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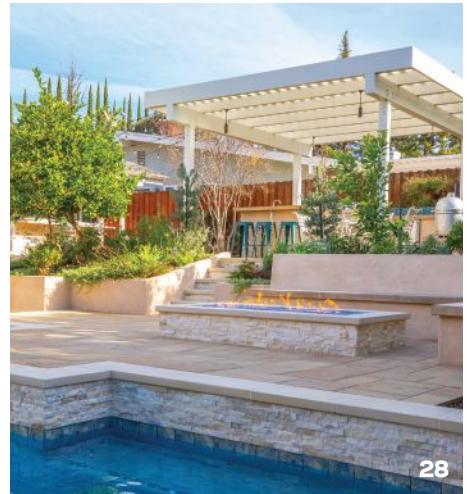
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CRMs: The Good, Bad and the Ugly



Joanne McClain
Editor-in-Chief, PSN

IN WORKING ON THIS ISSUE, I CAME ACROSS the name of a software program that I hadn't thought about in nearly 25 years.

It was ACT!, a rudimentary customer relationship management system that our contributor, Ali Reynolds, mentions on page 42 as part of "Maximizing Your CRM from the Start," a feature focusing on the importance of choosing the right CRM system and support for your pool/spa business. As Ali mentions, back then ACT! was little more than a glorified rolodex. (Raise your hand if you still remember those!) It was a way to keep your contacts in one database, and you could leave notes on the actions you took to complete a sale. It was helpful to a degree, the best we had at the time. I will say it was handy for direct mail marketing — you could print out mailing list labels in an hour. So fast, so efficient!

CRMs have come a long way since then. They promise better efficiency and growth, and can truly carry the beasts' burden when it comes to developing effective marketing campaigns, help with tracking and converting leads into sales, build customer loyalty and retention, and then offers up all that irresistible data for your analytic consumption, helping you make decisions that can further your business. They are truly a necessity for any modern pool and spa company.

However, many diving into implementing a CRM experience frustration about unexpected costs — especially when it comes to support. Remember when purchasing software meant having built-in support to help you make the most of your investment? Those days are a distant memory. Many vendors now treat basic assistance as an upsell rather than a core component, leaving businesses scrambling to find help when they need it most. Nowadays, this sub-

scription model is inescapable, and you'll find all aspects of support sliced and diced and then priced accordingly in a monthly or yearly fee.

This can result in sticker shock. Take the experience of the hot tub dealer in the story, for instance. After feeling pressured into choosing a CRM, he was stung by the lack of tailored training and support. Instead of enjoying a smooth transition into his new system, he ended up lost in a sea of frustrating, generic solutions. Too often, we find software companies focused more on profits than truly understanding the needs of their clients, leaving users feeling undervalued and confused.

That's why I appreciated Ali's transparency in the story. It's important to know not only what you can expect from a CRM and how to go about choosing one, but to also go into it with realistic expectations when it comes to costs. Let's face it, marketing takes up a huge chunk of a business' budget, typically anywhere from 7-10% of a company's gross revenue. Where you decide to put those dollars will have a direct impact on the success of your business. No one wants to be caught dealing with large hidden fees.

On the other hand, the ability to truly customize the benefits of a CRM for your specific needs have never been better. So, as you wade through the ever-increasing CRM and support options, it's crucial to carefully evaluate the complete offering of any platform. Choose one that emphasizes strong support, but go into it with your eyes wide open.

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

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New Construction Platform Launches

Streamlining its construction brands, The Amenity Collective seeks to aggressively expand that sector.

by **REBECCA ROBLEDO**

THE AMENITY COLLECTIVE, A COMPANY THAT HAS RANKED on the PSN Top 50 Service list, is working to grow its presence in the construction segment.

The Owings Mills, Md.-based company has formed a new platform and consolidator, called the Amenity Construction Group (ACG), to offer a range of pool and backyard construction services throughout the country.

The Amenity Collective already owned five pool/backyard contractors and subcontractors: Pearl Pool Plastering of Raleigh, N.C.; Jim Hinson Pools of Raleigh, N.C.; Specialty Pool & Fountain of Rockville, Md.; Resurrection Pools of Port Charlotte, Fla.; and CDC Pools of Chandler, Ariz.

It has joined the five to form the new holding company. However, each of the five will retain its identity and largely continue operations as is, with ACG merging many of their financial and administrative functions.

“We have the business part figured out,” said ACG CEO Scott Flor. “There are a lot of efficiencies to be gained so it gives them an opportunity to grow and expand.”

With its combination of construction brands, ACG plans to serve as a single-source provider for backyard design, consulting and construction. The company will be broken up into three operations. Its renovation and new construction operations will be customer-facing, while the Builder Services Division works business-to-business.

Between its current construction brands, ACG serves the

East Coast and parts of Texas and Arizona. It plans to expand that footprint both through organic growth and acquisitions.

Leaders from the five companies were promoted to ACG offices. Flor came from his post as president/CEO of Pearl Pool Plastering. Mitch Larriva, from Resurrection Pools and CDC Pools, will serve as president of ACG’s Remodel Division. Chris Seeger, from Jim Hinson Pools and Specialty Pool & Fountain, is president of the New Construction Division. Dave Turfle from Pearl Pool Plastering is ACG’s vice president of the Builder Services Division, providing subcontracting services.

In addition to their ACG offices, Flor, Larriva, Seeger, and Turfle will continue to oversee the day-to-day operations and financial performance for the brands from which they came.

As companies are acquired, they will be set up to work under the appropriate division, Flor said. In considering companies to purchase, the firm looks at those whose owners want to remain as well as those seeking to retire. However, it does have a preference.

“We like partnerships where people want to stick round a period of time to make sure the business transitions, and that there’s comfort for the customers and employees,” Flor said.

It also is looking to expand geographically and is open to different regions. Through expansion and organic growth, the company hopes to double its business in the next two to three years. ACG is headquartered in Raleigh, N.C.



From left to right: Amenity Collective CEO Brian Sheehan; ACG CEO Scott Flor; New Construction President Chris Seeger; VP of Builder Services Dave Turfle; Remodel Division President Mitch Larriva

Current Systems Shifts Ownership

Co-owner Phil de Tournillon becomes the sole owner.

by REBECCA ROBLEDO

CURRENT SYSTEMS, A MAKER OF current pumps frequently used for lazy rivers, has been sold.

It was acquired by Phil de Tournillon, president/owner of RiverFlow Pools of Boca Raton, Fla. His company had sold Current Systems' products in the Eastern U.S. Before the transaction, de Tournillon was a partner and vice president of Current Systems, based in Ventura, Calif.

With the change in ownership, Current Systems will no longer operate as its own company but will be incorporated into RiverFlow Pools. However, manufacturing will continue to take place at the Ventura facility.

Current Systems Founder Peter Davidson has retired but will serve as a consultant.

Though just announced, the acquisition took place in April. Since then, RiverFlow has opened a new distribution and service center in San Antonio to more easily reach customers in the central U.S.

"We are committed to building on RiverFlow's legacy of performance, reliability, and engineering excellence," de Tournillon said. "This acquisition is about expanding possibilities while staying true to the innovative spirit that made RiverFlow a category leader."

In combination with strategic investments, the company expects the acquisition to position it for long-term growth. New ventures include producing products compatible with Myrtha brand stainless steel pools and, as part of that initiative, marketing more aggressively on an international basis.

RiverFlow manufactures moving-water systems that produce currents for swimming in place, therapy pools, lazy rivers, adventure pools, water features, and aquatic training environments.

Current Systems was established in 2002. Davidson, its founder and inventor, began receiving patents for pumps and related components in the 1980s.



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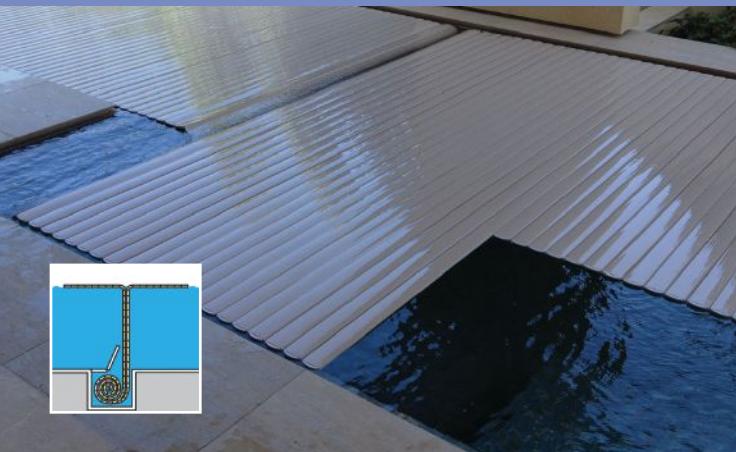


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POOLCORP ACQUIRES MIDWEST/ TEXAS COMPANY

Distributor Pool Corporation has acquired Great Plains Supply Pool and Spa Products, headquartered in Lenexa, Kan. A subsidiary of mSupply, Great Plains serves the Midwest and Texas markets from centers in Lenexa and Houston, Texas. The former owner of the 40-plus-year-old company was Susan Ahn. POOLCORP operates more than 450 sales centers in North America, Europe and Australia.

NOMINATIONS OPEN FOR POOL PRO AWARDS

Manufacturer Pentair Pool is now accepting nominations for the 2025 Pentair Pool Pro Awards, its annual program that celebrates pool/spa service professionals. This year's theme recognizes backyard legends.

The program honors seven pool professionals who exemplify a deep commitment to the industry, possess extensive product knowledge, prioritize customer safety, and demonstrate outstanding leadership. Categories include the top prize, Premiere Pool Pro, with two winners; Lifetime Achievement, also with two winners; Unsung Hero; Advancing Automation; and Safety Advocate.

