

PSN

POOL AND SPA NEWS

The premier voice of pool and spa professionals

JUNE 15, 2026

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- Meet This Year's Top 50 Builders
- A Deep Dive Into Top 50 Data
- The Talent Behind the Top 50

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SKYLAR RONALDER/COURTESY EMERALD CUSTOM POOLS & PATIOS

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Setting the Benchmark



This year marks my 14th year with Pool and Spa News.

When I joined the publication as managing editor in 2012, the industry was still clawing its way out of the Great Recession. But by the time I stepped into the editor-in-chief role in 2014, the market was finally finding its footing again. Over these past 14 years, I've had a front-row seat to the evolution of the pool and spa trade, watching it grow from a fragmented, volume-driven sector into a highly sophisticated, business-first industry.

There is no better metric for this transformation than our annual Top 50 Builders program. While the program itself predates my tenure, reviewing these applications remains one of the most critical and revealing aspects of my job every year. Having spent over a decade doing so, the contrast is clear. If you want to understand how much the pool construction sector has matured, you only need to look at what it takes to qualify for this list today.

In the early years of this program, residential construction volume and raw revenue heavily dominated the conversation. Today, the builders who earn a spot on this list aren't just digging dirt and pouring concrete, they're running diversified, technologically advanced enterprises.

We've watched the industry navigate the painstaking recovery of the 2010s, survive the chaotic, unprecedented consumer demand of the pandemic boom, and pivot strategically into today's more stabilizing market. The companies that successfully weathered these extremes did not do so by accident. Today's Top 50 Builders are aggressively investing in ongoing staff training and retention, recognizing that the dedicated people carrying the company on their backs are their most vital asset. They are streamlining operations and protecting their margins by integrating advanced project management software, overhauling supply chain strategies, and bringing specialized trades in-house. Furthermore, they are elite customer service strategists, operating with the understanding that building complex, high-end backyard environments requires managing rising homeowner expectations alongside engineering and construction expertise.

What continues to validate the Top 50 Builders program is its built-in rigor. Earning a place on this list requires an intensive audit of financials, management structures, and operational efficiency. It serves as a comprehensive business health check for the applicants, and ultimately, as a practical roadmap for the broader market. By studying the Top 50, up-and-coming builders can identify the gold standard for executive management and adopt those best practices to scale their own companies.

A rising tide lifts all boats, and year after year, these 50 businesses are the ones generating the tide. As I reflect on my 14 years covering this market, I'm proud to report on a trade that is more professional, resilient and structurally sounder than at any point in its history.

Congratulations to this year's class of Top 50 Builders! Your dedication to both the craft and business of pool construction sets the benchmark for the entire industry. **PSN**

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

Joanne McClain
jmcclain@kenilworth.com



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POOLCORP Appoints New President/CEO

As Peter Arvan leaves the megadistributor, it advances another company leader to the helm.

By Rebecca Robledo

POOLCORP, the Covington, La.-based megadistributor, has promoted John B. Watwood to the position of president/CEO.

The company announced that long-time President/CEO Peter D. Arvan stepped down from the role in early May. He also left his position as board director. In documents filed with the SEC, the distributor characterized Arvan's departure as mutually agreed upon.

A recent addition to the POOLCORP leadership team, Watwood joined in January as the company's executive vice president. Before then, he most recently served as senior vice president of sales and operations at Motion Industries, a distributor of industrial parts. He also has worked at SMC Corporation of America and Applied Industrial Technologies. He brings more than two decades

of experience in industrial and specialty distribution, with a focus on strategy, operations, and sales.

"As POOLCORP continues to execute its strategic priorities, the Board believes now is the right time for this leadership transition," said POOLCORP Executive Chair John E. Stokely. "Through our ongoing succession planning, the Board determined that Mr. Watwood has the right set of leadership, operational, and strategic skills and experience to lead the company into its next phase of growth."

Arvan leaves the company after leading it for nine years.

Upon the leadership announcement, the company also postponed its investor day, which had been scheduled for May 12. [PSN](#)

JUST A FEW DAYS LEFT: 2026 PSN Masters of Design

Pool and Spa News is calling for entries for our 2026 Masters of Design Awards — the most prestigious design honor in the pool and spa industry.

Who is eligible?

Any builder, installer, designer, or architect of residential pools, spas, hot tubs, and waterfeatures. The projects must have been completed within the past five years. Commercial installations, or those older than 5 years do not qualify.

Winner recognition

Award winners will receive a profile in *PSN's* Masters of Design issue in August. Each project also will be featured on the *PSN* website.

Submissions

To participate, fill out the entry form for each project and submit photos. Please note that while this platform accepts



low-resolution images, we will require hi-res images for print and will directly contact honorees for those. Hi-res is defined as digital photos measuring 8x10 inches at 300 dpi.

Entry fee: \$100.00 per project.

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Pentair Undergoes Change in Leadership

As the Executive Vice President/CEO of Pentair Pool exits the company, his role is eliminated and a new title created.

By Rebecca Robledo

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Pentair's pool business, one of the so-called "Big 3" manufacturers of pool and spa equipment, will operate under a new leader.

De'Mon Wiggins, the executive vice president and president of Pentair's Flow and Water Solutions divisions, added the pool business to his responsibilities.

Greg Claffey continues as president and chief revenue officer of Pentair Pool.

This change comes after the elimination of the EVP/CEO position for Pentair Pool. Jerome Pedretti, who held that role since 2023, departs the company effective July 1, after a tenure of more than 20 years. He joined the company in 2005 and held various positions there. Before taking his current role, he served as EVP/president of Pentair's Industrial Flow Technologies segment.

"Over more than two decades with Pentair, Jerome has made a significant and lasting impact on our Pool and Flow businesses through his leadership, deep expertise, and unwavering commitment to our customers and our culture," said John Stauch, Pentair president and chief executive officer.

