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# PSN

Pool and Spa News

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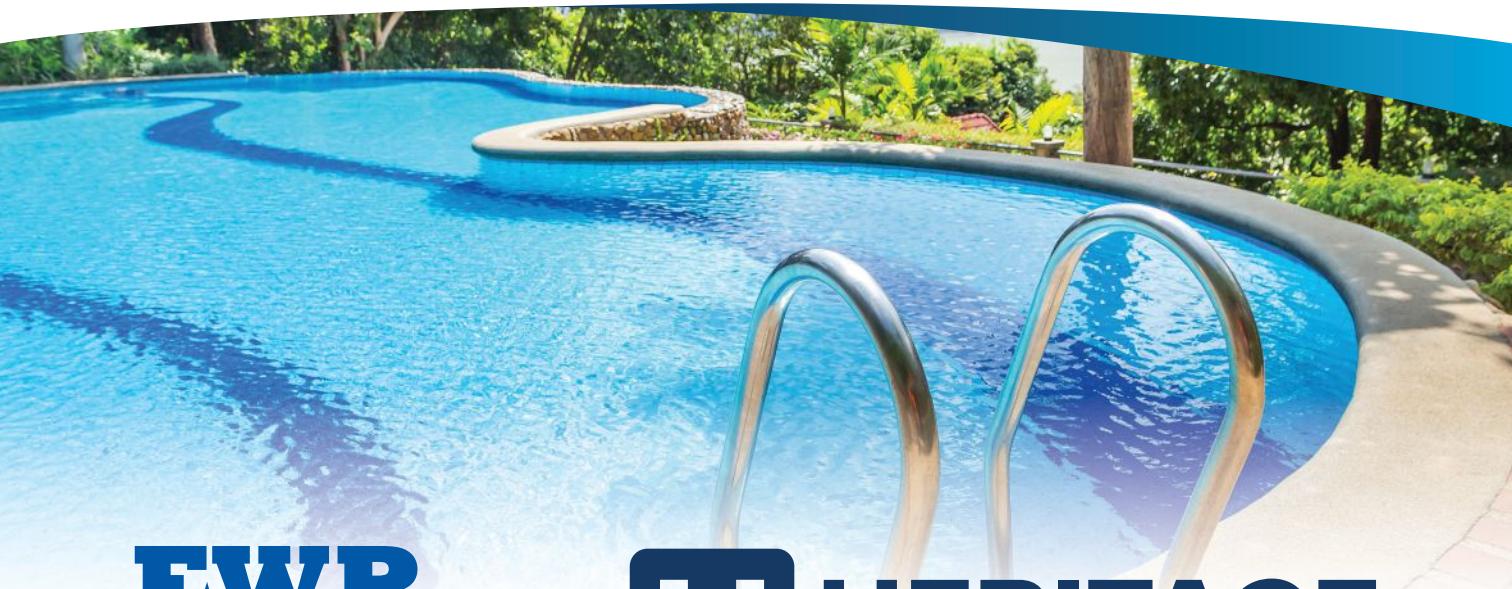
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# I'd Like to Thank ...



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

**W**ELCOME TO THE 2025 PSN AND Hayward Top 50 Builders issue!

Now, if you're familiar with our two annual Top 50 awards (Builder and Service), you'll know that the criteria for being named a Top 50 company is centered around five pillars: revenue, staffing, web presence, industry involvement, and community involvement.

To judge each category as objectively and as thoroughly as possible, we ask for a lot of information. We ask for a company's revenue numbers sliced and diced in multiple ways; we want to know how companies train and retain their staff along with the benefits offered; we want to see how a company represents themselves in the digital space via their websites and social media; and lastly, we want to learn how a company contributes to the world around them, both through inward efforts to further the industry and outward ones in bettering their communities.

It's a lot of information to process and parse through, and there are many people to thank in pulling off such an ambitious program:

First and foremost, our Deputy Editor Rebecca Robledo. She is the cornerstone of PSN. Rebecca spends hours poring through the data to look for insights on how the industry is performing now and how it compares to recent years. Without her detail-oriented analytical eye and keen sense of fairness, this program wouldn't be what it is today.

My gratitude extends, too, to web expert Shawn Thuris, whom we invited to evaluate last year's Top 50 Service websites and this year's builders' sites.

Shawn heads Thuris and Co., a web consultancy firm based in Hayward, Calif. He specializes in helping businesses succeed in the digital landscape, whether that involves web development,

productivity software solutions, cloud management, providing custom code, or guidance on marketing and artificial intelligence.

The criteria for judging builder sites differed slightly from service. As before, he measured for performance, accessibility, best web practices, and SEO, but there was a change in emphasis.

"I evaluated builders' websites according to one central question: How effective is this site, this page, this element, at moving potential customers down the sales funnel? With that in mind, each site was judged on a number of criteria, including: ease and clarity of navigation; a browsable gallery showcasing professional photography; a call to action that will get the customer a reply or call back with the least possible friction; overall usability for phone and tablet users; the quality of written copy; and website performance (i.e. no appreciable waiting for pages, fonts, or images to load)," he says. (Builders who would like more information on their web performance are welcome to contact Shawn by email: [shawn@thuris.com](mailto:shawn@thuris.com).)

I'd also like to thank Graphic Designer Melissa Krochmal. The new look we have in this issue is largely due to her artistic eye for clean page design and creative layouts.

And I am eternally grateful to Hayward for sponsoring the Top 50 Builders program this year. Their support enhances the program greatly.

Congratulations to each of the 50 companies that made this year's list!

A handwritten signature in black ink, appearing to read 'Joanne McClain'.

[jmccain@zondahome.com](mailto:jmccain@zondahome.com)

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**BUILDERS**

2025

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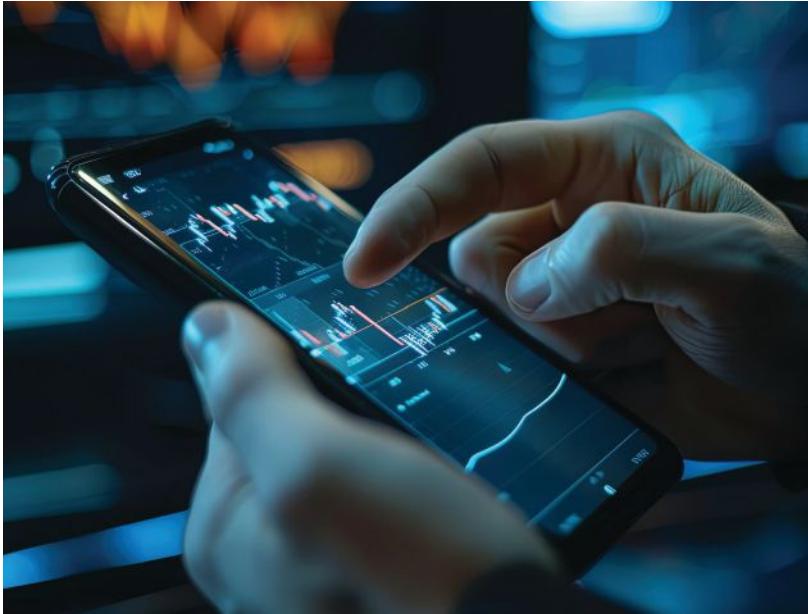
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## Public Firms See Modest Shifts

Facing external challenges, Fluidra, Hayward, Pentair, and PoolCorp reported slight increases or decreases for the first quarter.

by **REBECCA ROBLEDO**

**W**ITH CHALLENGES POSED BY THE CURRENT ECONOMIC climate, the so-called Big Three manufacturers reported modest growth for their first quarters, while PoolCorp saw a slight decrease. Those serving more than one industry generally saw better performance from their pool operations than from others. Most expect this year to outperform last.

### FLUIDRA

The Barcelona-based manufacturer and distributor reported a 7% increase in sales at €564 million, compared with €527 million in the first quarter of 2024. The firm further said it saw growth across all regions for the quarter.

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That's why we're excited to announce the annual PSN and Jandy Top 50 Service awards, honoring service companies of all sizes.

Applicants are judged on several criteria for all-around excellence, including revenue, industry participation, training and certifications.

Considering the diversity of business models found throughout the service sector, winners will be chosen across several categories, including independent firms, franchisees, and service divisions associated with builders or retail stores.

Top 50 Service firms can leverage their bona fides to signify that they are among the industry's best-of-the-best.

Note: Each licensee or franchisee must apply as a separate entity. Multiple franchised or licensed offices may only apply together if owned by the same individual or entity.

### TIMELINE AND ENTRY FEES

**Program launch:** June 9

**Early bird deadline:** Thurs., July 10, 11:59 p.m. Pacific Time; \$149

**Final deadline:** Thurs., July 17, 11:59 p.m. PT; \$199

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PHOTOS: TOP LEFT: ADOBE STOCK; BOTTOM RIGHT: ADOBE STOCK/GENERATED WITH AI

North America showed the largest increase, at 7.3%, compared with approximately 3% in other regions.

For all of 2025, the company expects sales between €2.14 billion and €2.25 billion, compared with €2.1 billion last year.

### HAYWARD

Across the globe, the Charlotte, N.C.-based manufacturer reported a net sales increase of 8% compared with Q1 of 2024, to \$228.8 million. "I am pleased to report solid first quarter results ahead of expectations," said Hay-

ward President/CEO Kevin Holleran.

In North America, Hayward's net sales increased 8% in the first quarter, to \$187.1 million. The company credited the timing of orders in the 2025 season, along with the integration of ChlorKing, which Hayward acquired in June, 2024.

Looking ahead, the company expects to close Fiscal 2025 with net sales between approximately \$1.060 billion to \$1.1 billion, compared to 2024's \$1.0516 billion, citing "the current tariff environment."

### PENTAIR

Sales for this manufacturer's pool business fared better than for the company as a whole.

The London-based firm said first-quarter sales for the entire company dipped 1%, at \$1.01 billion, compared with \$1.017 billion in 2024 Q1.

However, sales for its pool operation, headquartered in Cary, N.C., increased 7% over the same period last year, the company said, from \$359.5 million in 2024's Q1 to \$383.9 million last quarter. After accounting for currency translation, acquisitions and divestitures, core sales grew 4%, the company further reported.

For the year, the Pentair expects sales for the whole company to range from flat to 2% ahead of 2024.

### POOLCORP

The Covington, La.-based distributor reported a 4% decrease in net sales, at \$1.07 billion, compared to Q1 sales in 2024 of \$1.12 billion.

Further, PoolCorp cited weather in January and February as a factor: "We saw an improvement in overall sales in March..." it said.

It continues to list service as a bright spot. "Maintenance-related product sales supported overall sales," it said.

For 2025, the company expects earnings between \$11.10 to \$11.60 per diluted share, compared with \$11.30 per diluted share in 2024.

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## UNITED CHEM PERFORMS BROMATE STUDY

Specialty pool chemical manufacturer United Chemical has begun a study for the EPA to explore the potential for bromate formation when sodium bromide is used in outdoor pools. It is meant to fill an information gap. Because the substance is classified as a probable human carcinogen,

the EPA made an interim decision in 2021 stating that registered bromine sanitizers and algaecides with sodium bromide needed labeling stating, "Not for use in outdoor pools." The agency cited a lack of data on whether bromate would form from typical outdoor pool use.

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## PHTA UPDATES STANDARD

The Pool & Hot Tub Alliance and the International Code Council have released the latest ANSI/PHTA/ICC-4 2025 American National Standard for Aboveground/Onground Residential Swimming Pools. Known as PHTA-4, it provides recommended minimum guidelines for the design, equipment, operation, and installation of aboveground and onground residential pools. While anyone can voluntarily comply, it is only required in jurisdictions that adopt it.

## LANDMARK POSITIONS FOR FURTHER GROWTH

Landmark Aquatic, the Maryland Heights, Mo.-based consolidator specializing in commercial pool service, has made another acquisition and a number of key hires to position it for further growth.

Marie Ramos joins as VP of sales, Jessica Mahoney serves as VP of marketing, and Karen Swindells is manager of training and development.