"The Pool Pro Awards celebrate the backyard heroes who go above and beyond to help create safe, smart, and unforgettable pool experiences," said Greg Claffey, president and chief revenue officer for Pentair Pool.

Nominations open Sept. 2, 2025 and will be accepted until Oct. 19. Professionals can nominate themselves or peers.

Voting by the industry takes place in October. Winners will be announced in January 2026 and honored during a private awards ceremony at The Pool and Spa Show in Atlantic City.

BLUE SQUARE HIRES SALES/ MARKETING VP

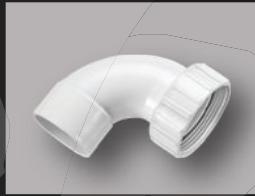
Blue Square Manufacturing, a maker of in-floor cleaning systems and lighting, has hired Patrick Smith as vice president of sales and marketing. According to the company, based in Chandler, Ariz., Smith brings extensive industry experience and a record of driving growth and market expansion.



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Return to Sin City: The 2025 International Pool | Spa | Patio/Deck Expo

Here's what you can expect from the Pool Spa Patio/Deck Expo in Las Vegas.

BY RENA GOLDMAN

PHOTOS: COURTESY/INFORMA



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ORGANIZERS OF THE INTERNATIONAL POOL | SPA | Patio/Deck Expo are gearing up for a larger and more comprehensive event this year that's designed to serve each segment of the industry. The show, which returns to Las Vegas in October, will feature expanded education, a larger expo floor, high-profile keynote speakers, and plenty of networking opportunities.

While the official attendance numbers won't be announced until after the event, organizers expect a strong showing, much like the 2023 Vegas show. Megan Magaña, show manager for PSP/Deck Expo, says there are encouraging trends for 2025, and attendance is already tracking ahead of last year with people from all over the United States planning to come.

THE FLOOR SETS THE STAGE

The PSP Expo, co-located with Deck Expo, will be at the North Hall of the Las Vegas Convention Center in Las Vegas from October 22-24.

The 2025 event, organized by Informa, is expected to attract more than 10,000 attendees who will have around 147,000 square feet of space to explore in the Expo Hall. Magaña says the show's footprint is not the only way it has expanded. "It's also about the depth and breadth of what attendees will see outside of the Expo Hall," she says.

To make sure attendees get the most out of the show, Krissy Adams, conference manager for the PSP/Deck Expo, recommends having a solid plan before arrival. The free mobile app My Show Planner will be available with updated booth numbers and ways to organize a daily schedule. Users can also find session descriptions and schedules. "The PSP/Deck Expo+ matchmaking tool lets you book one-on-one meetings with vendors either in their booths or at the dedicated lounge right on the show floor," says Magaña.

The app will again feature a scavenger hunt designed to help attendees explore the show floor and discover things they might otherwise miss. As the app takes people through the different areas, they'll be given challenges to complete and destinations to check off. "Winners of the scavenger hunt will receive gift cards as prizes," says Magaña.

In addition to the product showcase, there will be a lunch and learn for retailers to learn the latest about the hot tub retail industry.

SPEAKING TO EVERYONE

For the first time, this year's show will feature three keynotes instead of one main speaker as organizers aim to adapt the show to fit the needs of different segments of the industry. Adams says this is the most robust keynote program ever. Each keynote will be the headliner of that day and will address a different aspect of the business. Attendees can expect speakers on Wednesday, Thursday, and Friday.

The first keynote will be an industry insights panel. "What makes this session particularly valuable is the interactive component," says Adams. "Attendees will participate in real-time surveys that let you benchmark your business against others in the industry."

Day Two's speaker will be Dallas Cowboys legend Darren Woodson. Woodson's topic is creating cultures of excellence, which Adams says will draw parallels between championship sports teams and successful businesses.

On Day Three, the keynote will feature a session dedicated to "Women of Water" by PHTA and PoolCorp. Adams says the talk will go beyond professional development and dive into ways to clarify purpose and build authentic confidence.

PARTIES AND PROGRAMS

The Welcome Party returns to AYU Dayclub at Resorts World, a location that proved popular in 2023. The party, which is designed to kick off the show, will offer attendees the chance to mingle and network.

Pool Nation Awards also return for a fifth edition. The black-tie event will see awards presented for best truck wrap, sales rep of the year, products, and the pool guy and pool gal of the year.

A new addition for 2025, Pool Nation will host its Pool Nation Conference on Friday and Saturday. The conference will offer sessions with speakers from 9 a.m. to 5 p.m., focusing on various aspects of the business side of the pool industry.

The much-anticipated Million Dollar Pool Design Challenge will return with a \$10,000 prize. "Year after year, this challenge serves as a celebration of what makes our industry special — the blend of technical expertise, artistic vision, and collaborative spirit that transforms ordinary backyards into extraordinary outdoor living spaces," says Magaña.

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CLASSES IN SESSION

Education at the PSP/Deck Expo is designed to go beyond classroom lectures, creating an environment where ideas cross between disciplines. "It's not just about sitting in classrooms - it's this amazing exchange of ideas where a pool builder might pick up something from a retail session, or a service tech shares a trick that helps a designer solve a problem they've been stuck on," says Adams.

Class offerings get an update each year. This year, including the pre-conference program, conference and show-floor sessions, the PSP/Deck Expo will offer over 100 sessions.

Pre-conference courses and certification programs take place from Oct. 19 to 21 and are held by PHTA and Genesis. Some of the in-depth sessions include construction for concrete pools and Elements of Design from Genesis, and a Certified Pool & Spa Inspector, Certified Maintenance Specialist, and Certified Pool & Spa Operator from PHTA.

Classroom sessions will take place in the mornings from Oct. 22 to 24. There are focused classes for different segments of the industry. For instance, Adams says service pros will see industry superstars, like Alicia Stephens and Terry Arko, who will offer classes on chemistry basics, algae, saltwater pools, and even a course inspired by the late Bob Lowry. Builders can expect to see courses on different aspects of design and construction, and retailers can learn more about merchandising.

After courses let out, attendees can head to the Expo Hall for show floor education. The organizers say these sessions are demo-focused and short, with things like live deck-building demonstrations.

Registration for the PSP/Deck Expo is open now at poolspapatio.com. Magaña says readers of *Pool & Spa News* can get a complimentary Expo pass by using the promo code PSNEWSEXPO.

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Int'l Pool | Spa | Patio/Deck Expo Floor Map



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Int'l Pool | Spa | Patio/Deck Expo Conference Schedule October 19-25, 2025

** Room locations are accurate at presstime but are subject to change or will be added closer to the event date. Please go to poolspapatio.com for the latest information.*

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October 19-21 8 a.m.-5 p.m.

Certified Maintenance Specialist - CMS (3 Day Course)
Room N257

Certified Pool & Spa Operator - CPO (2 Day Course)
Room N254

GENESIS C201:
CONSTRUCTION SCHOOL:
Concrete Pools (3 Day Course)
Room N253

October 20-21 8 a.m.-5 p.m.

GENESIS C393: Construction Superintendent: Connecting the Field with the Home Office (2 Day Course)
Room N252

October 20 8 a.m.-5 p.m.

GENESIS D211: Elements of Design (2 Day Course)
Room N259

GENESIS Masterclass C344:
Mastering the Art of Precision and Efficiency in Pool Tile Installation (2 Day Course)
Room N260

October 21 8 a.m.-12 p.m.

Certified Pool & Spa Inspector - CPI
Room N254

8 a.m.-5 p.m.

GENESIS D211: Elements of Design (2 Day Course)
Room N259

National Plasterers Council Start-Up Technician Certification Course
Room N241

5:30 p.m.-7 p.m.

PHTA Awards of Excellence Reception
Room N245-N250

Wednesday, October 22

8 a.m.-9 a.m.
Turn Your Team Into A Championship Team: Hiring, Training, Management, Motivation and Retention
Room N253

Ultimate Marketing Workshop: Create Your Strategy For Explosive Growth in 2026
Room N258

Hot Tub Service 101 for Pool Technicians
Room N257

GENESIS B209: Masterful Mediums: Elevating Presentations in Design and Construction
Room N254

GENESIS C282: Polish or Demolish? When to Remodel or Rebuild a Pool
Room N252

9:15 a.m.-10:20 a.m.

Day One Keynote - Data-Driven, Builder-Proven: Strategies for the New Economy presented by PHTA
Room N245-N250

11 a.m.-12 p.m.

Swimming Pool Leak Detection: Comprehensive Strategies for Identification and Repair
Room N257

Fun For Friends and Family
Room N253

Stop Chasing Leads: Create a Marketing System That Brings Clients to You
Room N258

GENESIS D227: Acceptable to Exceptional: Level-Up Your Pool Remodels Without Working Harder
Room N252

Building a Thriving Aquatics Workforce: Strategies for Recruitment, Retention, and Growth
Room N254

GENESIS C310: Beauty of the Edge: The Definitive, Internationally Acclaimed Vanishing Edge and Water in Transit Design Program (Session 1 of 2)
Room GENESIS Solution Center, Booth 1415

12:15 p.m.-1:15 p.m.

GENESIS C310: Beauty of the Edge: The Definitive, Internationally Acclaimed Vanishing Edge and Water in Transit Design Program (Session 2 of 2)
Room GENESIS Solution Center, Booth 1415

1 p.m.-2 p.m.