Wiggins joined Pentair in 2010 and has played various roles including president of Pentair Flow and group president of Pentair Pool. Before joining the manufacturer, he worked at several manufacturing companies for more than 13 years in various engineering and operational management roles. He holds a Bachelor of Science in Mechanical Engineering from North Carolina Agricultural and Technical State University, and an MBA from Pfeiffer University.

Until March, he had served as EVP and president of Pentair Flow. In March, he took on the Water Solutions division as well, before beginning to also oversee the Pool division.

"With De'Mon's strong track record of execution and strategic leadership, I am confident in the continued momentum of our Pool business and excited about the opportunities ahead," Stauch said. **PSN**

Writers of International Pool Code Accepting Change Proposals

The next revision of the International Swimming Pool and Spa Code has begun with the solicitation of Change Requests.

The ISPSC results from a collaboration between the Pool & Hot Tub Alliance and the International Code Council. It contains minimum requirements for public and residential pools, spas and hot tubs, as well as waterparks. According to PHTA, the code meets or exceeds the Virginia Graeme Baker Act, including the language for APSP-7 Standard for Suction Entrapment Avoidance. It also establishes parameters and requirements for diving spaces, barriers, general design, water quality, and all categories of pool and spa equipment. Updated every three years, the ISPSC applies only to those jurisdictions that adopt it.

Those who would like to see specific changes made for the 2030 edition of the ISPSC have until November 1, 2026 to submit proposals.

The code is coordinated by the PHTA Code Action Committee. More information and submission forms can be found at phta.org/standards-codes/codes/international-swimming-pool-and-spa-code/. **PSN**

CCEI and Carvin Pool Announce Partnership

CCEI North America and Carvin Pool Equipment announced a strategic partnership to offer an integrated, app-controlled aboveground pool system for the U.S. market. The collaboration pairs Carvin's aboveground pool line with CCEI's TILD connected automation platform and Vigipool app, enabling single-app control of heaters, pumps,

filters, lighting, and chemical dosing.

Martin Grenier, sales manager for CCEI, said the deal would expand CCEI's presence in the United States and deliver "the TILD's automation value for pool professionals." Tony Guagliardo, Carvin's vice president of U.S. sales, called the

system "simple and affordable" and said U.S. consumers expect app control.

The companies said they will broaden the offering over time to include new water treatment solutions and aim to build a sustained joint presence in the U.S. market. **PSN**

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PARAGONS FOR AN ERA

In a difficult-to-predict age of conflicting economic conditions, these industry leaders continue to set an example for how to best ride the highs and thrive through the lows.



Photo by Harbinger
Marketing/Courtesy
J&M Pool Co.

As far as this industry is concerned, the word “normal” seems to have been removed from the dictionary.

We stand in an age where unprecedented consumer appreciation toward our product meets economic, social, and political conditions that some believe temper potential buyers’ willingness to pull the trigger. Alongside those forces is technology, whose evolution is presenting more solutions than ever to just about any problem you can throw at it. Business owners must ride the positive while navigating around the negative with more speediness, agility, and nuance.

Fortunately, the industry is full of leaders who are up to the challenge. In the construction segment, nobody exemplifies this more than our *PSN* and Haywood Top 50 Builders.

As you turn the pages of our annual Top 50 Builders issue, you’ll find companies that more than pass muster in our five pillars against which entrants are measured: residential construction revenue; management and training; industry participation; internet presence; and community involvement. Learn the vital stats on each of our 50 firms, along with a retrospective of how a key subset of the Top 50 performed over the past five years, and a survey where these builders share their progress, attitudes, and strategies for dealing with the times. Finally, each company honors a Most Valuable Person within their team.

Turn the page to learn who took their places in this exemplary group and why. [PSN](#)



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1 ← 16 LOCATIONS**CODY POOLS****Mike Church**
Round Rock, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$166,468,844
 2025 RENOVATION REVENUE: \$25,830,289
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$192,299,133
 POOL EXCAVATIONS IN 2025: 1,483
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$129,674

2 ← 1 LOCATION**CLAFFEY POOLS****Charlie Claffey**
Southlake, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$37,216,137
 2025 RENOVATION REVENUE: \$8,015,349
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$45,231,486
 POOL EXCAVATIONS IN 2025: 131
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$241,663

3 ← 3 LOCATIONS**GIB-SAN POOL & LANDSCAPE CREATIONS****Ed Gibbs**
Toronto, Ont.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$18,075,000
 2025 RENOVATION REVENUE: \$1,850,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$19,925,000
 POOL EXCAVATIONS IN 2025: 115
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$160,000

4 ← 1 LOCATION**Coast to Coast Pools****Dustin Pointer**
Sarasota, Fla.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$65,387,122
 2025 RENOVATION REVENUE: \$1,322,870
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$66,709,992
 POOL EXCAVATIONS IN 2025: 652
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$100,287

5 ← 3 LOCATIONS**KEITH ZARS POOLS****Keith Zars**
San Antonio, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$46,426,000
 2025 RENOVATION REVENUE: \$8,544,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$54,970,000
 POOL EXCAVATIONS IN 2025: 284
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$154,674

6 ← 1 LOCATION**Seasonal World****Tony Schiavone**
Clarksburg, N.J.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$16,993,472
 2025 RENOVATION REVENUE: \$0
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$16,993,472
 POOL EXCAVATIONS IN 2025: 125
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$134,947

7 ← 2 LOCATIONS**Riverbend Sandler Pools****Michael Swartz**
Plano, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$40,197,417
 2025 RENOVATION REVENUE: \$6,604,848
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$46,802,265
 POOL EXCAVATIONS IN 2025: 237
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$120,000