"We are at a pivotal moment in Landmark Aquatic's expansion," said CEO Ryan Casserly.

The company also strengthened its presence in Central Texas with the purchase of Austin-based Commercial Swim. This marks the third acquisition for Landmark Aquatic.



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# LEADERS *of the* PACK





**This year's PSN and  
Hayward Top 50 Builders  
exemplify excellence  
that always prevails.**

*By Rebecca Robledo*

PHOTO COURTESY ROBERTSON POOLS

**M**EEET THIS YEAR'S CLASS OF THE PSN AND Hayward Top 50 Builders.

Marking the program's 23rd year, these elite swimming pool/spa contractors exemplify excellence in these unusual times. They come with impressive stats: They generated \$1.76 billion in total revenue in 2024, with \$1.35 billion coming from residential construction. Of that, \$1.2 billion came from new residential construction. They built 10,327 pools last year, charging an average of \$118,046 for their projects.

Behind the big numbers stands a diverse group of well-rounded builders, from a private-equity-backed consolidator building more than 1,700 pools in 2024, to an operation that produced 17 pool projects last year. To secure positions on the Top 50 Builders list, these companies submitted information about their performance in 2024, as well as their business practices. They were judged on the five pillars of the Top 50: residential revenue, staff management and training, industry involvement, web presence, and community involvement.

Each year the competition becomes more intense, in terms of both quantity and quality of applicants. This year was no exception.

### REFLECTING AN ERA

While this group shows consistent excellence, it still operates in uncertain times. Generally an optimistic bunch, even these builders hold a wide range of attitudes toward the current climate.

In a survey of this year's Top 50 (found on page 40), some reported declines in volume and, in some cases, revenue. A final question asked for any miscellaneous comments participants wanted to make, after answering a series of multiple-choice questions. One builder didn't mince words: "Nothing is easy right now."

But while they acknowledge the challenges ahead, they also see opportunity in some of the very realities that present those challenges. In an environment where builders must work harder for every sale, some of these companies feel well-positioned to benefit, by outperforming and distinguishing themselves from weaker and less-qualified competitors, investing in more extensive marketing campaigns to build their brands, and expanding their geographic reach.

"I am excited about 2025 and 2026," one builder said in the survey. "This is the time to grow market share."

In addition to the list of Top 50 Builders and survey results, we've provided five-year trend data on a select group among the Top 50 (page 36), along with some standouts from the Top 50, including the nine companies that joined the list for the first time.

## TOP 50 BUILDERS

**1** 16 LOCATIONS

Cody Pools  
Mike Church  
Round Rock, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$239,051,575  
POOL EXCAVATIONS IN 2024: 1,746

**6** 2 LOCATIONS

Morehead Pools  
Michael Moore II  
Shreveport, La.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$8,847,461  
POOL EXCAVATIONS IN 2024: 45

**13** 1 LOCATION

Aqua Pool & Patio  
Michael Giannamore  
East Windsor, Conn.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$8,256,708  
POOL EXCAVATIONS IN 2024: 65

**20** 1 LOCATION

Clarkson Pools  
Jordan Clarkson  
Jacksonville, Fla.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$17,000,000  
POOL EXCAVATIONS IN 2024: 97

**2** 1 LOCATION

Claffey Pools  
Charlie Claffey  
Southlake, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$45,479,000  
POOL EXCAVATIONS IN 2024: 166

**7** 2 LOCATIONS

Riverbend Sandler Pools  
Bruce Mungiguerra Jr.  
Plano, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$49,630,172  
POOL EXCAVATIONS IN 2024: 276

**14** 1 LOCATION

Regal Pools  
Joshua Buzzell, Edwin Escobar  
Tomball, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$24,000,000  
POOL EXCAVATIONS IN 2024: 105

**21** 3 LOCATIONS

Burton Pools & Spas  
David Burton  
Fort Smith, Ark.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$19,940,219  
POOL EXCAVATIONS IN 2024: 212

**3** 3 LOCATIONS

Gib-San Pool & Landscape  
Creations  
Ed Gibbs  
Toronto, Ont.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$19,500,000  
POOL EXCAVATIONS IN 2024: 117

**8** 3 LOCATIONS

Richard's Total Backyard  
Solutions  
J.R. Richard  
Houston, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$16,500,000  
POOL EXCAVATIONS IN 2024: 135

**15** 1 LOCATION

Hamlin Pools  
Taylor Hamlin, Travis, Joshua &  
Tyler Stansberry  
Pharr, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$7,308,794  
POOL EXCAVATIONS IN 2024: 62

**10,327**

**Excavations in  
2024 by Top 50  
BuildersBuilders**

**4** 3 LOCATIONS

Shasta Pools  
Skip Ast Sr.  
Phoenix, Ariz.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$44,142,766  
POOL EXCAVATIONS IN 2024: 516

**9** 2 LOCATIONS

Robertson Pools  
Ron Robertson  
Coppell, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$22,022,302  
POOL EXCAVATIONS IN 2024: 89

**16** 8 LOCATIONS

Juliano's Pools  
Brian Juliano  
Vernon, Conn.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$36,525,136  
POOL EXCAVATIONS IN 2024: 297

**22** 10 LOCATIONS

Pools on the Gulf  
Joshua Hopkinson  
Mobile, Ala.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$116,839,354  
POOL EXCAVATIONS IN 2024: 1,290

**\$1.348  
BILLION**

**2024 Residential  
Construction  
Revenue  
Generated by Top  
50 Builders**

**10** 1 LOCATION

Van Kirk & Sons Pools & Spas  
Tim & Robert Van Kirk  
Deerfield Beach, Fla.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$33,042,448  
POOL EXCAVATIONS IN 2024: 184

**17** 1 LOCATION

J&M Pool Company  
Michael Durand  
Senoia, Ga.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$13,420,000  
POOL EXCAVATIONS IN 2024: 73

**23** 1 LOCATION

Apex Pavers & Pools  
Ryan Figman  
Stuart, Fla.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$16,345,803  
POOL EXCAVATIONS IN 2024: 192

**11** 2 LOCATIONS

Avree Custom Pools  
Samuel Pizzo & William Zupon  
Dickinson, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$21,055,250  
POOL EXCAVATIONS IN 2024: 162

**18** 6 LOCATIONS

Goodall Pools  
Robert L. Goodall III  
Camp Hill, Pa.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$10,089,514  
POOL EXCAVATIONS IN 2024: 68

**24** 3 LOCATIONS

Easton Select Group  
Tim Dooling  
South Easton, Mass.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$39,000,000  
POOL EXCAVATIONS IN 2024: 240

**5** 3 LOCATIONS

Keith Zars Pools  
Keith Zars  
San Antonio, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$55,171,115  
POOL EXCAVATIONS IN 2024: 310

**12** 2 LOCATIONS

Pulliam Pools  
Andrew Fluty  
Fort Worth, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$23,409,000  
POOL EXCAVATIONS IN 2024: 190

**19** 3 LOCATIONS

Concord Pools & Spas  
Jon Foshee  
Latham, N.Y.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$13,733,654  
POOL EXCAVATIONS IN 2024: 113

**25** 1 LOCATION

Heritage Pools  
Michael Gesmond  
North Charleston, S.C.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$18,200,000  
POOL EXCAVATIONS IN 2024: 140



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## TOP 50 BUILDERS

**26** 1 LOCATION

Duplessis Builders  
Derek Duplessis  
Gonzales, La.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$7,204,479  
POOL EXCAVATIONS IN 2024: 65

**32** 3 LOCATIONS

Presidential Pools  
James Frabasilio  
Gilbert, Ariz.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$70,000,000  
POOL EXCAVATIONS IN 2024: 910

**\$118,046**

**Average Residential  
Pool Price for  
Top 50 Builders**

**45** 1 LOCATION

Swimming Pool Services  
Michael Panella & Justin Lex  
Waukesha, Wisc.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$5,295,867  
POOL EXCAVATIONS IN 2024: 17

**27** 1 LOCATION

Seasonal World  
Anthony Schiavone  
Clarksburg, N.J.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$17,032,981  
POOL EXCAVATIONS IN 2024: 181

**33** 1 LOCATION

Gohlke Pools  
Matt Gohlke  
Denton, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$7,190,611  
POOL EXCAVATIONS IN 2024: 4

**39** 1 LOCATION

Hauk Custom Pools  
Tim Ryan  
Celina, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$10,965,770  
POOL EXCAVATIONS IN 2024: 71

**46** 2 LOCATIONS

J. Caldwell Custom Pools  
John Caldwell  
Fort Worth, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$24,300,000  
POOL EXCAVATIONS IN 2024: 125

**28** 2 LOCATIONS

Venture Custom Pools  
Steven Deering  
Plano, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$13,200,000  
POOL EXCAVATIONS IN 2024: 91

**34** 1 LOCATION

Gibbons Pools  
Cliff Gibbons, Ronnie Gibbons  
Islandia, N.Y.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$9,199,559  
POOL EXCAVATIONS IN 2024: 39

**40** 1 LOCATION

Almar/Jackson Pools  
Drew Nash  
Jupiter, Fla.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$7,000,000  
POOL EXCAVATIONS IN 2024: 38

**47** 2 LOCATIONS

Superior Pools of Southwest  
Florida  
Jonathan Krawczyk  
Port Charlotte, Fla.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$22,224,467  
POOL EXCAVATIONS IN 2024: 128

**29** 1 LOCATION

Coast to Coast Pools  
Dustin Pointer  
Sarasota, Fla.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$57,556,636  
POOL EXCAVATIONS IN 2024: 622

**35** 3 LOCATIONS

Adams Pool Group  
Tony Adams  
Pleasanton, Calif.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$42,343,653  
POOL EXCAVATIONS IN 2024: 95

**41** 1 LOCATION

Prestige Pool and Patio  
Eugene Lochman  
Frisco, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$11,054,000  
POOL EXCAVATIONS IN 2024: 38

**48** 2 LOCATIONS

Master Touch Outdoor Living  
Nilson Silva  
Coral Springs, Fla.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$10,533,402  
POOL EXCAVATIONS IN 2024: 43

**30** 3 LOCATIONS

Fronheiser Pools  
Adam Fronheiser  
Bally, Pa.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$6,811,047  
POOL EXCAVATIONS IN 2024: 57

**36** 2 LOCATIONS

Nejame & Sons  
Tom Sr., Ed, Greg, Tom Jr., Anthony  
& Jason Nejame  
Danbury, Conn.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$6,258,037  
POOL EXCAVATIONS IN 2024: 65

**42** 3 LOCATIONS

Emerald Custom Pools &  
Patios  
Kyle Burns  
Saginaw, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$11,763,094  
POOL EXCAVATIONS IN 2024: 102

**4,803**  
**Employed by Top  
50 Builders**

**31** 1 LOCATION

Rising Sun Pools & Spas  
Tara Vassallo, Gina da Roza,  
Michael Soto  
Raleigh, N.C.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$21,572,967  
POOL EXCAVATIONS IN 2024: 169

**37** 1 LOCATION

High-Tech Pools  
Jeff & Jerry Hammerschmidt  
North Olmsted, Ohio

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$8,168,619  
POOL EXCAVATIONS IN 2024: 47

**43** 1 LOCATION

A&G Concrete Pools  
Travis Leonard  
Port St. Lucie, Fla.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$34,100,000  
POOL EXCAVATIONS IN 2024: 268

**49** 1 LOCATION

Arvidson Pools & Spas  
Dennis Marunde  
Crystal Lake, Ill.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$4,809,000  
POOL EXCAVATIONS IN 2024: 30

**\$1.2B**  
**2024 New Residential  
Construction Revenue from  
Top 50 Builders**

**38** 3 LOCATIONS

Crystal Pools  
Jessica Conway  
Elizabethtown, Pa.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$6,050,000  
POOL EXCAVATIONS IN 2024: 73

**44** 1 LOCATION

Penguin Pools  
Matt Rozeski  
Waukesha, Wisc.