GENESIS D263: Wellness and Design - How Design Decisions Impacts Outdoor Living From Concept, To Detail, and Eventually Through Execution
Room N254

SOP - Standard Operating Procedures
Room N253

Basic Water Chemistry: The 3 P's to Pool Care
Room N257

There are No Second Chances at First Impressions: Making the Most Out of Your Google Profile
Room N258

Taking Sauna to the Next Level
Room N252

Modern Challenges for the Pool Industry - 2025 and Beyond
Room N259

1:30 p.m.-2:30 p.m.

GENESIS C322: Construction Management: An Insight into a Functional Team
Room GENESIS Solution Center, Booth 1415

2:15 p.m.-3:15 p.m.

Retail Panel: Strategies to Improve Your Retail Performance
Room N252

Swimming Pool Waterproofing: A Hands-On Class
Room N253

Everything You Didn't Know You Needed to Know About Algae
Room N257

Exit Like a Boss: How to Build a Deck Business You Can Sell for Maximum Value
Room N258

2:45 p.m.-3:45 p.m.

GENESIS E106: Hiring an Engineer Without Remorse
Room GENESIS Solution Center, Booth 1415

4 p.m.-5 p.m.

GENESIS D112: Small Space Design
Room GENESIS Solution Center, Booth 1415

PHTA WAVE Young Professionals Happy Hour
Room PHTA Booth 1419

6 p.m.-8 p.m.

Welcome Party
Room AYU Dayclub at Resorts World

Thursday, October 23

8 a.m.-9 a.m.
Bob Lowry's Pool Chemistry for Service Pros
Room N257

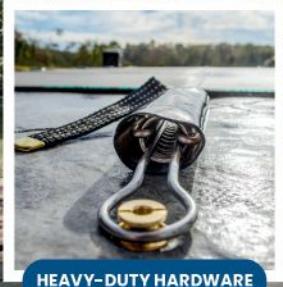
Bridging the Gap Between Contractor and Manufacturer
Room N258

Marketing Automation & Funnels That Convert More Leads
Room N253

GENESIS D326: Mindreading Your Clients Will Make your Projects Easier and Profits Bigger
Room N254

GENESIS C388: Pool Tile and Coping: Diagnosing Failures, Mastering Prevention
Room N252

(continued on page 58)



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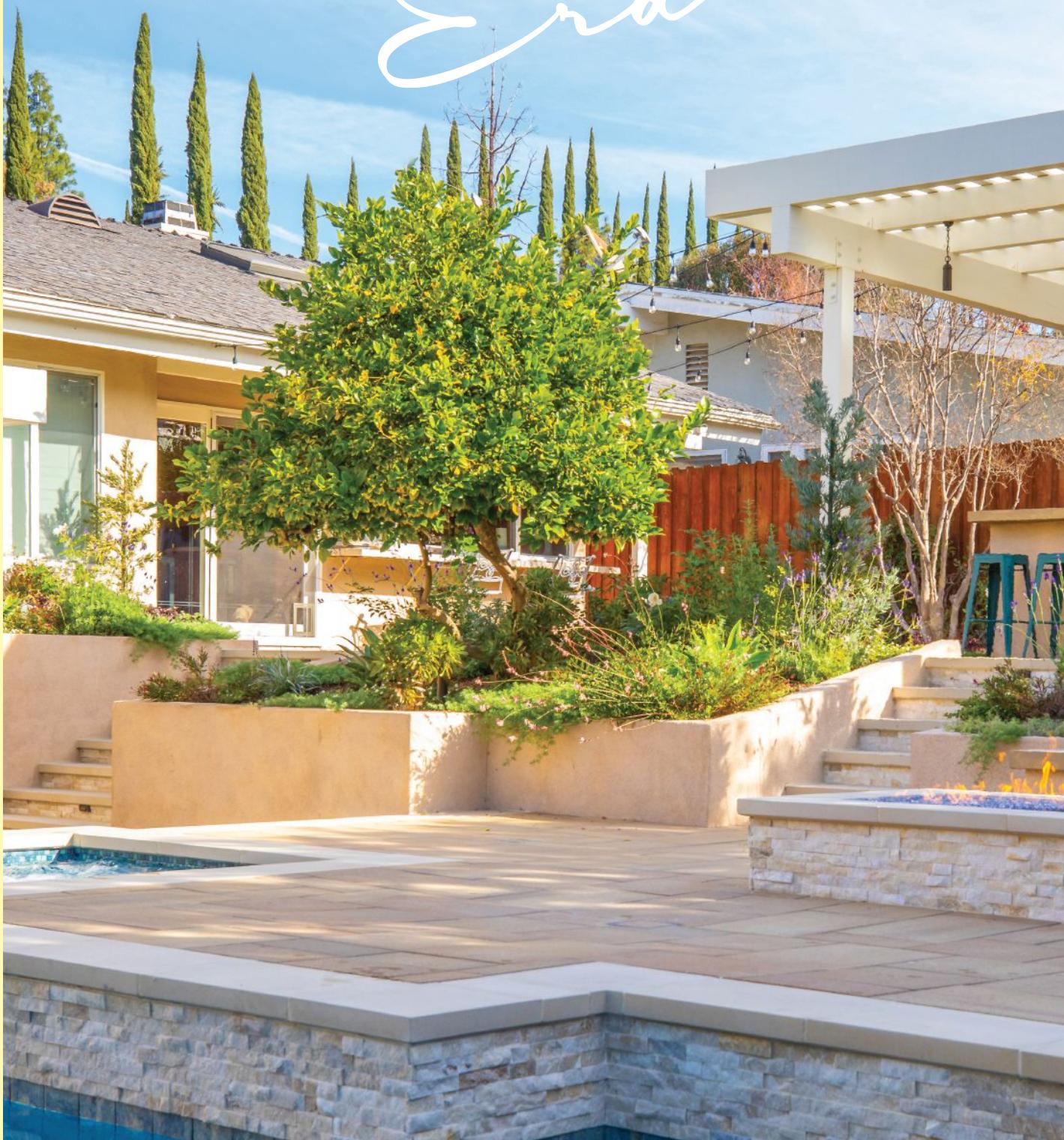
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OUR RENOVATIONS

Era



Times being what they are, renovations are moving toward the spotlight. Professionals share what this looks like and how they're maximizing this opportunity.

BY REBECCA ROBLEDO



WITHOUT A DOUBT, WE LIVE IN A renovations heyday. And the times only promise to become more friendly to this part of the industry.

It's not just a matter of homeowners choosing to invest in their backyards, or opting away from new-pool purchases, says Michael Todd, president of Rainbow Pools in Fishkill, N.Y. It was bound to happen, especially as projects built during the new-pool glut of the 1990s/early 2000s are reaching the quarter-century mark.

"Certainly it's rising, but I think it's going to keep rising in an incremental fashion because it's time to fix all these pools," he says.

Here, professionals assess the current landscape of pool/spa renovations and what it's meant for their companies as they look for this market to continue thriving.

HEALTHY ACTIVITY

Many companies are reporting moderate increases in renovation sales.

The Amenity Construction Group (ACG), based in Raleigh, N.C., sees increases ranging from 10% to 35% among its locations that serve the Eastern Seaboard, Texas and Arizona.

"The numbers vary a bit region to region, but across the board, the trend is up," says Mitch Larriva, president of ACG's Remodel Division.

While builders agree that renovation business is growing more than new construction, some don't see it reaching its full potential quite yet.

"We're up in renovation [revenue] 5% to 7% year-over-year," says Bruce Mungiguerra, CEO of Riverbend Sandler Pools in Plano, Texas. "We have seen some growth but, candidly, we had expected to see greater growth."

Units are up for the company — with renovation volume increasing 10% to 12%, but average ticket price has dropped about 15%.

For Riverbend and others, more clients seem to be limiting the scope of renovations to a simple refresh with a replaster/retile job, rather than a total transformation. "I think customers are saying 'This is a \$50,000 remodel project. Let's do tile and coping for now and do the rest later,'" Mungiguerra explains.

He sees renovation sales tempered by the same factors that slow new-pool activity. It's true that some homeowners decide to renovate as part of their decision to stay where they are. But, Mungiguerra believes, others would move if economic conditions were friendlier. So

IRVIN PACHECO, INTERVIEW MEDIA COURTESY THE GREEN SCENE LANDSCAPING & SWIMMING POOLS



The pool pictured in the preceding page before its renovation. Renovation by The Green Scene Landscaping & Swimming Pools, Chatsworth, Calif.

they see their homes as temporary and bristle at the idea of investing too much.

For ACG, the scope of renovations have varied by region. “During the COVID pool boom, pebble interiors became the go-to everywhere,” says Larriva. “That’s regressed in some markets, with customers looking for more cost-effective options. Pebble is still king in Florida and Arizona, but in other areas, quartz-based plaster and even marcite have come back into play.”

For Rainbow Pools, other realities have led to a quite different trend. As working remotely gives home buyers more options for where to relocate, wealthier consumers are migrating into certain neighborhoods that used to be more working- or middle-class. For these customers, a “renovation” may equate to tearing a pool out and replacing it altogether.

“They are buying houses that were originally purchased by people of more modest means, who may have put in a simple vinyl-liner pool,” Todd explains. “Now you have people from the city coming out and gutting the house and backyard. They want a pool with all the bells and whistles. They don’t want to slap on a coat of paint or put a new liner in.”

LINGERING PANDEMIC EFFECTS

Some are beginning to see a phenomenon that many had expected since the pandemic boom.

During this time, when demand exceeded supply and contractors were stretched impossibly thin, companies and individuals from outside fields saw the supply gap as an opportunity and tried building pools. Many in the industry predicted that, within a few years, homeowners would be looking for help repairing shoddy work by some of these dabblers.

For Riverbend Sandler, that has materialized. “We’re

actually doing some remodels on pools that are three and four years old,” Mungiguerra says.