8 ← 3 LOCATIONS**Shasta Pools****Skip Ast Sr**
Phoenix, Ariz.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$32,157,555
 2025 RENOVATION REVENUE: \$8,106,447
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$40,264,002
 POOL EXCAVATIONS IN 2025: 497
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$64,703

9 ← 1 LOCATION**Aqua Pool & Patio****Michael Giannamore**
East Windsor, Conn.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$7,328,370
 2025 RENOVATION REVENUE: \$345,292
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$7,673,662
 POOL EXCAVATIONS IN 2025: 54
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$170,945

10 ← 2 LOCATIONS**Robertson Pools****Ron Robertson**
Coppell, Texas.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$22,185,000
 2025 RENOVATION REVENUE: \$4,378,605
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$26,563,605
 POOL EXCAVATIONS IN 2025: 87
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$255,000

11 ← 10 LOCATIONS**Blue Haven Pools on the Gulf****Aaron Carmack**
Winter Garden, Fla.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$104,373,510

2025 RENOVATION REVENUE: \$1,251,289

2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$105,624,799
 POOL EXCAVATIONS IN 2025: 1,188
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$87,780

12 ← 1 LOCATION**Puryear Custom Pools****Jason & Jennifer Satterwhite**
Fort Worth, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$16,848,161
 2025 RENOVATION REVENUE: \$2,628,188
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$19,476,349
 POOL EXCAVATIONS IN 2025: 125
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$134,785

13 ← 1 LOCATION**Van Kirk & Sons Pools & Spas****Robert & Tim Van Kirk**
Deerfield Beach, Fla.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$30,774,106
 2025 RENOVATION REVENUE: \$2,073,880
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$32,847,986
 POOL EXCAVATIONS IN 2025: 158
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$187,179

14 ← 1 LOCATION**Adams Pool Group****Tony Adams**
Pleasanton, Calif.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$15,260,521
 2025 RENOVATION REVENUE: \$52,929,962
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$68,190,483
 POOL EXCAVATIONS IN 2025: 86
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$165,395

15 ← 2 LOCATIONS**Richard's Total Backyard Solutions****Michael Swartz**
Houston Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$13,327,721
 2025 RENOVATION REVENUE: \$1,150,295
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$14,478,016
 POOL EXCAVATIONS IN 2025: 130
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$102,520

16 ← 7 LOCATIONS**Juliano's Pools****Brian Juliano**
Vernon, Conn.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$30,251,350
 2025 RENOVATION REVENUE: \$4,023,934
 2025 TOTAL RESIDENTIAL

CONSTRUCTION REVENUE: \$34,275,284
 POOL EXCAVATIONS IN 2025: 229
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$132,102

17 ← 1 LOCATION**Gibbons Pools****Cliff Gibbons**
Islandia, N.Y.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$6,014,400
 2025 RENOVATION REVENUE: \$1,675,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$7,689,400
 POOL EXCAVATIONS IN 2025: 37
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$299,739

18 ← 1 LOCATION**Southern Pool Designs****Austen Ebenger**
Sanford, Fla.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$5,393,121
 2025 RENOVATION REVENUE: \$0
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$5,393,121
 POOL EXCAVATIONS IN 2025: 18
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$299,618

19 ← 6 LOCATIONS**Goodall Pools****Robert L Goodall III**
Camp Hill, Pa.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$7,157,411
 2025 RENOVATION REVENUE: \$2,404,890
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$9,562,301
 POOL EXCAVATIONS IN 2025: 61
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$117,335

20 ← 3 LOCATIONS**Concord Pools & Spas****Jon Foshee**
Latham, N.Y.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$11,673,919
 2025 RENOVATION REVENUE: \$2,826,342
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$14,500,261
 POOL EXCAVATIONS IN 2025: 132
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$98,100

21 ← 4 LOCATIONS**Easton Select Group****Tim Dooling**
West Bridgewater, Mass.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$37,500,000
 2025 RENOVATION REVENUE: \$5,000,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$42,500,000
 POOL EXCAVATIONS IN 2025: 236
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$184,640

22 ← 4 LOCATIONS

Burton Pools & Spas
Steven Leonard, CEO
Fort Smith, Ark.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$21,538,363
2025 RENOVATION REVENUE: \$3,103,605
2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$24,641,968
POOL EXCAVATIONS IN 2025: 232
AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$97,545

23 ← 1 LOCATION

Pulliam Pools
Andrew Fluty
Fort Worth, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$19,574,197
2025 RENOVATION REVENUE: \$2,203,407
2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$21,777,604
POOL EXCAVATIONS IN 2025: 155
AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$115,000

24 ← 1 LOCATION

Gohlke Custom Pools
Matt Gohlke
Denton, Texas

2025 NEW RESIDENTIAL CONSTRUCTION

REVENUE: \$6,200,013
2025 RENOVATION REVENUE: \$1,485,566
2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$7,685,579
POOL EXCAVATIONS IN 2025: 34
AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$182,300

25 ← 1 LOCATION

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

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$28,000,000
2025 RENOVATION REVENUE: \$900,000
2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$28,900,000
POOL EXCAVATIONS IN 2025: 222
AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$126,000

26 ← 1 LOCATION

Rising Sun Pools & Spas
Patricia Vassallo
Raleigh, N.C.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$13,654,216
2025 RENOVATION REVENUE: \$2,899,334
2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$16,553,550

POOL EXCAVATIONS IN 2025: 115
AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$118,733

27 ← 1 LOCATION

All Seasons Pools and Spas
Doug Mayhall
Orland Park, Ill.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$2,652,672
2025 RENOVATION REVENUE: \$1,350,000
2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$4,002,672
POOL EXCAVATIONS IN 2025: 20
AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$132,634