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$3,114,564  
POOL EXCAVATIONS IN 2024: 20

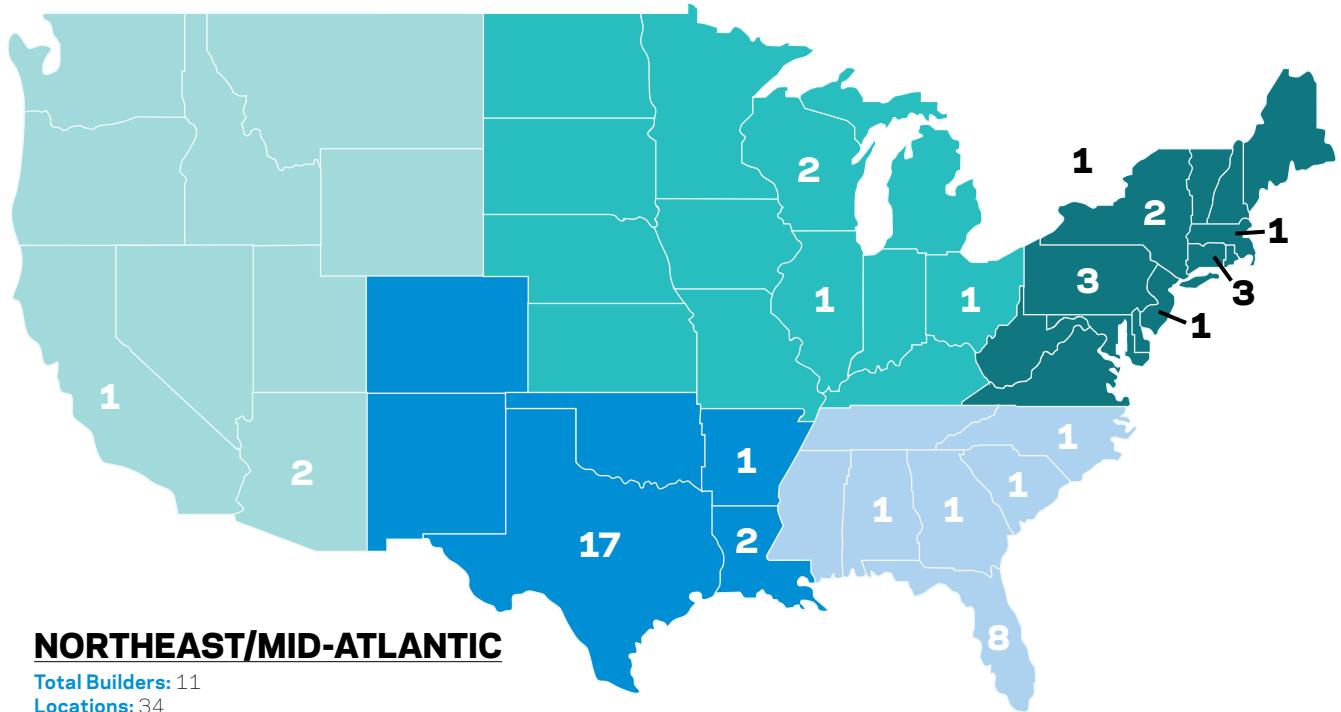
**50** 1 LOCATION

POOL-ology  
Malcolm Marshall  
Belton, Texas

2024 TOTAL RESIDENTIAL CONSTRUCTION  
REVENUE: \$11,695,489

# REGIONAL BREAKDOWN of the Top 50

This map shows the distribution of the 2025 PSN Top 50 Builders. Numbers on the map indicate how many builders are headquartered in the corresponding state. Each region's vital stats can be found below. Recognizing the industry's growth and consolidation movement, data include average locations per builder. As can be seen, Top 50 Builders have more locations than ever, with most regions averaging two or more locations per builder, and the Northeast and West averaging three or more.



## NORTHEAST/MID-ATLANTIC

**Total Builders:** 11  
**Locations:** 34  
**Employees:** 1,055  
**Excavations in 2024:** 1,315  
**2024 Total Revenue:** \$270,726,041  
**2024 Total Residential Construction Revenue:** \$172,456,636

- New Residential Construction: \$153,654,783
- Renovation: \$18,801,853

**Average Residential Pool Price:** \$133,139

## SOUTHEAST

**Total Builders:** 12  
**Locations:** 23  
**Employees:** 661  
**Excavations in 2024:** 3,244  
**2024 Total Revenue:** \$412,320,639  
**2024 Total Residential Construction Revenue:** \$367,835,077

- New Residential Construction: \$338,204,987
- Renovation: \$29,630,090

**Average Residential Pool Price:** \$102,896

## MIDWEST

**Total Builders:** 4  
**Locations:** 4  
**Employees:** 183  
**Excavations in 2024:** 114  
**2024 Total Revenue:** \$40,048,912  
**2024 Total Residential Construction Revenue:** \$21,388,050

- New Residential Construction: \$18,403,501
- Renovation: \$2,984,549

**Average Residential Pool Price:** \$152,321

## SOUTHWEST

**Total Builders:** 20  
**Locations:** 50  
**Employees:** 2,208  
**Excavations in 2024:** 4,133  
**2024 Total Revenue:** \$787,407,691  
**2024 Total Residential Construction Revenue:** \$629,788,331

- New Residential Construction: \$566,779,245
- Renovation: \$63,009,086

**Average Residential Pool Price:** \$136,031

## WEST

**Total Builders:** 3  
**Locations:** 9  
**Employees:** 696  
**Excavations in 2024:** 1,521  
**2024 Total Revenue:** \$249,499,649  
**2024 Total Residential Construction Revenue:** \$156,486,419

- New Residential Construction: \$124,140,143
- Renovation: \$32,346,276

**Average Residential Pool Price:** \$85,869

**Q&A**

**This year, the leaders of our Top 50 Builders were asked: What's the best business advice or tip you've heard in the last 12 months?**



1. CODY POOLS

**Mike Church** | President/CEO

Focus on the customer experience above all else. A well-built pool is important, but the way a customer feels throughout the entire process is what truly sets a company apart. Clear communication, transparency, and exceeding expectations at every step create lasting relationships and a strong reputation. Happy customers don't just bring referrals — they become lifelong advocates for your brand.



2. CLAFFEY POOLS

**Charlie Claffey** | GM

As with every team member (whether long tenured or new), culture is defined by what you do each day; not some words written on the wall. I was reminded of a saying that our dad told my brother, sister, and I in 2002 when we bought the business: "Do the right thing even when it hurts." Since 1987, Claffey Pools has made every effort to "do the right thing even when it hurts," for our team members and each and every client we serve.



3. GIB-SAN POOL & LANDSCAPE CREATIONS

**Ed Gibbs** | President and CEO

Best business tip or advice I heard in the last 12 months was to embrace AI and software automation while still providing platinum customer service. It is challenging with multi-generations. Customer service automation has negatively influenced the customer experience. Despite the ease of access and increased speed in response, it has also left people feeling disconnected from brands and the information they require. We have been methodical about implementing softwares and AI at a pace that does not compromise our customers need for platinum service and personalized problem solving.



4. SHASTA POOLS

**Skip Ast Jr.** | President

Some of the best advice we've received came from Jim Younger, president and CEO of Younger Brothers Construction: "Sometimes, you have to BREAK something that doesn't seem broken — so you can fix it even better." The most innovative companies aren't afraid to tear down and rebuild — not because they have to, but because they see a way to make it even stronger. This advice has pushed us to challenge our own status quo, leading to game-changing moves like: Bringing marketing automation while still providing platinum customer service; unifying our new pool and remodel construction divisions for better efficiency and communication; using video communication to transform how we connect with potential buyers. In a world where comfort zones kill growth, this mindset has helped us stay ahead of the curve, rather than chasing it.



5. KEITH ZARS POOLS

**Keith Zars** | Owner

Success is not from luck, it's from hard work.



6. MOREHEAD POOLS

**Michael Moore II** | CEO/President

"Inaction breeds doubt and fear. Action breeds confidence and courage." — Eleanor Roosevelt  
This quote resonated with me on a business level. I think that sometimes I can be guilty of letting fear of change create inaction within my business, and this quote helped me overcome that by realizing constant change and evolution is necessary.



7. RIVERBEND SANDLER POOLS

**Bruce Mungiguerra Jr.** | Chief Executive Officer

The best advice I received in the past year is to diversify our distribution partners. Given the current market conditions and economic climate, this strategy is crucial for managing risks, negotiating prices, gaining a competitive advantage, and ensuring supply chain stability.



8. RICHARD'S TOTAL BACKYARD SOLUTIONS

**JR Richard** | President/GM

When the over all market is down, lean in aggressively promoting your business to gain market share during a down market.



9. ROBERTSON POOLS

**Ron Robertson** | Owner

We have strategically pivoted our focus towards expanding and enhancing our renovation, service, and maintenance divisions. This shift in priorities has not only allowed us to adapt to changing market conditions but has also positioned us for continued growth. As a result, we were able to invest in and successfully integrate a third plaster rig into our fleet by the close of 2024.



10. VAN KIRK & SONS POOLS & SPAS

**Tim & Robert Van Kirk** | Co-Owners

Marketing plays a crucial role when executed effectively. Leveraging and understanding the latest technology has become essential in today's marketing landscape. By integrating tools like AI and social media, we're able to push the boundaries, enhance our outreach, and elevate our brand.



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## HEAD OF THE CLASS

AS PART OF THE APPLICATION PROCESS FOR THE PSN TOP 50 BUILDERS, COMPANIES PROVIDE VARIOUS DATA ON THE YEAR before. From that, we've determined which of the Top 50 built the most pools and the highest-end pools in 2024, as well as which earned the most revenue from residential swimming pool/spa construction last year. Additionally, this year we see nine companies new to the PSN Top 50 Builders list. We welcome those companies.

### TOP 10 Volume

As a sign of its diversity, this group showed a 100-fold differential between the highest and lowest volumes, with projects built ranging from 17 to more than 1,700. These 10 reported the largest volumes for 2024.

Overall Top 50 Ranking	Company	Headquarters	Pool Excavations in 2024
1	Cody Pools	Round Rock, Texas	1,746
22	Pools on the Gulf	Mobile, Ala.	1,290
32	Presidential Pools	Gilbert, Ariz.	910
29	Coast to Coast Pools	Sarasota, Fla.	622
4	Shasta Pools	Phoenix, Ariz.	516
5	Keith Zars Pools	San Antonio, Texas	310
16	Juliano's Pools	Vernon, Conn.	297
7	Riverbend Sandler Pools	Plano, Texas	276
43	A&G Concrete Pools	Port St. Lucie, Fla.	268
24	Easton Select Group	South Easton, Mass.	240

### TOP 10 Residential Construction Revenue

Builders shared their new residential construction and renovation revenues for 2024. The amounts were combined to determine Total Residential Construction Revenue, one of the five pillars for scoring. These 10 generated the most.

Overall Top 50 Ranking	Company	Headquarters	2024 Total Residential Construction Revenue
1	Cody Pools	Round Rock, Texas	\$239,051,575
22	Pools on the Gulf	Mobile, Ala.	\$116,839,354
32	Presidential Pools	Gilbert, Ariz.	\$70,000,000
29	Coast to Coast Pools	Sarasota, Fla.	\$57,556,636
5	Keith Zars Pools	San Antonio, Texas	\$55,171,115
7	Riverbend Sandler Pools	Plano, Texas	\$49,630,172
2	Claffey Pools	Southlake, Texas	\$45,479,000
4	Shasta Pools	Phoenix, Ariz.	\$44,142,766
35	Adams Pool Group	Pleasanton, Calif.	\$42,343,653
24	Easton Select Group	South Easton, Mass.	\$39,000,000

### TOP 10 Average Pool Price

Companies provided their average price for a residential pool with surrounding deck built in 2024. This year's prices ranged from \$68,000 to \$356,000. These 10 contractors built the most high-end projects of this year's Top 50.