Among the company’s six operations in Central Texas, most issues revolve around tile and decking. They often find decking that is too thin or lacks steel reinforcement or a proper base. Tile may not have been adhered correctly so it’s falling out. “And it’s not onesies-twosies,” Mungiguerra says. “It’s where 20% of the tile has fallen off.”

Homeowners in his area seem to have skirted workmanship issues with the shells, which Mungiguerra credits to the area having a very skilled shotcrete trade.

ACG is also seeing a number of pools in premature need of renovations. “We’re seeing plenty of those,” Larriva says.

His company comes across both structural and surface problems. “Common issues include bad gunite/shotcrete methods and improper subgrade prep or testing,” Larriva says.

With these projects, builders have to deal with the same uncertainty and concerns of any renovation — namely, not knowing exactly what will become unearthed and protecting themselves from inheriting another contractor’s liability. But, on top of that, they have to deal with devastated clients, Mungiguerra says.

“There is some sticker shock, some frustration,” he says. “So we’re spending more time educating them on why the pool or feature failed or why their tile’s falling off.”

When interacting with these customers, his team keeps their own emotions out of it and focuses on the job at hand to avoid adding to the aggravation.

GEARING UP FOR OPPORTUNITY

While the renovation market is self-generating to a certain extent due to the inevitability of pools aging, these builders see investment and focus as

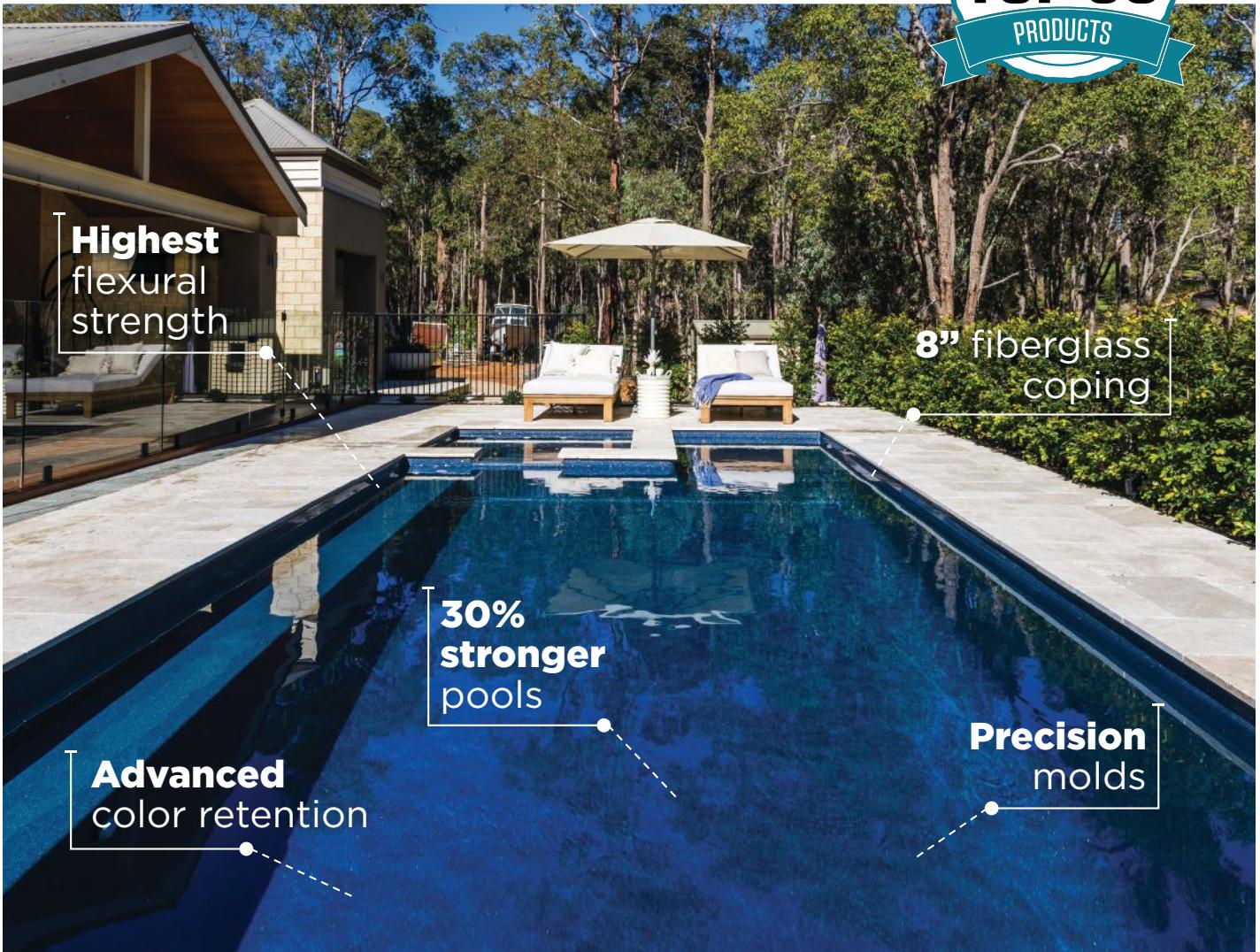
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A renovation by Claffey Pools, a part of Riverbend Sandler Pools.

being necessary to maximize this business.

“I think the opportunity is there for whoever’s willing to seize it,” says Josh Sandler, CEO of Gold Medal Pools in Lewisville, Texas. “It’s just a matter of bandwidth.”

With his new-construction operation perfected, he now plans to focus on fine-tuning his renovations operation. “The opportunity’s huge,” he says.

On the business side, several of these builders have established separate divisions for their renovation work, if for no other reason than to keep the bookkeeping clean.

“There have been times where [new construction] is extremely profitable and renovations isn’t, then others where renovation is a profit leader but new construction isn’t as strong,” says Mike Panella, CEO of Swimming Pool Services in Waukesha, Wis. “Because we have those numbers broken out, we can watch for where there could be improvements.”

Some will share design, sales and construction staff between new construction and renovation. However, others take it another step, assigning renovation work only to those with more experience, so they can more easily respond to situations as they arise.

For Swimming Pool Services, that staff is on the rise.

“We just took one of our [new-construction] members and moved him to the renovation team,” Panella says. “He wanted to try something new, and we could use somebody with all his knowledge on the renovation side when we’re tearing apart these existing pools. So now we’ll have three renovations teams. If I rewind to four years ago, we had one. We’re seeing a lot of growth, so we’re already anticipating adding a fourth in 2027 — maybe even next year.”

Mike Church, CEO of Cody Pools in Austin, Texas, has found something of a middle ground. His company,

with locations in Texas, Florida and Arizona, doesn’t have dedicated renovation crews. However, it only allows certain crews and project managers on its renovation sites. “It’s a selective group,” Church says. Less-experienced employees stick to new pools.

For some of these companies, investing in renovation also means targeting marketing efforts specifically to customers whose pools may need a revitalization. This often consists of emails and other communications with homeowners whose pools they built. Those with service divisions have another built-in audience for these efforts.

“... It’s becoming more proactive than reactive,” says Sandler from Gold Medal Pools. “So we’re taking our current base of thousands of clients and helping them understand what needs updating and what the opportunities are. That in itself could keep us busy for years.”

If economic trends continue as is, Church expects the renovation upswing to continue. “I think it’s only going to increase because of the uncertainty of people financing new pools,” he says.

But builders don’t expect the growth to hinge only on conditions that dampen new construction.

“We’re extremely optimistic,” Panella says. “We’re adding people. We’re not saying, ‘Oh it’s going to level out.’ We’re keeping our foot on the gas. We see the opportunity in our area and want to grab what’s available.”

PHOTOS: JOSE SERRATO PHOTOGRAPHY, COURTESY CLAFFEY POOLS



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CLOSE UP: PRODUCTS



Anderson Mfg Co.

Winter Duck Plugs allow plumbing lines to be blown out while the pool water level remains above returns. The “duck bill” valve design allows for high amounts of water flow with minimal resistance so lines can be cleared fast. This design eliminates the need for “burping” lines and makes blowing out plumbing lines into a fast, one-man job.

Contact: leaktools.com



Cefil USA

Cefil Liners are 60-mil reinforced membranes engineered for durability. Its high-strength composition makes it virtually impossible to rip or puncture, providing a dependable barrier that maintains its integrity even under extreme conditions. Its straightforward installation process can often be completed in just a few days.

Contact: sakkopool.com



Imperial Pools

Persunal Pools are plunge pools that can be accommodated in nearly any yard. It's available with a 54-inch wall in seven models, four sizes each and four interior finishes to choose from, and includes many of the same features that are available in standard size pools.

Contact: imperialpools.com



Kayden Mfg.

Kayden's color matching renovation system includes its Deco-Trim Package, which color coordinates a pool's skimmers, returns, and main drains to complement the pattern. Make a list of all the pool fittings when measuring for a new liner and Kayden will include the Deco-Trim Package along with all the gaskets for those fittings.

Contact: KaydenMFG.com



Latham, The Pool Co.

The all-new Calypso series of Latham's vinyl liner plunge pools features four 8-by-16-foot liner configurations, including step-up and step-in designs. Packages come complete with a pool base, step configuration, coping and vinyl liner. Available in Stardust Blue or Stardust Grey.

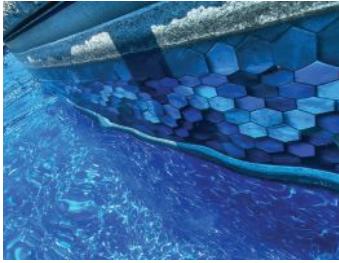
Contact: lathampool.com



LOOP-LOC

New for 2025, Bubbles & Bliss is an exclusive liner pattern inspired by the natural beauty of the ocean. It features a bubbly, creative mosaic that mirrors the fluid movements of water. This liner is CFFA-P-101 certified, and UV- and chemical-resistant.