28 ← 2 LOCATIONS

Mission Pools
Bruce Dunn, Mike Roudebush, Brett Dunn
Escondido, Calif.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$12,865,673
2025 RENOVATION REVENUE: \$964,925
2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$13,830,598
POOL EXCAVATIONS IN 2025: 75
AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$160,000

29 ← 1 LOCATION

J&M Pool Company
Michael Durand
Senoia, Ga.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$11,490,000
2025 RENOVATION REVENUE: \$2,685,000
2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$14,175,000
POOL EXCAVATIONS IN 2025: 65
AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$156,923

30 ← 1 LOCATION

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

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$8,296,886
2025 RENOVATION REVENUE: \$710,307
2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$9,007,193
POOL EXCAVATIONS IN 2025: 52
AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$163,984



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31 ← 1 LOCATION

South Shore Gunite Pools & Spas
Vincent Campo
 Billerica, Mass.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$15,791,188
 2025 RENOVATION REVENUE: \$3,266,530
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$19,057,718
 POOL EXCAVATIONS IN 2025: 86
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$183,618

32 ← 2 LOCATIONS

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

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$5,299,801
 2025 RENOVATION REVENUE: \$1,066,303
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$6,366,104
 POOL EXCAVATIONS IN 2025: 67
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$128,775

33 ← 10 LOCATIONS

Amenity Construction Group
Brian Sheehan
 Raleigh, N.C.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$13,500,000
 2025 RENOVATION REVENUE: \$26,500,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$40,000,000
 POOL EXCAVATIONS IN 2025: 117
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$175,000

34 ← 3 LOCATIONS

Crystal Pools
Jessica Conway
 Elizabethtown, Pa.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$7,855,380
 2025 RENOVATION REVENUE: \$1,921,385
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$9,776,765
 POOL EXCAVATIONS IN 2025: 69
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$86,540

35 ← 1 LOCATION

Vue Custom Pools & Design
Lea & George Frederick
 Greensboro, N.C.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$2,492,200
 2025 RENOVATION REVENUE: \$609,300
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$3,101,500
 POOL EXCAVATIONS IN 2025: 6
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$376,522

36 ← 1 LOCATION

Clarkson Pools
Jordan Clarkson
 Jacksonville, Fla.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$14,950,000
 2025 RENOVATION REVENUE: \$2,225,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$17,175,000
 POOL EXCAVATIONS IN 2025: 95
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$157,370

37 ← 1 LOCATION

Regal Pools
Joshua Buzzell and Edwin Escobar
 Tomball, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$17,876,786
 2025 RENOVATION REVENUE: \$3,426,714
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$21,303,500
 POOL EXCAVATIONS IN 2025: 91
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$234,104

38 ← 1 LOCATION

Suncoast Custom Pools
Joshua McKenna
 Naples, Fla.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$10,000,000
 2025 RENOVATION REVENUE: \$1,000,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$11,000,000
 POOL EXCAVATIONS IN 2025: 90
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$90,000

39 ← 3 LOCATIONS

Avree Custom Pools
Samuel Pizzo & William Zupon
 Dickinson, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$19,250,000
 2025 RENOVATION REVENUE: \$1,250,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$20,500,000
 POOL EXCAVATIONS IN 2025: 140
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$137,500

40 ← 1 LOCATION

Duplessis Builders
Derek Duplessis
 Gonzales, La.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$12,000,000
 2025 RENOVATION REVENUE: \$1,000,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$13,000,000
 POOL EXCAVATIONS IN 2025: 150
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$80,000

41 ← 3 LOCATIONS

Emerald Custom Pools & Patios
Kyle Burns
 Saginaw, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$12,420,680
 2025 RENOVATION REVENUE: \$0
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$12,420,680
 POOL EXCAVATIONS IN 2025: 107
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$122,179

42 ← 1 LOCATION

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

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$4,151,723
 2025 RENOVATION REVENUE: \$1,610,838
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$5,762,561
 POOL EXCAVATIONS IN 2025: 15
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$180,000

43 ← 2 LOCATIONS

Venture Custom Pools
Steven Deering
 Plano, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$13,500,000
 2025 RENOVATION REVENUE: \$500,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$14,000,000
 POOL EXCAVATIONS IN 2025: 82
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$165,000

44 ← 1 LOCATION

Fossil Creek Pools
Derek Brandner And Nathan Dawson
 Spring Branch, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$6,488,065
 2025 RENOVATION REVENUE: \$417,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$6,905,065
 POOL EXCAVATIONS IN 2025: 42
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$154,478

45 ← 2 LOCATIONS

Master Touch Outdoor Living
Nilson Silva
 Coral Springs, Fla.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$5,000,000
 2025 RENOVATION REVENUE: \$5,800,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$10,800,000
 POOL EXCAVATIONS IN 2025: 31
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$80,000

46 ← 1 LOCATION

Penguin Pools
Matt Rozeski
 New Berlin, Wis.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$3,188,823
 2025 RENOVATION REVENUE: \$207,441
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$3,396,264
 POOL EXCAVATIONS IN 2025: 20
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$138,287

47 ← 3 LOCATIONS

Colley's Pools & Spas
Scott Colley
 Hamburg, N.Y.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$20,020,000
 2025 RENOVATION REVENUE: \$2,010,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$22,030,000
 POOL EXCAVATIONS IN 2025: 135
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$120,000

48 ← 2 LOCATIONS

BMR Pool and Patio
Rick Donoghue / Mason Thane
 Lewisville, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$22,500,000
 2025 RENOVATION REVENUE: \$6,000,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$28,500,000
 POOL EXCAVATIONS IN 2025: 160
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$140,000

49 ← 1 LOCATION

Staycation Fiberglass Pools
Jeff and Kelley Turner
 San Antonio, Texas

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$7,473,385
 2025 RENOVATION REVENUE: \$158,884
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$7,632,269
 POOL EXCAVATIONS IN 2025: 82
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$86,273

50 ← 1 LOCATION

Heritage Pools
Michael Gesmond
 North Charleston, S.C.