Overall Top 50 Ranking	Company	Headquarters	Average Price for Residential Pool & Deck
34	Gibbons Pools, Inc.	Islandia, N.Y.	\$356,000
2	Claffey Pools	Southlake, Texas	\$250,000
14	Regal Pools	Tomball, Texas	\$233,000
35	Adams Pool Group	Pleasanton, Calif.	\$212,888
9	Robertson Pools Inc.	Coppell, Texas	\$202,463
3	Gib-San Pool & Landscape Creations	Toronto, Ontario	\$200,000
40	Almar/Jackson Pools, Inc.	Jupiter, Fla.	\$190,168
6	Morehead Pools	Shreveport, La.	\$183,525
13	Aqua Pool & Patio Inc.	East Windsor, Conn.	\$177,000
45	Swimming Pool Services	Waukesha, Wis.	\$175,000

### NEW TO THE LIST

Welcome to these swimming pool/spa builders, who joined the PSN Top 50 for the first time this year.

2025 Top 50 Ranking	Company	Headquarters	No. Locations Providing Residential Construction
22	Pools on the Gulf	Mobile, Ala.	10
23	Apex Pavers & Pools	Stuart, Fla.	1
26	Duplessis Builders	Gonzales, La.	1
40	Almar/Jackson Pools, Inc.	Jupiter, Fla.	1
41	Prestige Pool and Patio	Frisco, Texas	1
44	Penguin Pools	Waukesha, Wis.	1
46	J. Caldwell Custom Pools	Fort Worth, Texas	2
48	Master Touch Outdoor Living	Coral Springs, Fla.	2
50	POOL-ology	Belton, Texas	1

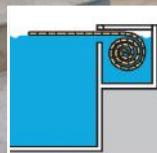
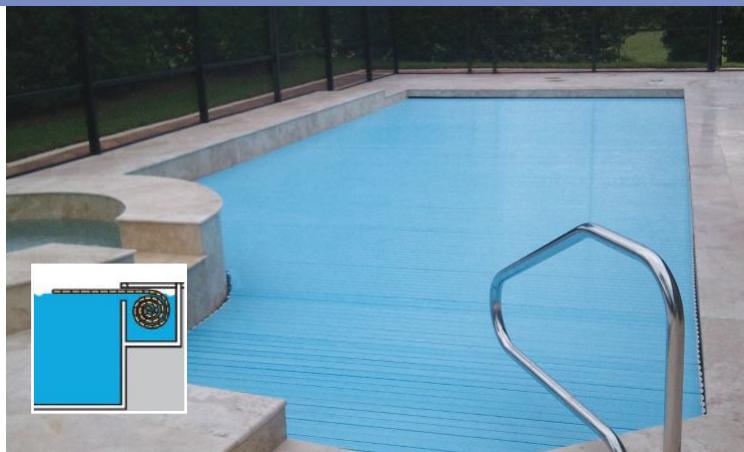
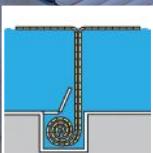
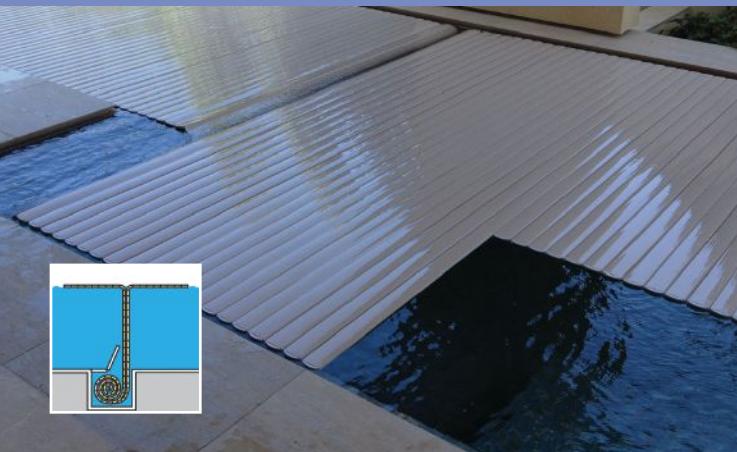


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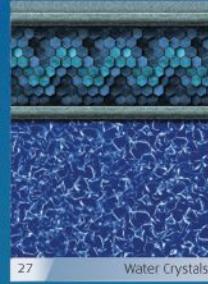
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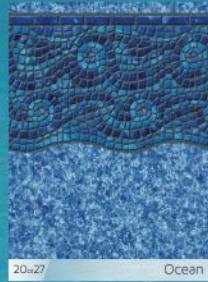
Harlequin



Rustic



Mountain Top



Ocean



Pacifica



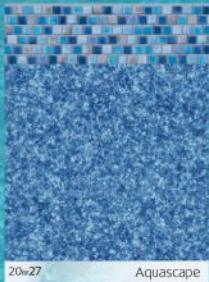
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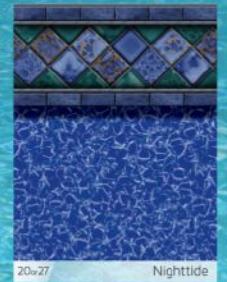
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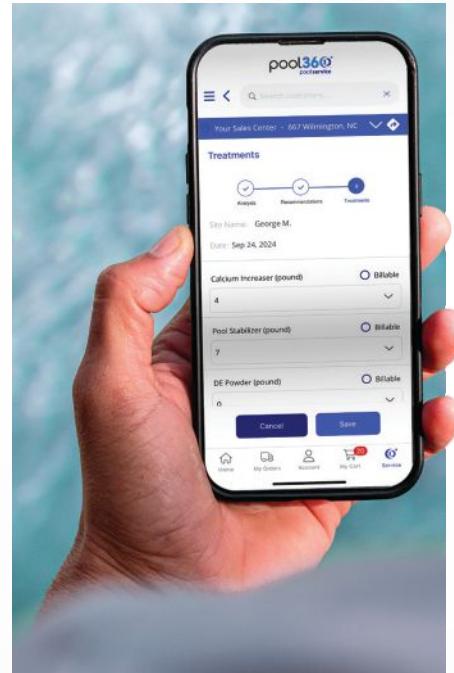
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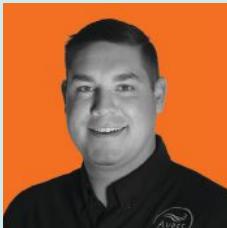
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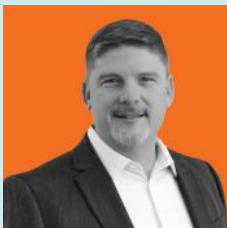
## TOP 50 BUILDERS



**11. AVREE CUSTOM POOLS**

**Samuel Pizzo** | Managing Partner

"Don't let perfection stand in the way of progress." Sometimes it's more important to take action, learn from the process, and make improvements along the way. This mindset has helped us stay agile and embrace progress, while employing continuous improvement strategies.



**12. PULLIAM POOLS**

**Andrew Fluty** | General Manager

"Sell more, cost less" is a straightforward yet powerful business principle. With the economic challenges we faced in 2024, consumers have become more sensitive to prices. By reducing costs, we can pass those savings on to customers, making us more attractive and driving sales.



**13. AQUA POOL & PATIO INC.**

**Michael Giannamore** | President

To NOT sell my company to private equity.



**14. REGAL POOLS**

**Joshua Buzzell** | CEO

The best business advice that I have heard this year is "allow others to lead in the front while you lead in the back." For years, I was always the guy on the front line battling to build the business. Now 15 years later, we have 30 other members earning their mark at Regal Pools, and I lead from the back, like a proud dad. My approach to leadership can be brash so I have realized that the team needs me in small sprints. I build the energy, enthusiasm, give people belief in themselves, confidence to push through the hard stuff. It's hard to step back and take the role of being a true CEO when you love it so much you want to be in the daily chaos. But leading from the back, holding the standard, going the extra mile really resonates with the team. They know I'm willing to do whatever it takes to win. So, with that mentality they are there with me because they know I have their back.



**15. HAMLIN POOLS**

**Taylor Hamlin** | Partner

The best increase in profit will come from buying better. Figure out a way to decrease the cost of your goods, by way of bulk purchasing or leveraging rebate programs and relationships with your vendors and subcontractors.



**16. JULIANO'S POOLS**

**Brian Juliano** | CEO

The best business advice I have heard in the past 12 months is to incentivize employees. We have started doing this over the past year and it's helped with employee retention and morale. One incentive is to pay our employees until 5 p.m. if they finish their jobs early. This has made our jobsites more efficient, and our employees are happy to have more free time without hurting their paycheck. Quality controls ensure jobs aren't being rushed and no corners are cut.



**17. J&M POOL COMPANY**

**Michael Durand** | Owner & Construction Department President

Focus on customer service and market to the clients you want to do business with.



**18. GOODALL POOLS**

**Robert Goodall III** | President

Take care of your people and they will take care of you.



**19. CONCORD POOLS & SPAS**

**Jon Foshee** | President and CEO

"Build a brand, not just a business." This aligns perfectly with our Concord Lifestyle initiative, which transforms Concord Pools & Spas from a pool installer into a health, wellness, and lifestyle brand. We're not just selling pools — we're selling family, relaxation, and a better quality of life. This shift makes our business more valuable, resilient, and appealing to customers and potential partners.



**20. CLARKSON POOLS**

**Jordan Clarkson** | CEO/President

In the book "Loonshots," Safi Bahcall discusses how organizations can nurture wildly innovative ideas without sacrificing the steady, reliable systems that sustain their core operations. Bahcall distinguishes between two types of team members: soldiers, who excel at managing day-to-day operations; and artists, who are the idea generators pushing innovative boundaries. This framework has helped us strike a balance between execution and innovation. It emphasizes the necessity of having both reliable systems and creative freedom within the same organization.



**21. BURTON POOLS & SPAS**

**David Burton** | President, CEO

The best business advice we heard in the last 12 months was to continue viewing our business as a wellness company rather than just a pool builder and hot tub store. By focusing on wellness, we emphasize the broader benefits our products bring — enhancing mental, physical, and emotional health while also fostering meaningful connections with family and community. This perspective has helped us shape our messaging, marketing, and customer experience around the idea that we're not just selling products—we're enhancing lives.



**22. POOLS ON THE GULF**

**Joshua Hopkinson** | President

Be the thermostat and set the temperature of your company by staying focused.

# INSTALLATION SOLUTIONS

ARE POOL COVER INSTALLATIONS A PROBLEM WITH LABOR?

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

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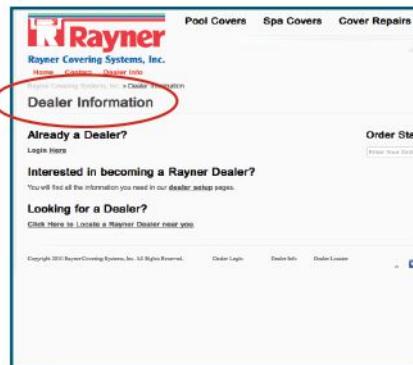


1

Enter the Rayner Website

[www.RaynerCovering.com](http://www.RaynerCovering.com)

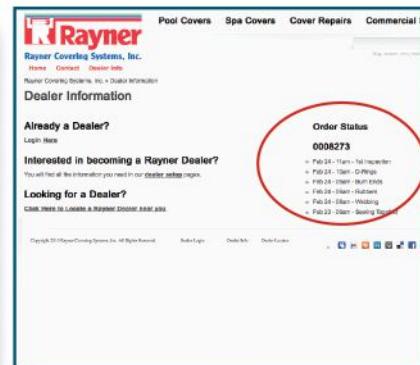
from your Web browser.



2

Select the

Dealer Info



3

Enter the

Order Number

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



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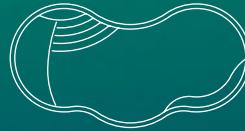
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# A New Class of Fiberglass



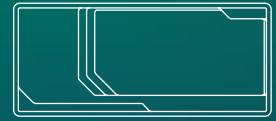
## Ariel 16

Sophisticated and fully featured modern clean lines with expansive tanning ledge and deep end bench seating.