Contact: looploc.com



Pegasus Products

Pegasus' inground and aboveground vinyl liners are made using virgin-grade vinyl that contains ultraviolet inhibitors as well as fungicide and biocide protectors. Using computer-aided design and cutting, Pegasus can customize its liners to fit its customers' pools perfectly.

Contact: pegasus-products.com



Quikspray

The Mini Grout Plant is capable of pumping epoxy grouts, cementitious grout, heavily bodied materials, repair mortars, and also spraying fireproofing, waterproofing, EIFS, artificial rock work, stucco, and other commercial coatings. It consists of a standard Carousel Pump and 31-inch U-Blend Mixer.

Contact: quikspray.com



Rayner Covering Systems

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.

Contact: raynercovering.com



Slipstream Swimming Machines

Slipstream Swimming Machines installs in minutes and drops into any pool, creating a strong current for swimming, aquatic fitness and family fun. Users can swim 2.5 miles (90 laps) on a single charge, aqua jog or create a lazy river.

Contact: swimslipstream.com



Ultra Aluminum

Ultra Vinyl Privacy Fencing is low-maintenance and combines the durability of extruded aluminum top, middle, and bottom rails with rich, variegated-color vinyl panel inserts. It's available in 8' wide x 6' high sections, with options for 3" or 4" posts. It comes in four frame colors and accommodates any standard 7/8" x 6" tongue-and-groove vinyl board.

Contact: ultrafence.com



Z Poolform

Z Poolform is a reusable PVC form used to create decorative concrete copings for pools. Interchangeable Form Liners will allow for a variety of different edge profiles and textures not previously possible with pool coping forms. Z Poolforms can be used with vinyl liner, fiberglass, or concrete pools.

Contact: concretercountertopsolutions.com

CRM



CUSTOMER RELATIONSHIP MANAGEMENT



Maximizing Your CRM from the Start

The success of your CRM hinges on choosing the right system and support for you. Here, internet marketing specialist Ali Reynolds provides tips.

BY ALI REYNOLDS

THERE HAS BEEN PLENTY OF TALK lately between industry press and social media about customer relationship management systems (CRMs) and what they can do for your business.

You may have investigated one or two CRM platforms, maybe even going as far as doing a demo or taking a call with a sales representative. Unfortunately, some of these professionals can be aggressive, vague, or even unhelpful, while expecting you to provide your credit-card information and trust that their solution is the best for your business without answering any of your specific questions.

A conversation I recently had showed what can go wrong. I followed up with a hot tub dealer who had discussed a CRM with me months before. He expressed his annoyance at the situation he found himself in: He had already hired a CRM implementation team, from the brand they chose, but it quickly became clear that they hadn't fully understood his business model. It seemed they hadn't taken the time to gather the important details so they could customize a system, but had simply slapped a standardized solution into the hot-tub

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dealer's system and called it good.

There was no training other than the generic videos on their website, and no support unless he paid for it. There had been no assistance in writing email content, so it was up to his team to write the emails and add them to the campaigns. He didn't know what to do. He felt like it was a waste of his time and money, and he regretted ever investing in a CRM at all.

While it wasn't my mess, I offered to help fix it. He thanked me but was disheartened enough by the entire experience that he needed to think it over before investing any more time and money into it. I'm guessing that isn't going to happen.

This is the exact scenario I want everyone else to avoid falling into. Incorporating a CRM into your system doesn't have to be this way — nor should it. There is a method you can follow to map out a CRM that will add to your company's overall value and your customer lifetime value for years to come.

But Rome wasn't built in a day and neither will your CRM system be. It is a complicated system that takes time, careful planning and respectful implementation, along with clear communication throughout the process.

The bane of my existence is cleaning up CRM systems that were hastily built, barely planned and half-heartedly executed. One small snag can result in many leads not getting into the right campaign, or the salesperson not getting notified on time that they have a new lead. Does it completely negate the value of having a CRM? Absolutely not! But it can be very disheartening for a salesperson when they don't receive timely notification of a new lead. Prevent the preventable problems.

IMPORTANT QUESTIONS TO ASK

The challenge is that most managers and owners stall out in the process before pulling the trigger on a CRM

build.

Even if business owners do take the leap of faith and pay for the CRM brand to build out the system, they don't know how to write effective

nurture emails that educate leads, build relationships consistently over time, and help convert leads into customers. Or they can write and implement the emails, but they don't



SCHEDULING CRM NURTURE EMAILS

After choosing the right CRM, your team will have to schedule your nurture emails and develop their content. Here are things to consider. Brainstorm these with your team and write them down.

- What is the average time frame for a lead who requests information to transition to a customer for the first product we want to support? Let's say for the sake of this discussion these are hot tubs.
- Do you call the hot tub leads on day one? How long is the average time it takes until your team calls them?
- Do they actually call them, or do they default to sending an email first?
- What percentage of those leads become a phone call with a human on the other end on the first reach out?
- Of those calls with a human, what percentage schedule a visit or know what they want immediately?
- Is the sales team leading the experience with guiding questions or relying on the customer to share information?
- When they visit, what percentage of these prospects get a quote before they walk out the door?
- What are the main objections you hear about purchasing once a proposal is given? These are opportunities you can address in your educational content. If you can get them over the objections before they show up, you'll have less to contend with.
- What is your close rate?
- What is your average cost of customer acquisition? (This is based on your per-lead cost and your close rate percentage.)

With the data you can mine from your team, you can have a robust amount of information to inform both the CRM tech team and the content teams who are writing your emails.

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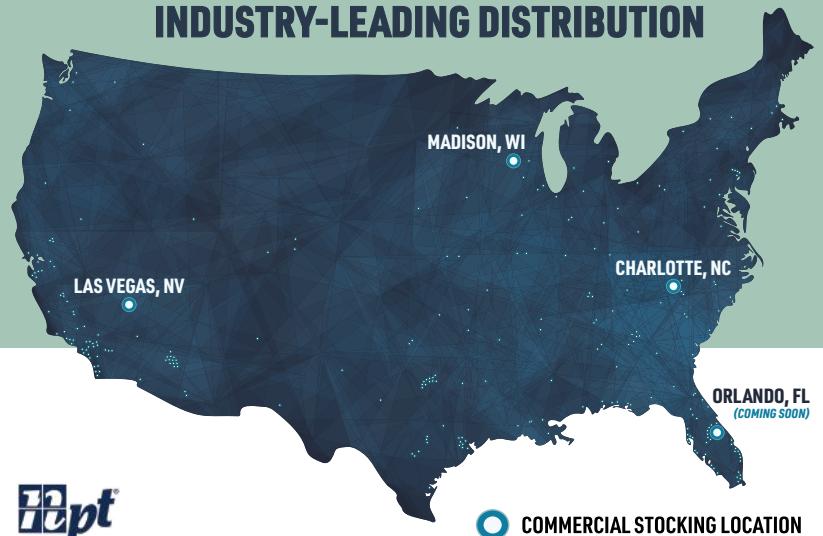
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know how to train their sales team to adopt and use the new system to track leads and move clients through the sales funnel effectively. They also don't know how to hold their sales people accountable.

It's no fault of their own. This technology is not their area of expertise. In fact, it's probably not in their job description to know how to use a technical system and train others.

Much of this frustration can be avoided by asking the right questions when choosing your CRM-implementation team. These should center around not only your company's specific needs for customer communications, but also the support you receive to help your team implement it.

Below, I've listed a few of the most common scoping questions that go unanswered, which can lead to complaints months and thousands of dollars of investment later — and turn

a potential CRM success story into a failure.

- Who does the actual CRM setup for my company?
- Who writes emails for the campaigns that we will be emailing out?
- Who trains my sales team to use it?
- How does this system provide the reporting I need to prove its value?
- What is the ongoing support structure available for my team's future requests?
- How much will all of this actually cost to implement? Keep in mind that, in addition to the monthly fee for the CRM, costs also come from its implementation, email content creation, training and support.

Setting up a CRM and getting customized email content, training, reporting and support set up for your team will cost you around \$4,000 for each product line you choose to support with your sales and marketing team. Most of our customers spend \$8,000

to \$12,000 to fully support three to four product lead campaigns plus customer campaigns. It is a worthwhile investment: You will fully recoup your investment within the first year — if your team uses it.

Remember that, on top of the implementation cost, the average monthly cost that you pay to a CRM platform that will work to support a pool and spa company ranges between \$250 and \$1,500 per month. It can be higher, depending on custom integrations with your phone system, texting system, POS system, etc., that you choose. There are many factors to consider that make it worthwhile despite the high price tag.

WHAT DO YOU WANT TO ACCOMPLISH WITH YOUR CRM?

