades, coordination of service technicians, scheduling & daily tasks. Manage field operation including technical resolution, quality control & training.

**Send resume to:**  
[jbarrett@aquabluepools.com](mailto:jbarrett@aquabluepools.com)  
[kthomas@aquabluepools.com](mailto:kthomas@aquabluepools.com)

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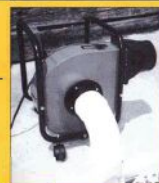
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"quick" connect suction wand (6 lengths)  
no plastic parts - auto bypass - & more!  
30 mil liners - Cold weather - no problem!  
28% Better. Complete at \$399.00 Delivered.

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POOL PRODUCTS

For information on how to be a part of the next **Pool and Spa News** special advertising section, contact John Tatusko at [jtatusko@zondahome.com](mailto:jtatusko@zondahome.com)

(Continued from page 62)



### 43. Emerald Custom Pools & Patios

**AUSTEN GRIMES**

General Manager of Operations

Austen has climbed the ranks from handy man to GM of operations. He has come up with innovative training ideas, cost efficient inventory tracking programs and helped integrate the newest software technology, making jobs easier across the board. His name has been mentioned in more reviews than I can count because he leaves a lasting impression on any homeowner he encounters.



### 44. Pool Tron

**DENNIS SANSONE**

Vice President General Manager

Dennis has been a pillar of the company from the start, working in every aspect of the company.



### 45. Pulliam Pools

**BRIAN CRYSTAL**

Construction Superintendent

Brian has been selected as the MVP because of his dedication and commitment to us over the past 19 years. He consistently demonstrates a positive attitude and ensures that pool projects are executed smoothly and exceed expectations. His contagious smile and positive demeanor spread joy throughout the office, making him an invaluable member of the team. Pulliam is proud to have Brian as a representative of our brand.



### 46. Nejame & Sons

**CHRIS REILLY**

Senior Pool & Spa Service Technician/Fleet Mechanic

Chris started in 1992 as a service helper and quickly became a service technician due to his superior mechanical abilities. After years of honing his craft, he became a senior service tech but his skills go beyond the pool and spa industry. He also maintains and repairs over 50 trucks, tractor trailers and heavy equipment so that our fleet and equipment are ready for the next season. He is our MVP because of his exceptional skills and his commitment to the company.



### 47. Alpine Pools

**ELISE MCGONIGLE**

Floor Manager

Elise exemplifies the definition of a superstar. Her business acumen and attention to detail are why we are so successful. She makes our customers feel welcome as she educates them in pool and spa care. She manages our social media, utilizing Facebook and Instagram to reach our customers. She patiently trains new team members in the area of pools, spas, water treatments, and equipment. Elise always stresses that things are a team effort, but her efforts are why our company has grown so much.



### 48. Presidential Pools of Florida

**KEN SCHRUPP**

General Manager

Ken is the man, myth and legend of Presidential Pools of Florida. He is the glue that keeps us moving forward on a daily basis, keeping both sales and construction on the same page at all times. From customer communication to relaying important updates to the project managers, Ken is key. He was the very first employee of Presidential Pools of Florida, and brings professionalism, enthusiasm, humor and love to the entire organization.



### 49. Hauk Custom Pools

**BROCK BARDWELL**

Construction Assistant Manager

Brock is relentless about building pools correctly, on time, and with a high level of quality and integrity. He is on time and is always thinking about making sure he does things correctly and in the best interests of the client.



### 50. A&G Concrete Pools

**JASON BARAN**

Professional Designer

Jason Baran has been chosen as our MVP due to his exceptional abilities in his role as a professional designer, along with managing our largest account, a multi-community partnership with Kolter Homes. His efficiency in design is unparalleled, blending speed with unwavering creativity, ensuring each project is both promptly delivered and uniquely innovative.



Super Mesh - Tan

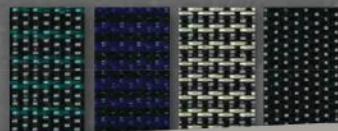


## Box and X-Stitch

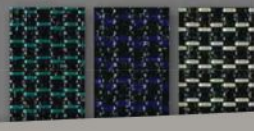
Critical intersections receive both a Box and X-Stitch using UV resistant GORE® TENARA® thread, which remains flexible and strong during extreme hot or cold, will not absorb water, resists acid rain, salt water, and freezing.



Classic mesh



Super mesh



Super solid



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