2025 NEW RESIDENTIAL CONSTRUCTION REVENUE: \$20,100,000
 2025 RENOVATION REVENUE: \$1,500,000
 2025 TOTAL RESIDENTIAL CONSTRUCTION REVENUE: \$21,600,000
 POOL EXCAVATIONS IN 2025: 187
 AVERAGE PRICE FOR RESIDENTIAL POOL AND DECK: \$95,000

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TOP 50 BUILDERS: THE DEEP DIVE

We examine the Top 50 Builders with a regional analysis and comparison, and a look at which companies stood out among their top-notch peers.



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Avree Custom Pools

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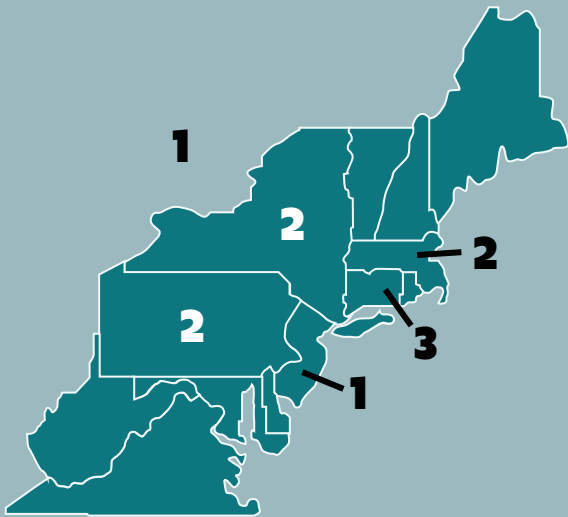
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2026 TOP 50 BUILDERS: REGIONAL BREAKDOWN

This map shows the distribution of the 2026 *PSN* and Hayward Top 50 Builders across the country. Numbers on the map indicate how many builders are headquartered in the corresponding state. Each region's vital stats can be found below.

With a large disparity in representation among the regions, it's impossible to truly compare them based on the raw data. With that in mind, the following pages also include charts comparing averages for the regions, to get a better sense of the differences between top builders in the various locales.

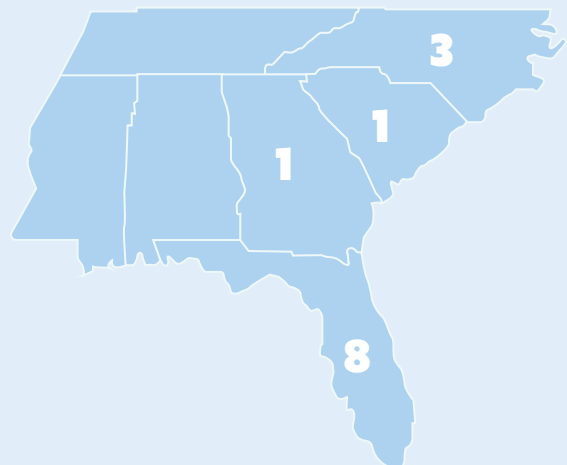


NORTHEAST/MID-ATLANTIC

Total Builders: 12
Locations: 35
Employees: 921
Excavations in 2025: 1,346
2025 Total Revenue: \$336,351,469
2025 Total Residential Construction Revenue: \$210,349,967
 • New Residential Construction: \$183,960,291
 • Renovation: \$26,389,676

SOUTHEAST

Total Builders: 13
Locations: 32
Employees: 857
Excavations in 2025: 2,944
2025 Total Revenue: \$457,387,266
2025 Total Residential Construction Revenue: \$373,880,948
 • New Residential Construction: \$825,114,275
 • Renovation: \$48,766,673





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MIDWEST

Total Builders: 4

Locations: 4

Employees: 102

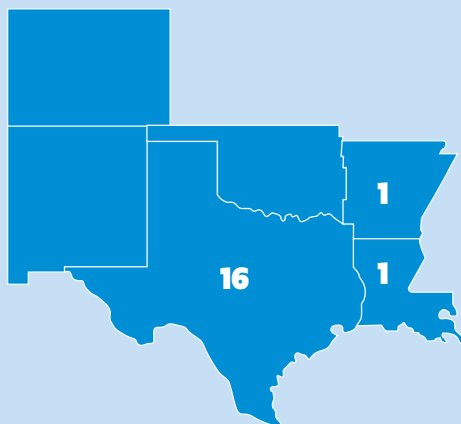
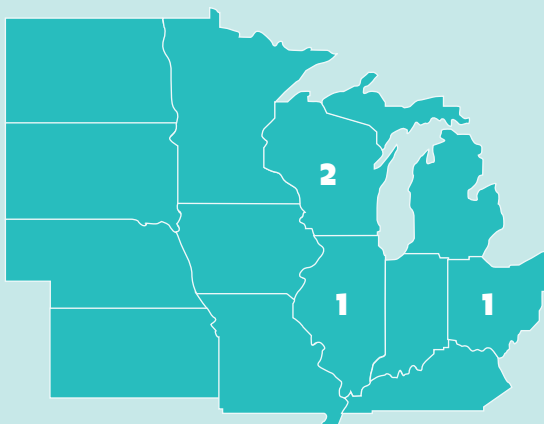
Excavations in 2025: 2,107