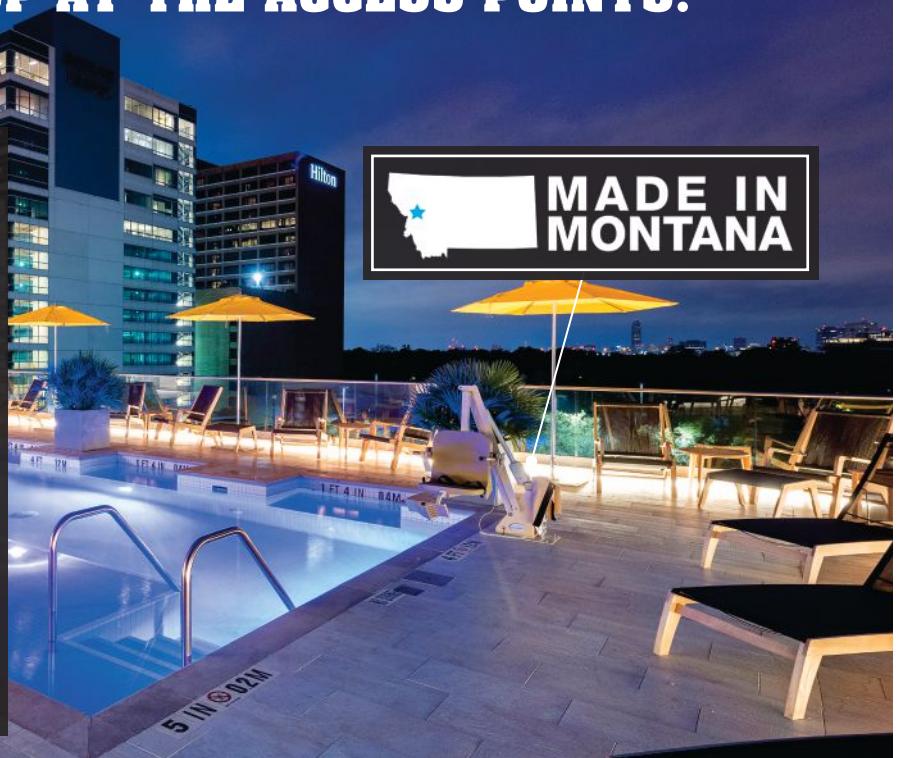
The key to choosing the right CRM for your company is making a focused list of what you hope to accomplish with it.

This requires you having an understanding foremost: What will a

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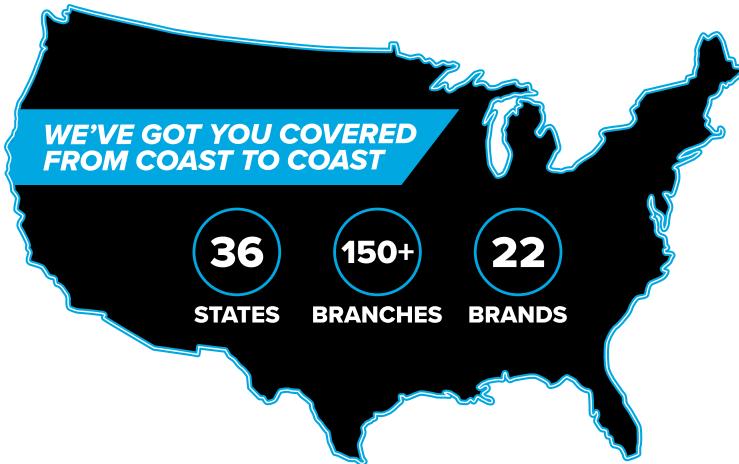

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HOW DO I GET MY SALES TEAM TO USE A NEW CRM SYSTEM? THEY ARE STILL USING PEN AND PAPER.

When I first started out as a commissioned salesperson in my early 20s, selling print advertising for a legal publication, I used a CRM called ACT.

It wasn't connected to the internet back then; it barely had insights into the customers and lead activities and was essentially an online rolodex that I had to manually scroll through to look up the contact information and phone number before I cold called them.

I would take notes, send emails to my leads through the system (that was advanced back then) and had some insights into when they opened the emails, and that was about it. But it really only worked because I made the calls, made the notes, sent the emails and sold the contracts for my services by being persistent and engaging with my leads and customers.

This is my default sales behavior to this day to such a degree that I sometimes forget to rely on the available automation myself although I do use the Hubspot CRM for our own sales and marketing in my business.

Most salespeople are not as old-school as I am in their practices, and many up-and-coming, talented sales teams have come to rely on automation as the basis of their sales operations because they grew up with it present in their workplace.

You only need to hire one of those people and make



them your champion — the person who willingly and eagerly adopts (and takes ownership of championing) the consistent use of your CRM. They will close more leads and get rewarded faster for making more sales with the use of the tool. When the rest of the team sees their success, they will become curious and more willing to adopt the use of a new CRM and take the time to learn how to use it themselves. No one wants to make less than the new guy.

Luckily for us all, no matter our technical abilities, technology has advanced our insights over the past 15 years. CRMs these days have become much more robust and provide even more insights and integrations than I ever would have imagined back in 2008 when I first resisted, then adopted one myself.

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CRM automate for me in my business operations? What are the specific results I want to see from it?

- Do you want more insights into how many leads you are getting from each lead source?
- Do you want to know how much leads cost from Meta vs. leads from Google vs. leads from organic traffic?
- Do you want to be able to run your ads and social media from within that CRM instead of using five different platforms?
- Do you want more robust reporting on which salesperson makes the most calls, who gets the highest conversion rate and how many contacts it takes for a lead to convert to a customer?
- Do you want to automate email follow-up and text messaging to push educational material to leads and customers with a clear call to action?
- Do you want to passively sell more of the products you sell over time by automating some of the required follow-up?

You should want all of these things. If you want to stay competitive and sustain growth amidst new competitors entering the fight and direct-to-consumer options growing, you need all of those insights.

Here's what we consider the ultimate goal for how a CRM system should work in a company: When a lead comes in, it is immediately assigned, and the salesperson is notified within two minutes. Three minutes later, that lead receives an email from their salesperson, containing information about the product they were researching. Tasks and follow-up notes are created, as is an opportunity in the right "new lead" pipeline stage. The salesperson just has to read the email, pick up the phone and move that lead forward, continuing to act as a helpful guide along the way.

You are trying to provide an automated, immediate, positive customer-service experience for your leads. It sounds easy, but it can take

a couple months to get the process set up, tweaked, and adjusted, then your team trained to use the system flawlessly.

Don't be fooled into thinking a CRM can be built for you within a week and be perfect. We have been building CRM campaigns and automations for a long time, and every single customer uses things slightly differently. There is no cookie-cutter option that will perfectly match your operations. There are many questions that go into creating a successful CRM automation for your team that must first be addressed before your technician should even begin building the structure of your pipeline.

HOW TO APPROACH IMPLEMENTING YOUR CRM

With the right steps, you can not only get the system that works best for your company, but also establish a realistic implementation timeline. Here is how we suggest approaching

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implementation for a CRM:

Step One: This is the investigation phase. When working with pool and spa companies, we take them through a detailed list of questions, similar to that above though more robust. We address the same questions for every product line our customer hopes to implement.

Step Two: Map the customer journey. This is a document outlining the details to be shared in each email, the time delays between email sends. This will act as a guide to the content team that is writing the emails for your nurture campaigns. What helpful information does the lead get on day one? On day three? On day seven? What about six months later? How have we as salespeople acted to guide them in exploring the product, visiting the showroom, taking a quiz, narrowing down their choices in that time so they feel comfortable getting a quote?

Step Three: Share the documentation and customer journey

map with the content team, along with the assets for the brand of product that is being written about. Usually these assets — images and videos — will come from the manufacturer or your company, of your team, showroom, or installs you have done, images of the hot tub models, lifestyle images, colors, etc., they you want to feature in the emails. How many emails are you going to be sending the lead over the course of 18 months? How frequently?

Step Four: The technician builds the workflows to match the customer journey map so that, once they receive the completed and approved emails, they can add them to the proper steps and timing in the client journey. They will also have outlined the pipeline, deal stages, task assignments, lead assignments and notification emails that will automate the process on the back end. Then they will help you schedule training to show your team how to use the system that has been built.

Things can also go wrong along the way. It's technology — it's full of surprises. Despite your best efforts, steps can be missed. It's all the more possible for cracks to appear in the system when the customer journey map is not created and the outline of the campaigns are not discussed in advance.

It's a school of hard knocks sometimes, running an entrepreneurial business. But the difference between finding a result that is ultimately worth your investment or feeling like your resources have been wasted is not necessarily intuitive. It requires spending the time up front to map it out thoroughly with a team that understands your business model, customers, products and services.

Be the tortoise, not the hare.

Ali Reynolds is co-CEO of The Get Smart Group, (Thegetsmartgroup.com) an Angels Camp, Calif.-based marketing agency specializing in the pool/spa industry.

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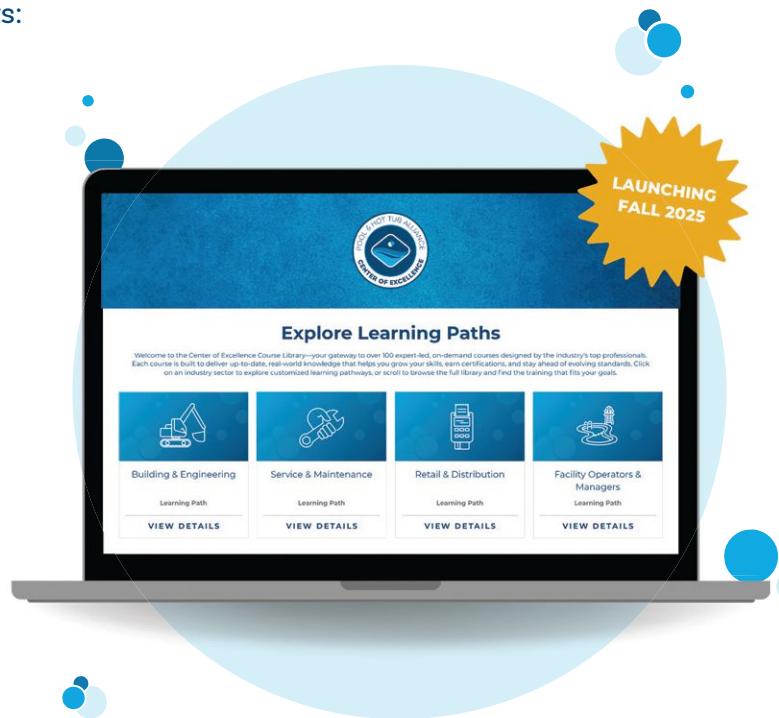
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Product Profiles: Spas and Accessories



Ranger 2 Pool Lift

The Ranger 2 Pool Lift by Aqua Creek Products is a high-quality, affordable ADA-compliant lift designed to provide safe and independent access to pools and spas.