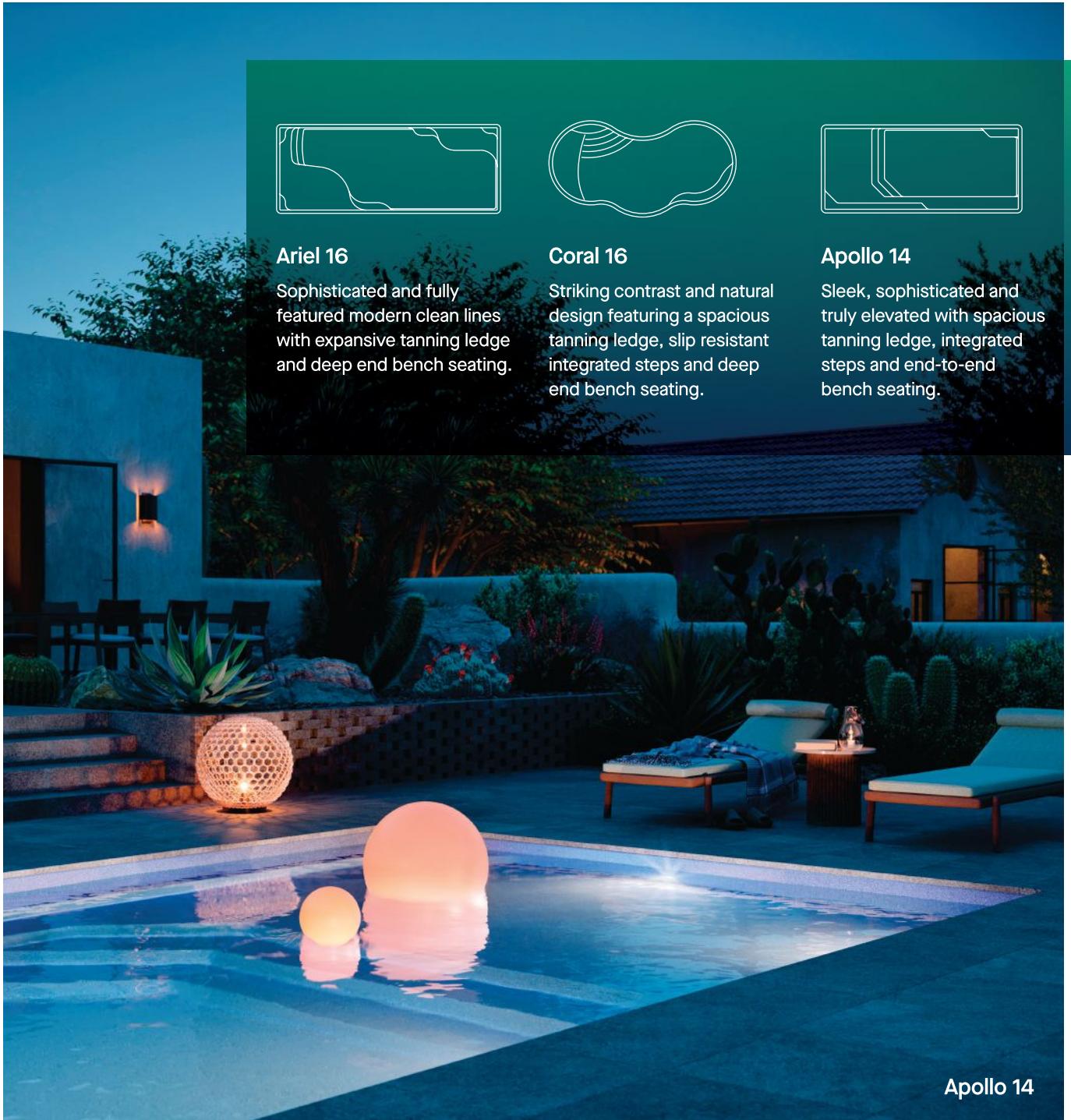
## Coral 16

Striking contrast and natural design featuring a spacious tanning ledge, slip resistant integrated steps and deep end bench seating.



## Apollo 14

Sleek, sophisticated and truly elevated with spacious tanning ledge, integrated steps and end-to-end bench seating.



Apollo 14

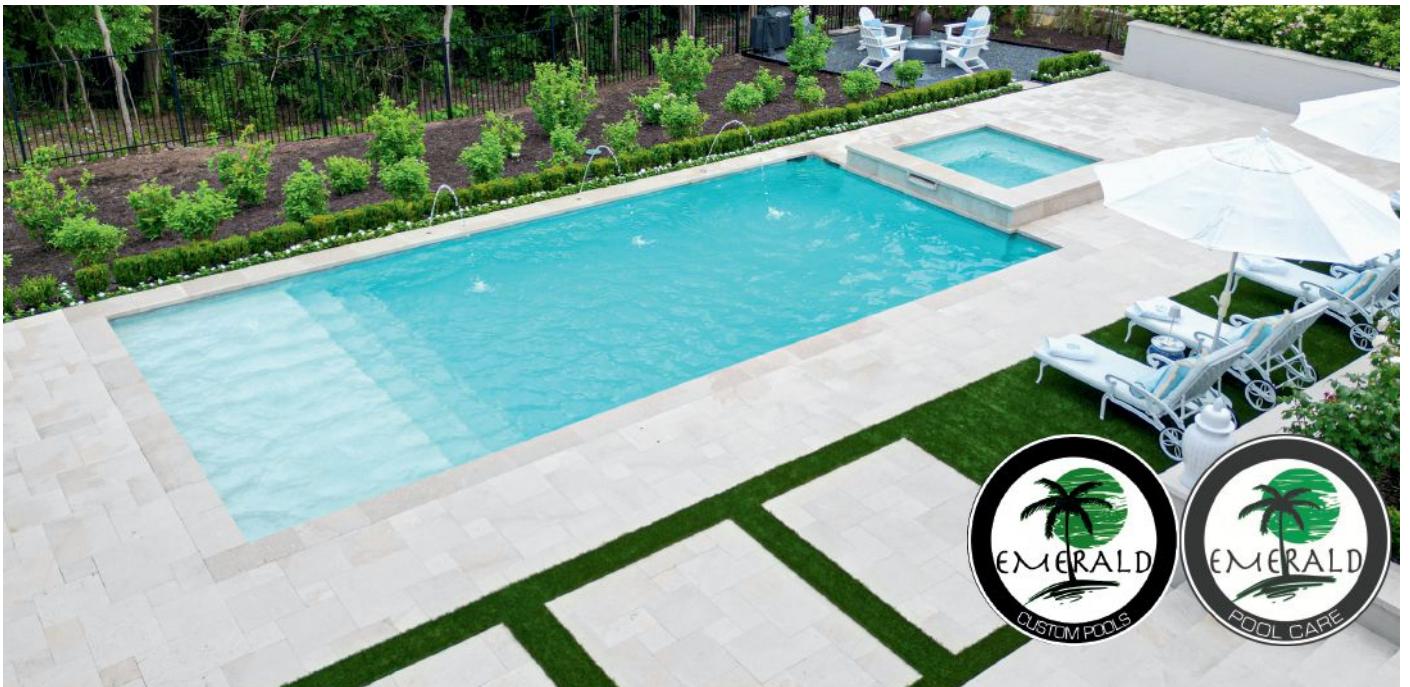
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# *The Emerald Difference*

For the third consecutive year, Emerald Custom Pools has been named one of the Top 50 Pool Builders Nationwide, a prestigious honor that reflects not just consistent excellence in construction, but a deep commitment to customer satisfaction, innovation, and community values.

Founded as a family-owned and operated company, Emerald Custom Pools has proudly served the DFW area for over a decade, crafting high-end outdoor living spaces and custom pools that blend creativity with durability. Their reputation for quality, transparency, and customer care has earned them the title of #1 Pool Builder in DFW, year after year.

What sets Emerald apart in a competitive industry? It starts with their people. Emerald operates with a full team of in-house crews, allowing for better quality control, tighter timelines, and a level of craftsmanship that simply can't be replicated by subcontractor-based models. From excavation and plumbing to tile, coping, and custom masonry, every stage is managed by skilled professionals who know the Emerald standard—and exceed it.

“We’ve always believed that our name is only as strong as the people behind it,” says the Emerald team. “Being family-owned means we treat every project and every client like they’re part of that family. That philosophy has shaped everything we do.”

This latest national recognition is more than just an award—it's a testament to the hard work, passion, and dedication poured into every Emerald project. With more than 1,000 custom pools built and zero structural failures, Emerald Custom Pools continues to raise the bar, not just in Texas, but across the country.

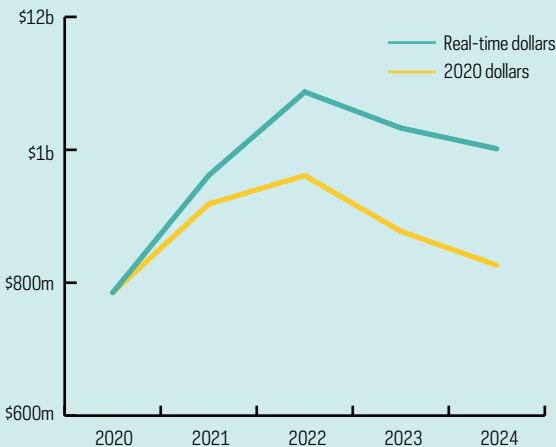
As they celebrate this achievement alongside the top builders in the nation, Emerald remains grounded in the values that built the brand: integrity, innovation, and an unwavering focus on the client experience.

Congratulations to Emerald Custom Pools and to all the builders who continue to elevate the industry.

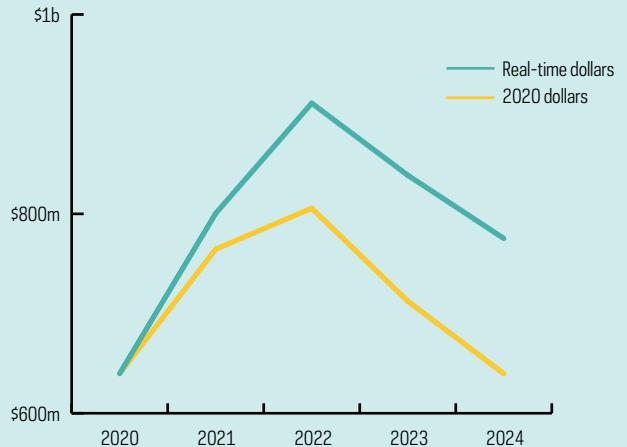
# FIVE-YEAR TRENDS

**T**HE PSN TOP 50 CHANGES EACH YEAR, SO THE WHOLE GROUP CAN'T BE USED TO TRACK TRENDS, OR YOU'D BE COMPARING apples to oranges. To analyze like with like, companies that appeared on the list for the past five consecutive years were studied. Performance metrics for the 24 firms were combined so they could be tracked as a group. The following charts reflect this subgroup's trajectory from the pandemic through 2024. Amounts are shown in real-time dollars and 2020 dollars to remove the obscuring effects of inflation. At the bottom of the next page, see which builders have been on the list at least five years in a row.