2025 Total Revenue: \$39,692,885

2025 Total Residential Construction Revenue:

\$22,168,690

- New Residential Construction: \$18,290,104
- Renovation: \$3,878,586



SOUTHWEST

Total Builders: 18

Locations: 47

Employees: 1,684

Excavations in 2025: 3,752

2025 Total Revenue: \$757,018,305

2025 Total Residential Construction Revenue: \$578,187,519

- New Residential Construction: \$501,490,769
- Renovation: \$76,696,750

WEST

Total Builders: 3

Locations: 6

Employees: 605

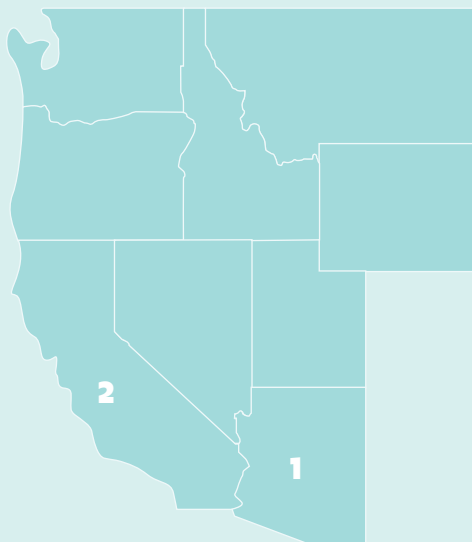
Excavations in 2025: 658

2025 Total Revenue: \$198,678,205

2025 Total Residential Construction Revenue:

\$122,285,083

- New Residential Construction: \$60,283,749
- Renovation: \$62,001,334



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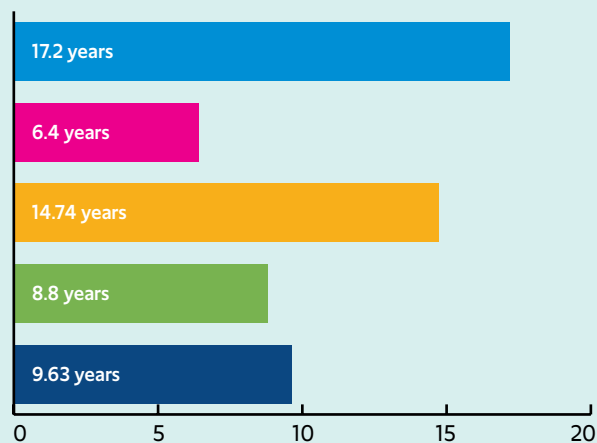


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LAW OF AVERAGES

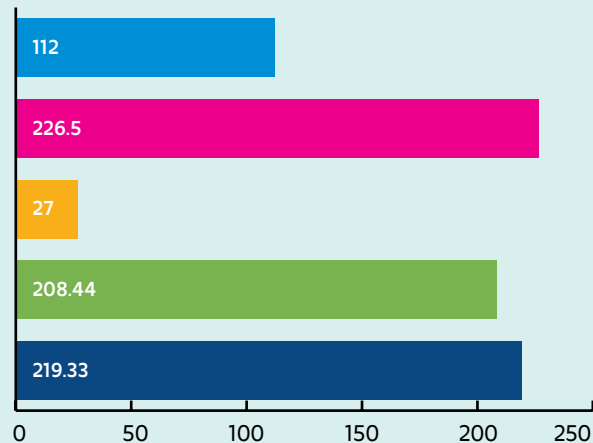
Here, we compare the regions by taking certain vital stats and calculating averages per builder. As we see the differences in average prices, average pool builds, and average residential construction revenue, each region gains a distinct profile.

AVERAGE EMPLOYEE TENURE



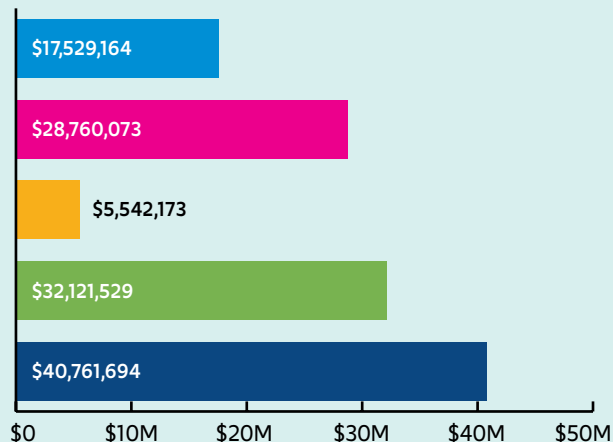
Among the Top 50, builders in the regions with shorter seasons — the Northeast and Midwest — retain their staffers the longest. In the warm-weather states, average tenures all fell below 10 years.

AVERAGE EXCAVATIONS PER BUILDER



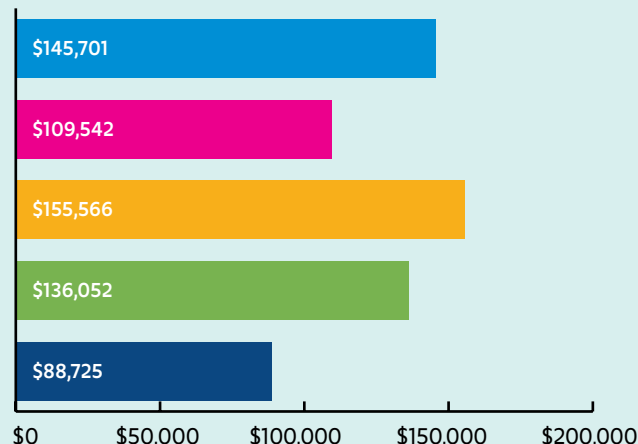
Longer seasons also mean higher volumes, as the Top 50 Builders in warm-weather states produce markedly higher pools per year than those with shorter seasons. Our Sunbelt-region builders average more than 200 pools per year.