With a 350-pound weight capacity, it offers a sturdy and reliable solution for users needing assistance entering and exiting the water. The lift operates via a simple, user-friendly handset, allowing for smooth and controlled movement in and out of the pool. Its durable, powder-coated stainless steel construction ensures long-lasting performance, even in harsh aquatic environments.

The Ranger 2 is also a versatile option, compatible with a variety of anchoring systems, making it easy to install in different pool deck configurations.

Technical support is available by calling 888-687-3552.

The Ranger 2 is supported by a 5 year limited warranty.

Contact: Aqua Creek Products | aquacreekproducts.com



Bullfrog Spas A Series

The enhanced A Series come with many improved features.

The headrests are better aligned to the neck and spine and offer an improved fit and look, blending seamlessly into the natural contours of the spa.

JetPaks now offer under-lighted headrests that enhance the mood of your spa relaxation. Inductive lighting technology means that headrest under lighting operates seamlessly with no need for wires or connectors. Snap in the JetPak and the lights come on.

All layouts, seats, and jet placements in A Series spas have been carefully re-evaluated to provide optimal therapy experiences for the largest variety of people and situations. This includes a thoughtful mix of seat depths in each model, improved seating ergonomics, better jet alignment, a focus on safe entry/exit, and enhanced premium seating in proximity to conveniences like auxiliary controls and cup holders.

Contact: Bullfrog Spas | bullfrogspas.com



Zip Chlor

ProTeam Zip Chlor sanitizing chlorine granules consists of a rapid-dissolving, stabilized chlorinating granule formulated to keep pool water clean and clear.

This product offers a high percentage of available chlorine and can be used for daily chlorination or after heavy bather loads. The Zip Chlor granules are UV protected and completely soluble so they go to work immediately.

“Both consumers and service professionals love the fact that the product is granulated and dissolves very quickly in the pool water, making the application very easy,” says John Bokor, Haviland’s director of sales. “In addition, Zip Chlor also acts as a powerful algae killer.”

Zip Chlor is compatible with salt chlorine generators. Made in USA.

Contact: Haviland Pool & Spa/ProTeam | proteampoolcare.com



Pool FROG

Pool FROG is a complete sanitizing system formulated to create cleaner, clearer, softer water that uses up to 50% less chlorine, compared to the minimum EPA recommended chlorine level of 1.0 ppm, says Lorelee Erickson, King Technology's marketing communications manager.

Pool FROG combines a low level of chlorine with FROG Minerals to create fresh mineral water. The pool water is cleaner because it kills bacteria with minerals and a low level of chlorine. Minerals help keep the pH balanced and condition the water for a softer feel.

Cartridges are prefilled to make maintenance easy.

Pool FROG is EPA registered, and carries a 10-year limited warranty extension on Cyclor; satisfaction guarantee on replacement parts.

Contact: King Technology
| frogproducts.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



Aqua Comb

Aqua Combs come in two styles; Pool for deep pleated pool cartridges and Spa for shallow pleated spa cartridges that clean spas, hot tubs and swim spa cartridge filters.

The Aqua Comb combines 3-inch-wide powerful water sprays with a pick comb that opens the pleats and cleans the side walls, allowing the water to remove the debris.

The benefits are a fully clean cartridge that will reduce the electrical cost, increase the jet flow and extend the time between filter cleanings.

"Aqua Combs fully clean the cartridges in 3 to 5 minutes using less than 5 gallons of water," says Mark Schreiber, owner of Aqua Combs. "They are the only device that will remove desert dust and concrete dust from new or repaired pools."

Aqua Combs are 100% made in the USA.

Contact: Aqua Comb/Mi-Way |
aquacomb.com



Original Therapy by Relax Spa & Bath

Relax Spa & Bath's Original Therapy Bath Crystals transform every soak into a rejuvenating, spa-like experience, says Scott Petro, owner and president of the company.

Crafted with a high-magnesium formula and mineral-rich ingredients, these bath crystals are formulated to help soothe sore muscles, ease tension, and promote deep relaxation. The all-natural blend contains no artificial colors or harsh chemicals, and the plant-based aromas create a calming atmosphere while leaving bathwater clear and free of oily residue — making them safe for hot tubs, jetted tubs, and standard bathtubs alike.

"Whether you're unwinding after a long day or treating guests to a luxurious spa experience, Original Therapy Bath Crystals provide lasting fragrance, consistent results, and unbeatable value," says Petro.

Contact: Relax Spa & Bath | relaxspabath.com



Spazazz Top 50 Products — Cold Plunge Collection and Aroma Spa Shock

Spazazz' Cold Plunge Collection features three essential products to keep your plunge clean, balanced, and refreshing:

Regul8, a stabilizer that helps keep your water perfectly balanced; Radi8, a cleaner that keeps the water fresh and clear; and Hydr8, a nourishing moisturizer for the skin after a plunge. Together, these products give users everything they need to maintain and enjoy a cold plunge.

The Spazazz Aroma Spa Shock is a non-chlorine spa shock with added fragrance. Use it 15 minutes before or after a soak to refresh the water. It's available in three scents: Tropical Paradise, Mentha Grove, and Lavender Isle.

Spazazz recommends users to start a soak with Spazazz Cold Plunge Hydration, followed by Spazazz Aroma Spa Shock or Spazazz Cold Plunge Stabilizer after soaking.

Contact: Spazazz | spazazz.com



Tara Pool and Outdoor Products' Enhanced Regular and HD Mesh Safety Covers

Tara Pool and Outdoor Products Regular and HD Mesh Safety Covers come in a variety of colors.

The Regular Mesh cover is designed for easy installation and efficient water drainage, while the HD Mesh cover provides 99% shade, reducing algae growth and ensuring a cleaner pool opening in the spring.

Both covers are constructed with heavy-duty springs, stainless steel hardware, solid brass anchors, and double-layer webbing for increased durability.

In addition to pool covers, Tara offers custom safety covers that can be made to fit spas, as well as a range of other accessory covers. These products are designed to provide long-lasting protection and functionality for outdoor spaces.

For technical support, call 866-725-8272 or visit tarapools.com.

Contact: Tara Pool & Outdoor Products | tarapools.com



Ultra Vinyl Privacy - Aluminum + Vinyl Privacy Fencing

This low-maintenance privacy fence combines the durability of extruded aluminum top, middle, and bottom rails with rich, variegated-color vinyl panel inserts.

The Ultra Vinyl Privacy fence is available in 8-foot-by-6-foot-high sections, with options for 3- or 4-inch posts. It comes in four textured frame colors and is designed to accommodate any standard 7/8-inch-by-6-inch tongue-and-groove vinyl board. Many customers also opt for various 7/8-inch-thick wood species as an alternative to the traditional vinyl inserts.

Ultra Vinyl Privacy panels offer steel-like strength without the risk of rusting, and the gates feature fully welded frames with a patented design that allows easy installation of the infill by contractors.

Technical support is available by calling 800-656-4420.

Contact: Ultra Aluminum | ultrafence.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

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Product Profiles: Aboveground and Onground Pools



Pompeii Aboveground Pool

As the newest addition to Carvin's renowned collection of aboveground pools, the Pompeii pool is engineered with full-resin components for maximum durability and weather resistance, while its sleek, modern design and 3D wall effects bring a sophisticated, high-end aesthetic to any backyard, says Klaudia Parker, vice president of sales and marketing for Carvin.

"Featuring the latest technology and built for easy, efficient installation, Pompeii delivers a premium swimming experience with minimal hassle for both dealers and homeowners," says Parker.

Technical support inquiries can be sent to info@carvinpool.com.

The Pompeii comes with a 30-year warranty.

Contact: Carvin | carvinpool.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

DECK-LOC No-Drill Anchoring System

The LOOP-LOC DECK-LOC No-Drill Anchoring System allows homeowners to secure their pool covers without the need to drill unsightly holes into the deck.

By simply turning the clamps, the DECK-LOC anchors lock securely under the deck boards in seconds, ensuring a firm and reliable hold. The system is crafted from marine-grade stainless steel, providing exceptional durability and resistance to harsh weather conditions.

Additionally, the patented design is engineered for composite decks with 3/8" board spacing, making it a specialized yet highly effective solution for preserving the pristine look of outdoor spaces.

Removing the anchors for storage is just as simple, leaving the deck unscarred.

The DECK-LOC system is ideal for pool owners seeking a secure, no-drill anchoring option that maintains the aesthetic integrity of the deck.

Contact: LOOP-LOC | looploc.com



Above Ground Liners

Merlin's Above Ground Liners are cut with computer-controlled accuracy, which ensures a precise fit.

"It's a great option for customizing an aboveground pool," says Rabia Danyaro, Merlin's marketing coordinator. "Along with durable formulation, the Above Ground Liners add beautiful dimension and details to swimming pools."

The vinyl liner patterns are available in a variety of all-over and tiled patterns to suit the pool owner's tastes. Pattern choices are categorized by overlap or beaded options.

Technical support is available by calling 609-807-1000.

This product comes with a 15-year limited pro-rated warranty.