**TOTAL REVENUE**

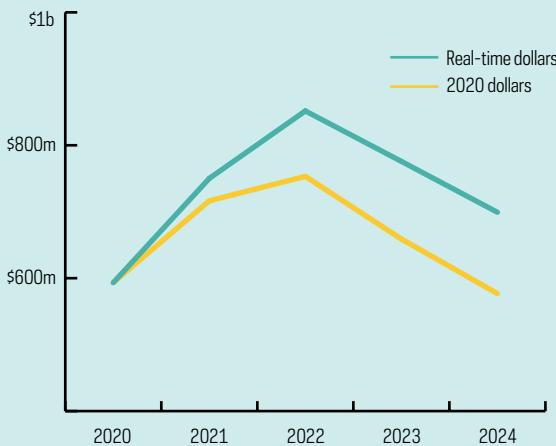


**TOTAL RESIDENTIAL CONSTRUCTION REVENUE**

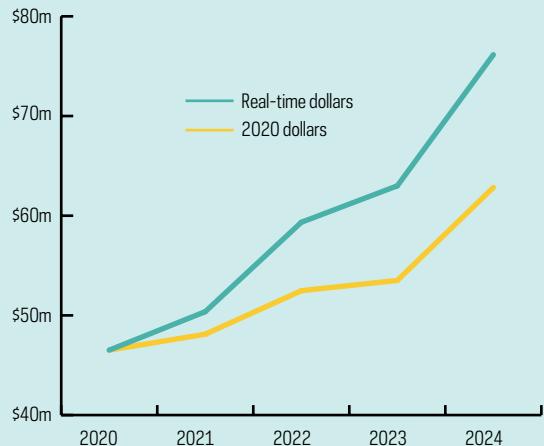


Measured in 2020 dollars, Total Revenue for these companies started at \$785.1 million in 2020, peaked at \$961.3 million in 2022, and dropped to \$826.4 million by 2024, about \$40 million better than at the start of the curve. Residential Construction Revenue showed a more drastic trajectory, going from \$639.8 million to a peak of \$805.65 million, before landing basically where it started, with \$639.7 million in 2024. The less drastic curve for Total Revenue likely reflects the benefits of other revenue streams, such as service/maintenance, retail and commercial work.

**NEW RESIDENTIAL CONSTRUCTION REVENUE**



**RENOVATION REVENUE**



Among this group, new construction still out-earns renovation significantly. However, the two metrics show fairly different trajectories. The curve for New Construction Revenue points downward, reflecting a drop of 23% between 2022 and 2024 (from \$753.2 million to \$576.9 million, in 2020 dollars). On the other hand, renovations generated much less revenue, but their growth curve moves ever upward, starting at \$46.5 million in 2020 and rising to \$62.8 million by 2024, in 2020 dollars.



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## TOP 50 BUILDERS



23. APEX PAVERS & POOLS

**Ryan Figman** | President

One of the most impactful insights I've embraced this year comes from "The Infinite Game" by Simon Sinek: "There is no winning in business, only ahead and behind." This mindset shift has reinforced our focus on long-term sustainability over short-term gains.



24. EASTON SELECT GROUP

**Tim Dooling** | CEO

Being disciplined on M&A targets. Having a set of criteria that if we cannot meet, then we pass on the acquisition.



25. HERITAGE POOLS, LLC

**Michael Gesmond** | Owner

"Growth and success stem from consistency, adaptability, and an unwavering commitment to the customer." This principle has reinforced our dedication to continuous improvement — whether through facility expansions, advanced team training, or refining our customer experience — by remaining adaptable while upholding the highest standards.



26. DUPLESSIS BUILDERS

**Derek Duplessis** | Manager/Owner

That every issue is most likely to be a process or a training problem than an actual people problem. You have to look at every issue and figure out how to improve the process or the person so it doesn't become a reoccurring event.



27. SEASONAL WORLD

**Tony Schiavone** | President & CEO

Stay the course, the current season is not the future.



28. VENTURE CUSTOM POOLS

**Steven Deering** | CEO

The best business advice I've received in the past year is to focus on refining systems, empowering your team, and streamlining procedures during slower periods. By doing so, you'll be well-positioned to scale efficiently and seize opportunities when the market rebounds.



29. COAST TO COAST POOLS

**Dustin Pointer** | President

"It's hard to fire a friend," which basically means we are encouraging our field employees and office staff to communicate daily to the point of over communicating, to build strong relationships with our customers. We are discovering the closer we are with the client, the better the working relationship will be.



30. FRONHEISER POOLS

**Adam Fronheiser** | CEO

Ignore any thoughts of perfection. The basis of life is that nothing has, is, or ever will be perfect. If anything that we accomplish is only measured against the ideals of perfection, then the only thing we will ever experience is failure. Instead, focus on making incremental improvements so that we can be successful in becoming better instead of failures at being perfect.



31. RISING SUN POOLS & SPAS

**Tara Vassallo-Soto** | VP of Retail and Sales

A fellow business owner recently pointed out that our approach to staffing is one of our greatest assets. Recognizing the tremendous value we have built was the best business advice we received in the last 12 months. As the hiring landscape has shifted, we have retained a strong team, many of whom have been with us for years or even decades. By promoting from within and investing in employee training, we have insulated ourselves from shortages and built a loyal, skilled workforce.



32. PRESIDENTIAL POOLS

**James Frabasilio** | President/CEO/Owner

A tip that really resonated with me was to "build strategic partnerships that align with your brand." This is what led me to partner up with the Arizona Diamondbacks. I believe that partnering with well-known organizations or brands that share your audience can boost visibility, credibility, and customer engagement.



33. GOHLKE POOLS

**Matt Gohlke** | President

It is very important to pay close attention to the real-time financial performance of the business. Establishing a month-to-month system to evaluate the individual performance of each segment of the business allows our leadership team to make quick adjustments in order to ensure we are investing our time and resources in the most effective way.



34. GIBBONS POOLS

**Cliff Gibbons** | CEO

Be ready to pivot at any moment. It is my job to make sure that my employees stay engaged. Consistent training will pay off.



35. ADAMS POOL GROUP

**Tony Adams** | CEO

"Adaptability is the key to long-term success." In the past year, we've seen fluctuations in material costs, labor challenges, and shifts in homeowner priorities. We've embraced staying agile — continuously evaluating our processes, supplier relationships, and pricing strategies to ensure we remain competitive without compromising quality.



# FIBER SHIELD™

**FSV-20**

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**FIBER SHIELD™ (FSV)** is a 100% vinyl-ester-based barrier coat designed to replace traditional skin coats, offering superior protection against osmotic blistering while significantly reducing manufacturing time. Developed originally for the marine industry, FSV is trusted by several leading boat manufacturers as the go-to barrier coat for their vessels.

FSV arrives premixed in 55-gallon drums, featuring a patented blend of additives and a premium vinyl-ester resin backbone. This innovative composition forms an exceptional bond between the acrylic shell/gelcoat and bulk fiberglass layers. Sprayed directly onto the underside of the acrylic shell or gelcoat, FSV creates an unmatched barrier that prevents blistering, even under prolonged exposure to high heat and varying pH conditions.

Unlike traditional skin coats, FSV is engineered to be applied without glass, offering two significant advantages:

1. **Enhanced Blister Resistance:** Tests have shown that incorporating glass strands with vinyl-ester skin coats can trap air voids, increasing the risk of blistering. FSV sprays on evenly, effortlessly filling tight radii without creating air pockets.

2. **Faster Production:** FSV eliminates the need for rolling or sanding, enabling quicker cure times and streamlined manufacturing. A single gun operator can spray each spa in approximately five minutes, and with its rapid gel time and excellent bond strength, the spa is ready for bulk lamination just 40 minutes after application.

With its proven performance and efficiency, FSV delivers unparalleled blister protection and production advantages, setting a new standard for barrier coat technology in the spa and pool industries.

### **SPECIFICATIONS**

100% Vinyl Ester Resin Base

16% Styrene

5.5 lbs. per gallon

4-8 minutes for cup gel (100 gm. mass @ 77° F.)

45-60 minutes for cure to lamination (mold & ambient temperature dependent)

1.5% MEKP catalyst recommended

30-50 mils application



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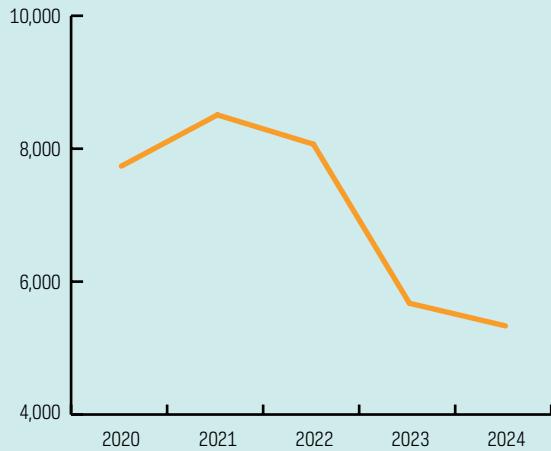
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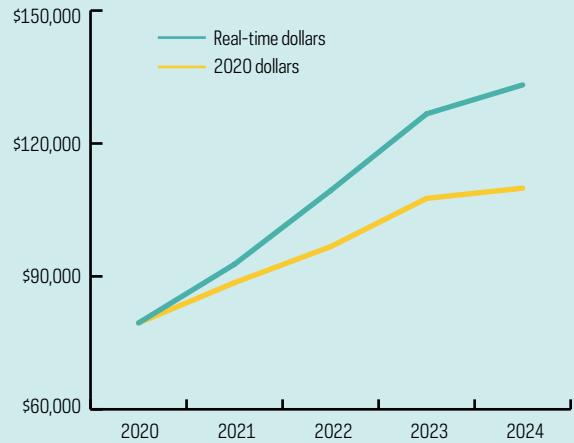


## TOP 50 BUILDERS

### RESIDENTIAL EXCAVATIONS



### AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK



Volume and contract price also took opposing paths. Residential excavations dropped from 8,531 in 2021 to 5,356 last year. But average price for residential pools rose from \$79,487 in 2020 to \$109,915 last year, measured in 2020 dollars. In real-time dollars, last year's average price was \$133,221.

These charts are based on companies that appeared on the PSN Top 50 Builders list every year going back at least to 2020: Aqua Pool & Patio, Arvidson Pools & Spas, Claffey Pools, Coast to Coast Pools, Cody Pools, Concord Pools & Spas, Easton Select Group, Fronheiser Pools, Gib-San Pool & Landscape Creations, Gohlke Pools, Goodall Pools, Heritage Pools, High-Tech Pools, Juliano's Pools, Keith Zars Pools, Morehead Pools, Nejame & Sons, Pulliam Pools, Regal Pools, Rising Sun Pools & Spas, Riverbend Sandler Pools, Robertson Pools, Seasonal World, Van Kirk & Sons Pools & Spas

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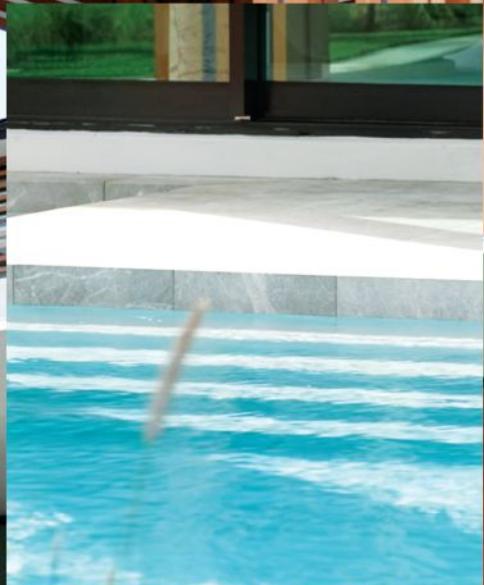
Conductivity, Mineral/Salt Conc., TDS, pH, ORP, Free Chlorine Equivalent (FC<sup>E</sup>™), Alkalinity (PS9), Hardness (PS9), Langelier Saturation Index Calculator (PS9), Temperature



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**TOP 50 BUILDERS**



**36. NEJAME & SONS**

**Ed Nejame** | Member

The best business advice we've heard in the last 12 months is the importance of being highly sensitive to the environment when building swimming pools. As we create backyard pools for families, we take every precaution to minimize our environmental impact, from using eco-friendly materials to implementing sustainable construction practices. Protecting the environment is not just a responsibility but a commitment we take seriously, ensuring that families can enjoy their pools while preserving the natural beauty around them.



**37. HIGH-TECH POOLS**

**Jerry Hammerschmidt** | Operations Manager

Prospective customers that want us to build or provide service for them is a privilege, not a right. So make sure to qualify the customers as much as they are qualifying you.