AVERAGE TOTAL RESIDENTIAL CONSTRUCTION REVENUE PER BUILDER



Lower construction revenues in the Northeast and Midwest states, combined with smaller volumes, and higher contract amounts, would suggest the profile of smaller-scale builders there.

AVERAGE PRICE FOR POOL AND DECK



Perhaps reflecting in part the added construction costs for pools that withstand freeze/thaw conditions, the cold-weather states show the highest average price per pool.

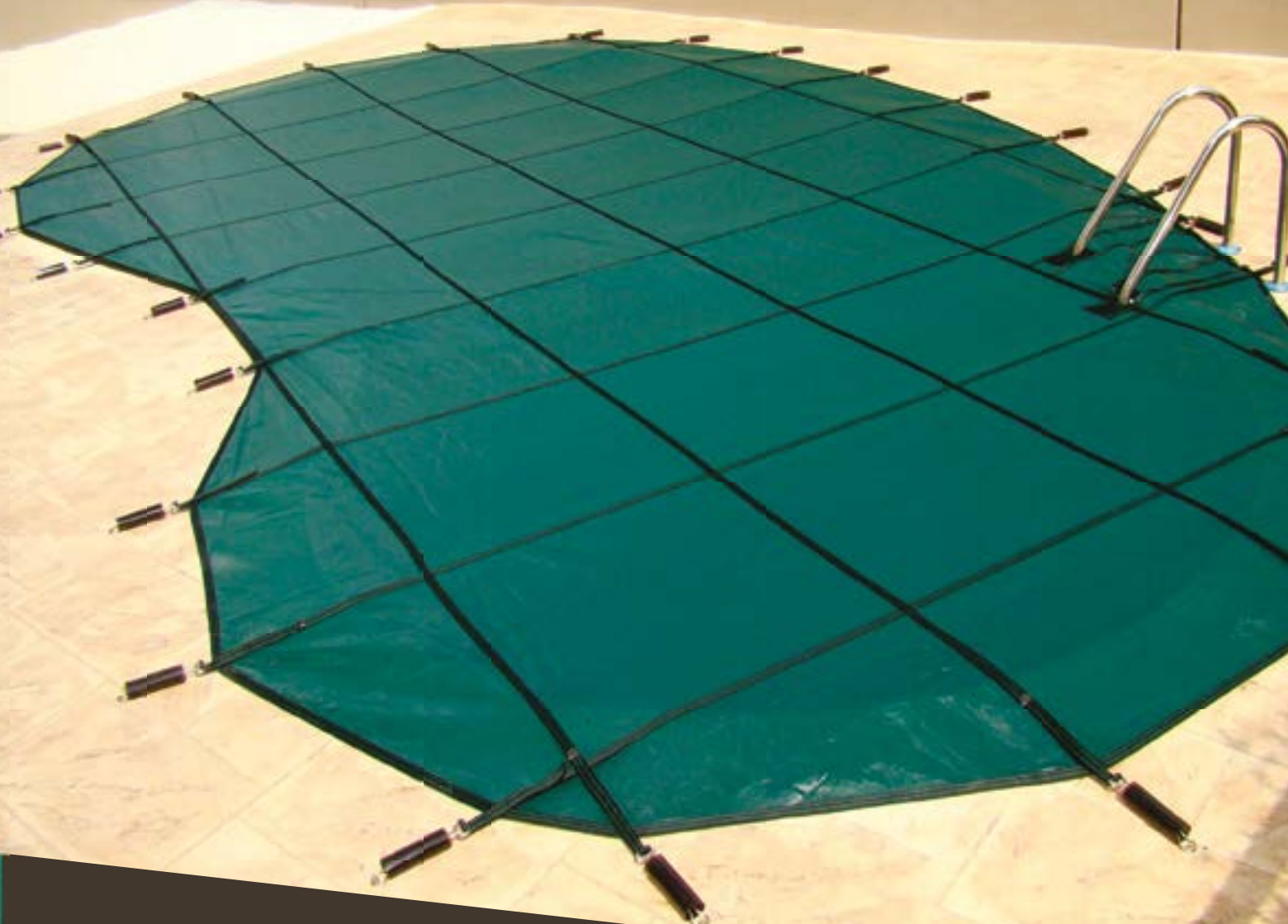
— Northeast
— Southeast

— Midwest
— Southwest

— West



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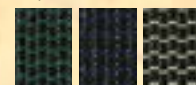
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CREAM OF THE CROP SQUARED

Among an already elite group of builders, these companies stood out for factors such as their revenues, average contract prices, volume, and quality of websites. Here, we look at the Top 10 in various categories, showing such things as who's earning the most, building the most, billing the most per project, and incorporating renovation most tightly into their business models.

TOP 10 Total Residential Construction Revenue

For each company, new residential revenue was combined with renovation revenue to land on one of our judging metrics — Total Residential Construction Revenue. Here we present the Top 10 in that category.

Overall Top 50 Ranking	Company	Headquarters	2025 Total Residential Construction Revenue
1	Cody Pools	Round Rock, Texas	\$192,299,133
11	Blue Haven Pools on the Gulf	Winter Garden, Fla.	\$105,624,799
14	Adams Pool Group	Pleasanton, Calif.	\$68,190,483
4	Coast to Coast Pools	Sarasota, Fla.	\$66,709,992
5	Keith Zars Pools	San Antonio, Texas	\$54,970,000
7	Riverbend Sandler Pools	Plano, Texas	\$46,802,265
2	Claffey Pools	Southlake, Texas	\$45,231,486
21	Easton Select Group	West Bridgewater, Mass.	\$42,500,000
8	Shasta Pools	Phoenix, Ariz.	\$40,264,002
33	Amenity Construction Group	Raleigh, N.C.	\$40,000,000

TOP 10 Excavations

Entrants are asked to state how many pools they built the previous year. To help clarify what projects apply to a given judging period, we define a project as one that was excavated within the calendar year. Here, we see the highest-volume builders among this year's Top 50.