Contact: Merlin Industries | merlinindustries.com

Pegasus Products' Aboveground Liners

These aboveground pool liners provide a superior fit and the material is "thicker and more flexible than others available on the market," says Frank Patel, vice president of operations. He adds that the liners are made of virgin vinyl with algacide and mildew/mold inhibitors.

The firm offers five different beads plus a variety of patterns. Custom orders are accepted in season. Shown is the Westminster Tile, with a rich blue hue to make the water shimmer.

Customers are welcome to call and speak with customer service or engineering, or visit the firm's website, to ensure a great-fitting liner after they submit a drawing of the pool. Marketing materials, samples and brochures are available on request.

Noting that the company has made liners for 38 years, Patel says customer feedback has included comments on "the superior fit and quality of the liners."

Contact: Pegasus Pool Products | pegasus-products.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

>>>POSITION AVAILABLE



Loop-Loc is looking for a Result Driven Outside Sales Territory Manager for the Mid-Atlantic Regions of Virginia, Maryland, Delaware, Washington DC and West Virginia. Key Responsibilities & Requirements:

- Must be Technical oriented; being able to not only understand, but to teach the technical aspects of safety covers, vinyl liners, removable fencing.
- Exceptional Written and Communication Skills
- Be able to Build on existing customer relationships and cultivate new relationships
- Ability to show growth and the eagerness to expand the territory
- Execute and maintain a sales plan and itinerary
- Must live in the Territory to better service the market
- 3+ years Sales in the Pool Industry or similar market
- Microsoft Office
- Clean Driver's License
- Travel & Occasional Overnights are required

Comprehensive benefits package: Competitive Salary (Paid Weekly) + commission and bonus, vacation, sick time, 401K + matching, medical, dental. If your experience matches, we would be excited to have you join our team! Send resume to:

Jeff Duke at Jeff@looploc.com

>>>POSITION AVAILABLE

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Positions include Branch Management, Front Counter Sales, Outside Sales Representatives, Professional Drivers (CDL & Non-CDL) and Warehouse Associates.

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 resume to: **HR@pescompany.net**.

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- Company Phone
- Health and Dental Insurance
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- ESOP
- Base Salary
- Commission on units sold
- Flexible Schedule
- Vacation

Who We Are Looking For:

An enthusiastic and outgoing individual with a passion for teamwork and achieving goals. A self-motivated individual who thrives in a fast-paced environment. Strong communication and interpersonal skills to foster relationships with clients and partners. Proven sales experience, ideally within the pool or construction industry. Experience in construction is preferred to effectively support and educate our builders. Must live in or around the Northeast area.

How to Apply:

For a full description of the position and benefits, or if interested, please forward your resume, references, and contact information to the email address: info@brpoolsusa.com. We invite all attendees of the 2025 International Pool Spa Expo in Las Vegas, from October 22-24, to stop by our booth #2537! This is a fantastic opportunity to connect with our team, learn more about our innovative fiberglass pools, and explore potential career opportunities.

Visit us online at:
www.brpoolsusa.com
TikTok - @brpools
Instagram - @barrierreeffiberglasspools
Facebook - @barrierreefpoolsllc

(continued from page 26)

Int'l Pool | Spa | Patio/Deck Expo Conference Schedule October 19-25, 2025

* Room locations are accurate at presstime but are subject to change or will be added closer to the event date.
Please go to poolspapatio.com for the latest information.

9:15 a.m.-10:20 a.m.

Day Two Keynote - Creating Cultures of Excellence with Darren Woodson

11 a.m.-12 p.m.

Saltwater Pool Troubleshooting: Beyond the Equipment
Room N257

Roof Challenges Don't Have to Be Over Your Head
Room N258

AI & Marketing Automation: The Future of Pool Business Growth
Room N253

GENESIS C277: Building a Better Pool - The Role of Material Science
Room N254

GENESIS D237 The Cold Standard: Designing and Constructing Elite Cold Plunge Experiences
Room N252

GENESIS D238: Outdoor Rooms: Why Your Business Needs Outdoor Living, and How to Do It Well
Room GENESIS Solution Center, Booth 1415

11:30 a.m.-1 p.m.

IHTA Lunch & Learn: Power Up Your Business, Strengthen the Industry
Room N262

12:15 p.m.-1:15 p.m.

GENESIS B130: Construction Standards and Annual Contracts
Room GENESIS Solution Center, Booth 1415

1 p.m.-2 p.m.

GENESIS C313: The ASR Issue: The History and Latest Methods to Combat Concrete Cancer
Room N252

Work Less, Make More: The Magical Power of Pricing
Room N257

Building Code-Compliant Pool Hydraulics: Flow, Filtration & VS Pump Programming
Room N254

The Business Playbook: How to Build a Great Company from the Ground Up
Room N258

Video-First Marketing: How to Attract, Convert & Engage Customers 24/7
Room N253

1:30 p.m.-2:30 p.m.

GENESIS D133: Effective Design Communication: Managing Client Expectations
Room GENESIS Solution Center, Booth 1415

2:15 p.m.-3:15 p.m.

Retail Excellence: Winning Strategies for the Pool & Spa Industry
Room N252

Choosing The Right Pressure-Treated Wood for Your Project
Room N258

Building a Consistent, Customer-Centric Pool Service and Repair Business: Lessons from Chick-fil-A, Chipotle, and McDonald's
Room N254

Electrical Safety for Pool Pros
Room N257

2:15 p.m.-3:45 p.m.

Beyond Price Points: Mastering Value-Based Sales
Room N253

2:15 p.m.-4:15 p.m.

Residential Pool Inspections: Expert Insights and Industry Standards
Room N259

3 p.m.-3:45 p.m.

Supercharge Your Sales: Mastering the Art of Hot Tub Retail
Room GENESIS Solution Center, Booth 1415

3 p.m.-4 p.m.

Million Dollar Pool Design Challenge
Expo Stage, Booth 339

4 p.m.-5 p.m.

Mastering Tough Talks - How to Communicate with Confidence, Clarity, and Calm in Conflict and Beyond
Room GENESIS Solution Center, Booth 1415

6 p.m.-9 p.m.

Pool Nation Awards

10 p.m.-11:59 p.m.

Pool Nation Awards After Party

Friday, October 24

8 a.m.-9 a.m.

Production Best Practices
Room N258

Crucial Contract Clauses: What Every Pool Contractor Needs to Know
Room N253

GENESIS D164: Collaboration Is Key: From Design to Completion
Room N252

8 a.m.-10:15 a.m.

Keynote Day 3 - Women of Water powered by PHTA and PoolCorp. Presents: The Power of Grounded Confidence - How to Unleash Your Authenticity and Become Unshakable
Room N245-N250

8 a.m.-10 a.m.

Hands-On Pump Installation, Programming and Repairs

9 a.m.-10:30 a.m.

Turning Pools Into Profits: How to Build a Business, Not Just a Route

Talent Life Cycle - Building Skills for Business Success

9 a.m.-10:15 a.m.

Elevating Pool Care: The Comprehensive Responsibilities of a Modern Pool Pro

9:15 a.m.-10:15 a.m.

Wood Deck Protection: How Wood Coatings Enhance Deck Longevity
Room N258

From Concept to Swimming: Customizable Plunge Pools for Smaller Backyards
Room N253

GENESIS C110: What Needs To Be In Your Construction Documents
Room N252

10:15 a.m.-12:15 p.m.

Hands-On Pool Heater Installation and Repair Workshop 101

10:30 a.m.-11:30 a.m.

Gaining The Psychological Advantage With Visual Merchandising
Room N252

Mastering Alternative Deck Framing: Steel, Composite, and Aluminum Solutions
Room N258

10:30 a.m.-11:45 a.m.

Precision in Pool Chemistry: Proper Testing, Dosing & Targeted Pool Care

10:45 a.m.-11:45 a.m.

Turn Metrics Into Money: What Your Financials Are Telling You

New Plaster Startups Do's and Don'ts

11 a.m.-12 p.m.

GENESIS D352: Splash Pads I: Design Do's and Don'ts
Room GENESIS Solution Center, Booth 1415

12:30 p.m.-1:30 p.m.

GENESIS C352: Splash Pads II: Design and Construction
Room GENESIS Solution Center, Booth 1415

1:15 p.m.-2:45 p.m.

Know Your Costs, Grow Your Profits: Business Math Made Simple for Pool Pros

Understanding Chemicals: Choosing the Right Chemicals for Every Pool

3 p.m.-4 p.m.

Financial Planning and Exit Strategy: How to Build Value and Prepare for the Future

Proactive Pool Care vs Reactive: Utilizing Specialty Chemicals & Minerals to Elevate your Game

3:30 p.m.-5:30 p.m.

Automation Installation and Programming

4:15 p.m.-5:15 p.m.

Profit is Not Cash: Mastering Cash Flow to Stay in Control All Year

The Science of Algae Identifying, Preventing, and Eliminating Pool Algae

Saturday, October 25

9 a.m.-10:30 a.m.

Advanced Water Chemistry Target vs Range and Understanding LSI

10:45 a.m.-11:45 a.m.

Developing High Performing Teams - From 1 to 50 Employees

1:15 p.m.-2:15 p.m.

Effective Acid Washing Procedures, Pitfalls, and Precautions

1:15 p.m.-2:45 p.m.

The Power of Partnership: Cultivating True Collaboration in Your Team

2:30 p.m.-3:30 p.m.

Bonding and Grounding

3 p.m.-4 p.m.

Dive Into Time Management Strategies

3:45 p.m.-5 p.m.

Chemical Awareness and Safety Ensuring Compliance and Protection

4:15 p.m.-5:15 p.m.

Driving Results Through Accountability



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 Last revised 6-20-2025