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Ideal for start-ups

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**38. CRYSTAL POOLS, INC.**

**Jessica Conway** | Co-Owner

"Manage the problem, shape the future." I heard this at a conference. It's an empowering mindset that is proactively problem solving while seeking your future potential. It is crucial to manage where you are

currently, and stay on top of things that help to make the business profitable and successful, which in turn sets you up for success, innovating growth for the future.



**39. HAUK CUSTOM POOLS**

**Tim Ryan** | General Manager

To empower my employees more to make decisions that are in the best interest of the company and the client.



**40. ALMAR/JACKSON POOLS**

**Drew Nash** | President

Always be honest and transparent!

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BY POOLS ON THE GULF



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**Our franchise group is honored to be a 2025 Top 50 Builder!**



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# ANNUAL SURVEY

**T**HE TIMES REMAIN UNCERTAIN, BUT TOP 50 BUILDERS ARE HOLDING STEADY, AS EVIDENCED BY OUR ANNUAL SURVEY OF this group, in part covering performance in 2024 and this year so far.

Leads and volume continue to decline, with about half of these builders reporting drops in both so far this year. Many of the Top 50 have offset this by building higher-ticket projects, as seen by an increase in average contract prices. This left just over 50% enjoying year-over-year boosts in revenues from residential construction, despite the downward trends in volume.

But it's also clear that many builders continue looking to other revenue streams to compensate for reductions in new construction. Asked what they believe presents the biggest opportunity for the time being, 35% said not in new construction, but renovation or service/maintenance. In response to another question, 53.5% said renovations account for more of their work in 2025 than last year.

Top 50 Builders also were surveyed on their attitudes, experiences and expectations regarding current trends and issues such as private equity, tariffs, and succession planning.

While times are changing, major shifts are generally incremental, and we're seeing that here. Asked about private equity investment as it relates to their own firms, 16% revealed they already have such backing. But nearly half are not interested in it for their own companies. While private equity and franchising may have set the path for some companies to bridge generations, nearly half of the Top 50 have yet to determine their succession plans.

The concerns facing the entire industry have not escaped these companies. The question of tariffs weighs heavily, with almost 80% saying residential construction sales were adversely affected by the issue, and more than 60% expecting negative impacts in 2025 and 2026. When asked for their biggest worry for this year and next, 49% cited economic uncertainty.

But overall, this remains an optimistic group. Looking to the rest of this year, 53.5% foresee an increase in residential construction revenue. The boosts are expected to be modest, with 39.5% projecting increases of 10% or less.

## The Year So Far

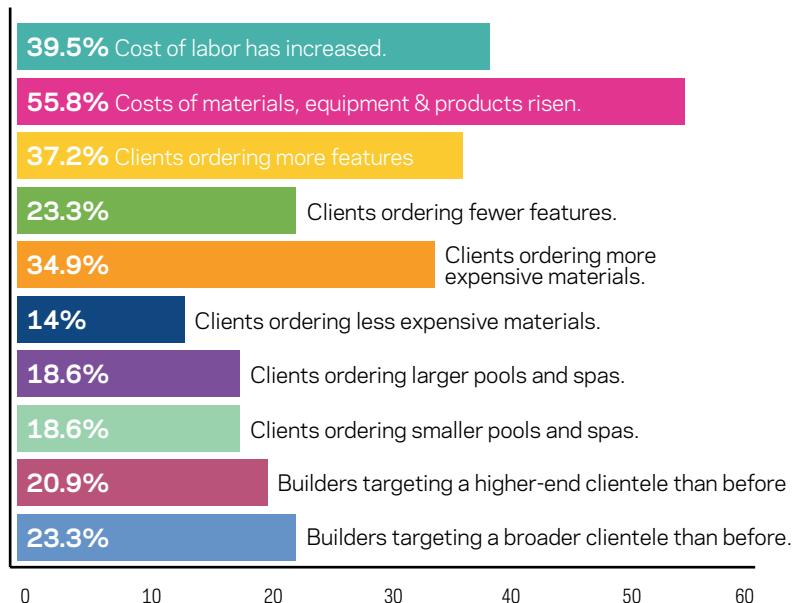


### How does your average contract price compare this year with 2024?

- ↑ 10% or less - **46.5%**
- ↑ more than 10% - **18.6%**
- ▬ with 2024 - **16.3%**
- ↓ 10% or less - **18.6%**
- ↓ more than 10% - **0**

Nearly two-thirds of the Top 50 — 65.1% — have seen an increase in average contract price since even last year. Of these, 20.9% of respondents said the price has risen 5% or less, while 25.6% have seen hikes of 6% to 10%.

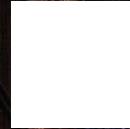
### What factors have impacted your contract price?



Here, builders explain reasons behind the shifts in average contract price, whether they be up or down. Increases in costs of materials, products and equipment ranked as the most-often-cited, with 55.8% saying it has affected their prices. But increases in features and quality of materials have also raised the average price for more than one-third of respondents.



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## TOP 50 BUILDERS



41. PRESTIGE POOL AND PATIO

**Eugene Lochman |**  
President | CEO

Act early, anticipate trends, and position yourself ahead of the curve. Innovate and lead — don't follow.



42. EMERALD CUSTOM POOLS & PATIOS

**Kyle Burns |** Owner

"Get prepared for downward turn in the new pool builds and put as much energy as you can into growing your remodel division." We positioned our new service and remodel company to market to an entirely new group of homeowners, as well as capture new pool sales clients. Having a pool care and remodel company so closely related has allowed us to maintain stable sales numbers, increase staff and even grow in revenue during one of the worst economical years in our recent history.



43. A&G CONCRETE POOLS

**Travis Leonard |** President & Owner

"Refine what works, and reinvent the rest." We focused on fine-tuning the systems and processes we introduced in previous years, ensuring they operate at peak efficiency. Whether it was streamlining communication, enhancing project timelines, or optimizing client interactions, our goal was to refine what was already successful. At the same time, we remained open to innovation in smaller areas — whether in technology, client engagement strategies, or new materials.



44. PENGUIN POOLS

**Matt Rozeski |** President

The best advice I received was to install tracking and cameras in all company vehicles to prioritize employee safety. An added benefit of safer driving is reduced wear and tear on the vehicles, leading to lower costs and increased productivity.



45. SWIMMING POOL SERVICES

**Michael Panella |** CEO

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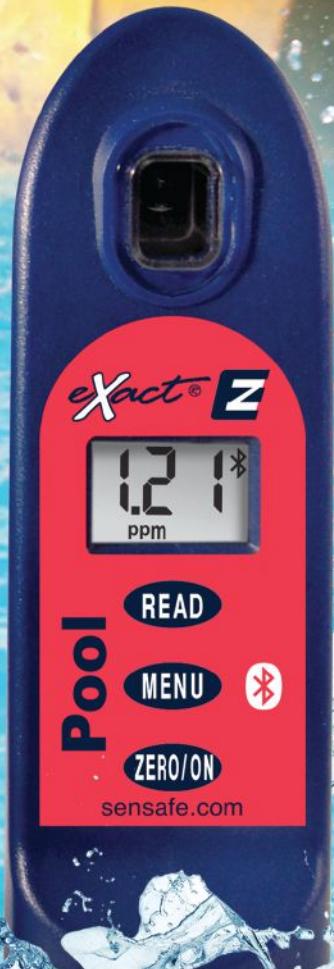
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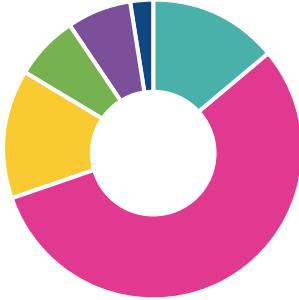
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## TOP 50 BUILDERS

### The Year So Far...



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

- Less than 3 months - **14%**
- 91 days to 6 months - **55.8%**
- 181 days to 9 months - **14%**
- 271 days to 12 months - **7%**
- More than a year - **7%**
- We don't have a backlog - **2.3%**

While year-long backlogs may have become less common, many of these builders remain busy, with more than half enjoying a backlog of three to six months.



Let's talk about the year so far. How are your residential construction LEADS in 2025 compared with the same time last year?

- ↑ by 10% or less - **16.3%**
- ↑ by more than 10% - **9.3%**
- ▬ as this time last year - **23.3%**
- ↓ by 10% or less - **30.2%**
- ↓ by more than 10% - **21%**

When it comes to leads this year, the trend has definitely gone down more than up. Just over half – 51.2% – reported decreases. Breaking that down further, the largest portion of these builders report decreases of 5% or less.

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## TOP 50 BUILDERS



46. J. CALDWELL  
CUSTOM POOLS

**John Caldwell** | President/  
CEO

"Don't just build pools — build relationships." This perspective shift has reinforced the importance of delivering exceptional customer experiences, not just high-quality pools. By prioritizing transparency, responsiveness, and long-term client relationships, we've seen increased referrals, repeat business, and stronger brand loyalty. In an industry where word-of-mouth and reputation are everything, consistently exceeding customer expectations is our best marketing tool.



47. SUPERIOR POOLS  
OF SOUTHWEST  
FLORIDA

**Jonathon Krawczyk** | CEO

To stay fresh in upcoming content for social media platforms to reach our target audience. Having current photos, video clips, client testimonials and employee spotlights allows for our researching clients to feel confident in choosing Superior Pools.



48. MASTER TOUCH  
OUTDOOR LIVING

**Nilson Silva** | CEO

If you fail to plan, you plan to fail.



49. ARVIDSON POOLS  
& SPAS

**Dennis Marunde** |  
President

"Watch your inventory, watch your cash flow, and keep your head." 2024 turned out to be our company's best year ever, but it didn't happen in one easy, straight-line manner. The last year was fraught with exasperating challenges as well as extreme highs. The decision to remain calm through it all, keep a close eye on our expenses and our inventory, and support our team in as many creative ways as possible all paid off.



50. POOL-OLGY

**Malcolm Marshall** | CEO

"Don't wait to make key hires." Often times small businesses wait to make key hires with the idea that they should reach a certain milestone. Once the hire is made, hindsight reveals that waiting was the wrong decision. Business owners should resist the logic of waiting for milestones to fill key roles, and pursue the hires now that they know will help them grow the business.

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## TOP 50 BUILDERS

### The Year So Far...



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

- ↑ 10% or less - **25.6%**
- ↑ more than 10% - **25.6%**
- ▬ with same time last year - **16.3%**
- ↓ 10% or less - **27.9%**
- ↓ more than 10% - **4.6%**

Just over half have seen residential construction revenue rise compared with the same time last year. Even among those who saw decreases, they were very small, with 20.9% reporting decreases of 5% or less.



Now to residential construction **VOLUME**. So far in 2025, how do **UNITS SOLD** compare with the same time last year?

- ↑ 10% or less - **18.6%**
- ↑ more than 10% - **9.3%**
- ▬ with same time last year - **23.3%**
- ↓ 10% or less - **34.9%**
- ↓ more than 10% - **14%**

Almost half — 48.9% — reported year-over-year drops in volume so far in 2025. However, 23% said those decreases capped at 5%.

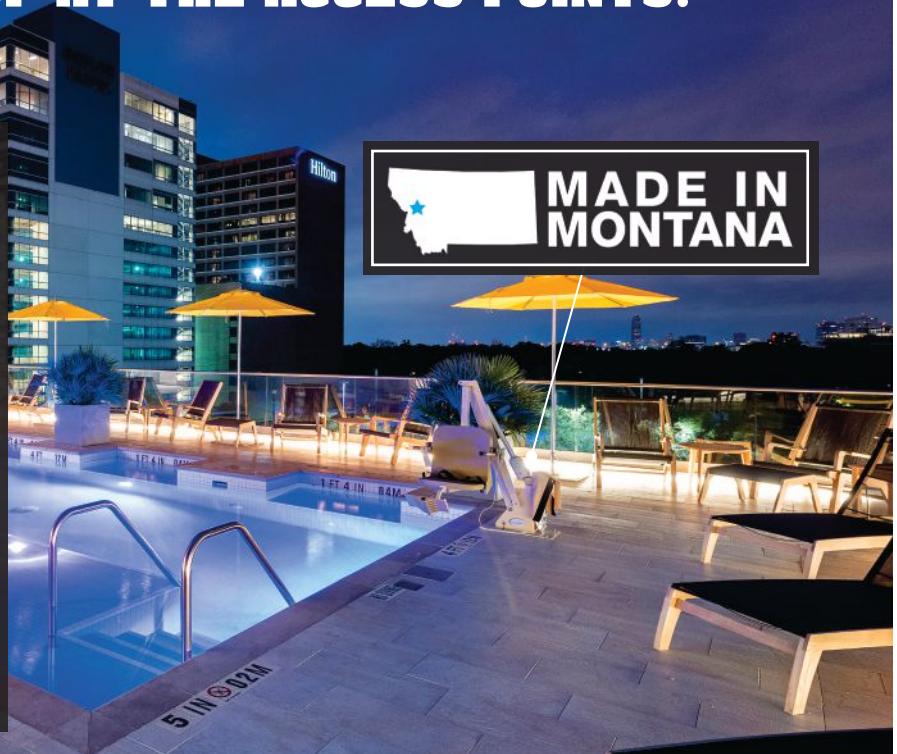
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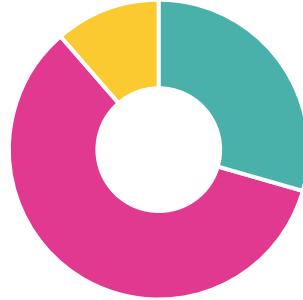
## TOP 50 BUILDERS

### In These Times



Do you believe tariffs or the potential for tariffs have negatively impacted your residential construction sales in the last 12 months?

- No - **18.6%**
- Yes, by 5% or less - **39.5%**
- Yes, by 6%-10% - **25.6%**
- Yes, by 11%-20% - **9.3%**
- Yes, by more than 20% - **4.7%**
- Don't know - **2.3%**



Do you expect tariffs or the potential for tariffs to negatively impact your residential construction sales during the rest of 2025 or into 2026?

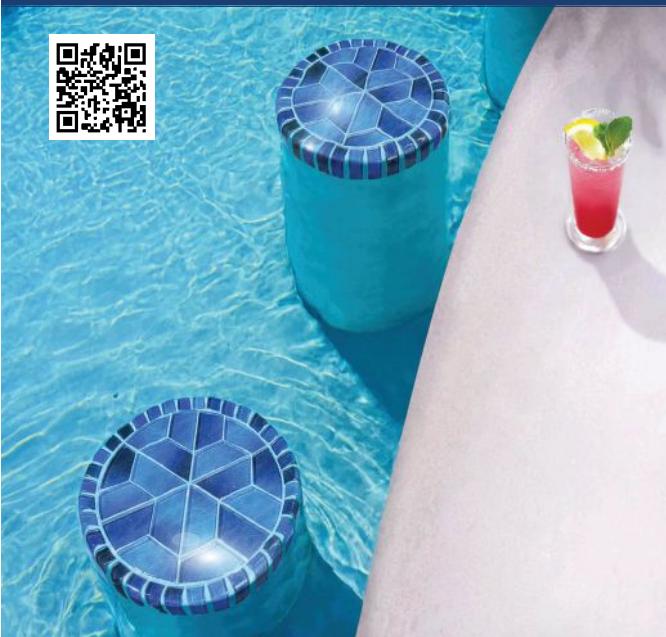
- No - **30.2%**
- Yes - **60.5%**
- Only under specific conditions/too soon to tell - **11.5%**

Tariffs remain a concern for these builders, with just under 80% believing their residential construction sales have been negatively impacted by tariffs, and just over 60% expecting them to have such an effect in the near future.

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## TOP 50 BUILDERS

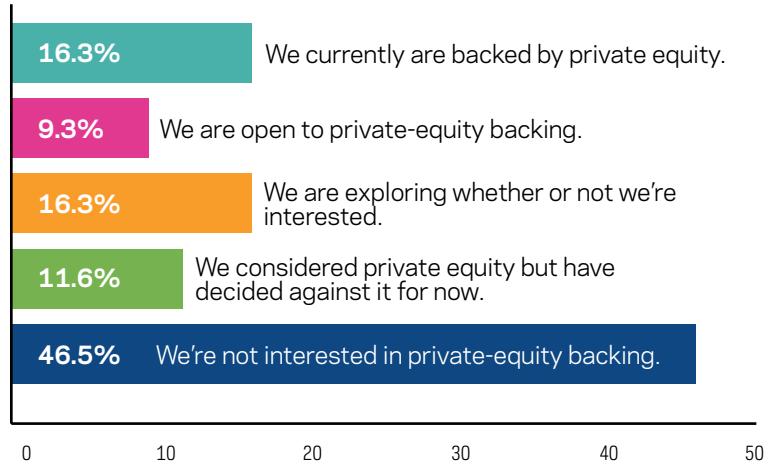
### In These Times



#### Do you have a succession plan set?

Yes - **55.8%**  
 No, but I plan to soon - **18.6%**  
 No - **25.5%**

#### Which applies to you and your company regarding private equity?



Succession planning remains a pain point even among Top 50 Builders, with 44.1% saying they have not yet developed their strategies.

As the industry consolidates, more Top 50 Builders have taken private-equity backing. However, most companies in this year's group do not see it fitting in their business models for the time being.






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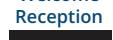
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# Product Profiles: Maintenance and Cleaning



## All Clear Professional Pool and Spa Chemicals

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

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

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

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

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

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

**Contact:** Aqua Tri | [aquatri.com](http://aquatri.com)



## Superclear TerraLock Mulch Glue

Superclear TerraLock Mulch Glue keeps mulch and other bedding substrates in place.

The easy-to-apply, water-based acrylic formula is, once dry, pet friendly. It adheres to multiple aggregates such as wood mulch, bark mulch, pine straw, pea gravel (up to 3/8"), angular stone (up to 1/4"), rubber mulch, and more.

In addition, it seals in color and protects against sunwashing, mold and mildew. It mitigates erosion, stands up to frost/freeze and protects against UV deterioration and fading.

Superclear TerraLock Mulch Glue remains permeable, allowing water to pass through and back into the groundwater, avoiding runoff.

**Contact:** FGCI/Super Epoxy Systems | [superepoxy.com](http://superepoxy.com)



## REMORA PRO Kit

The REMORA PRO Kit is designed for the pool pro. The 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 premium floating power cord, wearable battery pack, a 10 amp battery charger, two easily interchangeable 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 Filter Fiber Stuff

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

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

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

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

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

Technical support is available by calling 800-348-1656, or visit [JacksMagic.com](http://JacksMagic.com).

**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 mesh pool cover with exclusive high-tech weave.

This special feature offers 100% shade and debris filtration. With this high level of shade protection, algae growth will be significantly reduced, which leads to a cleaner pool when it is opened again.

Most importantly, this mesh cover boasts a high burst strength and abrasion resistance to provide safety from falling into a pool when not in use.

"Customers are happy to have a product that will keep people and pets safe from falling in pools when they are not in use," says Rabia Danyaro, Merlin's marketing coordinator.

The SmartMesh safety cover is available in green, blue, tan, and gray colors, and comes with a 15-year prorated limited warranty.

**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 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](http://myronl.com)



### Pool First Aid

Pool First Aid is formulated to clear up cloudy water fast. It combines SMARTZyme technology with a clarifier to target non-living organic contaminants such as dead algae, pollen, oils, and even antifreeze residue.

This fast-acting formula cleans up messes from spills, paint, or vandalism — often without the need for scrubbing. It also helps clear clogged filters by breaking down organic buildup, helping the system run more efficiently. In many cases, it even removes dead algae without requiring a backwash, making cleanup easier than ever.

**Contact:** Natural Chemistry | [naturalchemistry.com](http://naturalchemistry.com)



### **POOL360 PoolService**

PoolCorp's POOL360 PoolService software is designed for pool service businesses.

It offers leading route optimization, mobile water testing, automated billing and payments, integrated pricing with pool360 for installation and repairs, and more.

**Contact:** PoolCorp | [pool360service.com](http://pool360service.com)



### **Pool Safety Cover**

Rayner Covering Systems manufactures duplicate and custom pool covers.

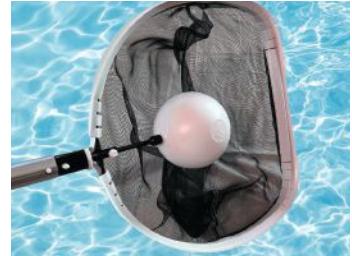
The company uses materials such as mighty mesh, which offers 98% UVA/UVB protection; standard mesh, which offers 93% UVA/UVB protection; or solid vinyl, which provide 100% UVA/UVB protection.

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."

**Contact:** Rayner Covering Systems | [raynercovering.com](http://raynercovering.com)



### **SKiM360 Floater/RAKE Combo**

The SKiM360 Floater/RAKE combination tool is the latest addition to the SKiM360 line. It gives users the ability to effortlessly skim the pool surface and get debris off the bottom — the No. 1 request from pool service professionals.

All SKiM360 products have a patented float assembly that removes all the weight and strain out of netting the surface of a pool.

The product stays centered at the waterline regardless of the direction of travel.

For service pros, all SKiM360 products focus on speed, efficiency and reducing repetitive motion pain, strain and potential chronic injury.

**Contact:** SKiM360 Products | [SKiM360products.com](http://SKiM360products.com)

# Product Profiles: Fittings, Jets, Blowers



## 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)



## 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](http://magicplastics.com)

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Pool and Spa News

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**A Look at Last Year**



**Let's look back at last year. How did your 2024 RESIDENTIAL CONSTRUCTION REVENUE compare with 2023?**

- ↑ 10% or less - **37.2%**
- ↑ more than 10% - **16.3%**
- ▬ with 2023 - **7%**
- ↓ 10% or less - **30.3%**
- ↓ more than 10% - **9.4%**

Last year, 53.5% experienced an increase, while 39.7% saw a drop. Broken down further, 18.6% saw increases of 5% or less, while the same reported boosts of 6% to 10%.



**How did your 2024 residential construction PROFITS compare with the year previous?**

- ↑ 10% or less - **37.2%**
- ↑ more than 10% - **16.3%**
- ▬ with 2023 - **16.3%**
- ↓ 10% or less - **23.2%**
- ↓ more than 10% - **7%**

The profit comparisons closely resemble those for revenue. Of those who reported increases in profit from 2023 to 2024, most saw hikes of 5% or less, with 27.9% of respondents citing that amount.



**How did your 2024 residential NEW CONSTRUCTION VOLUME compare with 2023?**

- ↑ 10% or less - **23.3%**
- ↑ more than 10% - **7%**
- ▬ with 2023 - **16.3%**
- ↓ 10% or less - **46.6%**
- ↓ more than 10% - **7%**

With number of new pools and spas built, the trend remains downward, with 54.3% building fewer units in 2024 than the year before. But both the up and down side favored smaller changes.



**For all of 2025, what are your expectations for residential construction sales (new construction and renovation combined)?**

- ↑ 10% or less - **39.5%**
- ↑ more than 10% - **14%**
- ▬ with 2024 - **16.3%**
- ↓ 10% or less - **27.9%**
- ↓ more than 10% - **2.3%**

In projecting for the year ahead, hikes are expected to be very small, with 20.9% anticipating increases of 5% or less. Drops are expected to be moderate, with 20.9% expecting drops between 6% and 10%.



Super Mesh - Tan

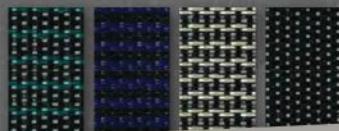


## Box and X-Stitch

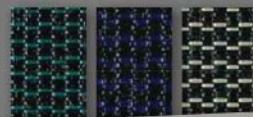
Critical intersections receive both a Box and X-Stitch using UV resistant GORE® TENARA® thread, which remains flexible and strong during extreme hot or cold, will not absorb water, resists acid rain, salt water, and freezing.



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