Overall Top 50 Ranking	Company	Headquarters	Pool Excavations in 2025
1	Cody Pools	Round Rock, Texas	1,483
11	Blue Haven Pools on the Gulf	Winter Garden, Fla.	1,188
4	Coast to Coast Pools	Sarasota, Fla.	652
8	Shasta Pools	Phoenix, Ariz.	497
5	Keith Zars Pools	San Antonio, Texas	284
7	Riverbend Sandler Pools	Plano, Texas	237
21	Easton Select Group	West Bridgewater, Mass.	236
22	Burton Pools & Spas	Fort Smith, Ark.	232
16	Juliano's Pools	Vernon, Conn.	229
25	A&G Concrete Pools	Port St. Lucie, Fla.	222

TOP 10 Average Pool Price

Based on their reported average prices for a pool with deck, these companies build the highest-end projects. Only one company — Easton Select of Easton, Mass. — placed on both this and the Top 10 Volume (Excavations) list.

Overall Top 50 Ranking	Company	Average Price for Residential Pool and Deck
35	Vue Custom Pools & Design	\$376,522
17	Gibbons Pools	\$299,739
18	Southern Pool Designs	\$299,618
10	Robertson Pools	\$255,000
2	Claffey Pools	\$241,663
37	Regal Pools	\$234,104
13	Van Kirk & Sons Pools & Spas	\$187,179
21	Easton Select Group	\$184,640
31	South Shore Gunite Pools & Spas	\$183,618
24	Gohlke Custom Pools	\$182,300

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2025 TOTAL RESIDENTIAL
CONSTRUCTION in 2025 by
the Top 50 Builders



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TOP 10 Renovation Revenue

Of this year's Top 50, these builders reported the highest revenues from renovation.

Overall Top 50 Ranking	Company	Headquarters	2025 Renovation Revenue
14	Adams Pool Group	Pleasanton, Calif.	\$52,929,962
33	Amenity Construction Group	Raleigh, N.C.	\$26,500,000
1	Cody Pools	Round Rock, Texas	\$25,830,289
5	Keith Zars Pools	San Antonio, Texas	\$8,544,000
8	Shasta Pools	Phoenix, Ariz.	\$8,106,447
2	Claffey Pools	Southlake, Texas	\$8,015,349
7	Riverbend Sandler Pools	Plano, Texas	\$6,604,848
48	BMR Pool and Patio	Lewisville, Texas	\$6,000,000
45	Master Touch Outdoor Living	Coral Springs, Fla.	\$5,800,000
21	Easton Select Group	West Bridgewater, Mass.	\$5,000,000

TOP 10 Renovations by Percentage

As higher overall volumes and revenues help explain some who appear on the list at left, we wanted to see which companies had renovation more ingrained into their business models, regardless of company scale. For these 10 companies, renovations comprise a larger portion of their business than the remaining 40. Five of the companies appear in both renovation lists.

Overall Top 50 Ranking	Company	Headquarters	% Residential Construction Revenue
14	Adams Pool Group	Pleasanton, Calif.	77.6%
33	Amenity Construction Group	Raleigh, N.C.	66.3%
45	Master Touch Outdoor Living	Coral Springs, Fla.	53.7%
27	All Seasons Pools and Spas	Orland Park, Ill.	33.7%
42	Swimming Pool Services	Waukesha, Wis.	28.0%
19	Goodall Pools	Camp Hill, Pa.	25.1%
17	Gibbons Pools	Islandia, N.Y.	21.8%
48	BMR Pool and Patio	Lewisville, Texas	21.1%
8	Shasta Pools	Phoenix, Ariz.	20.1%
34	Crystal Pools	Elizabethtown, Pa.	19.7%

TOP 10 New Residential Construction Revenue

These companies are generating the highest revenues in new residential construction.

Total Top 50 Ranking	Company	Headquarters	2025 New Residential Construction Revenue
11	Blue Haven Pools on the Gulf	Winter Garden, Fla.	\$104,373,510
4	Coast to Coast Pools	Sarasota, Fla.	\$65,387,122
5	Keith Zars Pools	San Antonio, Texas	\$46,426,000
7	Riverbend Sandler Pools	Plano, Texas	\$40,197,417
21	Easton Select Group	West Bridgewater, Mass.	\$37,500,000
2	Claffey Pools	Southlake, Texas	\$37,216,137
8	Shasta Pools	Phoenix, Ariz.	\$32,157,555
13	Van Kirk & Sons Pools & Spas	Deerfield Beach, Fla.	\$30,774,106
16	Juliano's Pools	Vernon, Conn.	\$30,251,350
21	Easton Select Group	West Bridgewater, Mass.	\$5,000,000

TOP 10 Total Revenue

The amounts shown here include all segments of the business, such as service, retail, or commercial work.

Overall ranking	Company	Headquarters	2025 Total Revenue
1	Cody Pools	Round Rock, Texas	\$269,971,114
11	Blue Haven Pools on the Gulf	Winter Garden, Fla.	\$113,883,670
8	Shasta Pools	Phoenix, Ariz.	\$94,619,232
5	Keith Zars Pools	San Antonio, Texas	\$85,202,000
33	Amenity Construction Group	Raleigh, N.C.	\$80,442,863
21	Easton Select Group	West Bridgewater, Mass.	\$76,000,000
14	Adams Pool Group	Pleasanton, Calif.	\$71,137,791
4	Coast to Coast Pools	Sarasota, Fla.	\$70,092,055
7	Riverbend Sandler Pools	Plano, Texas	\$58,899,078
2	Claffey Pools	Southlake, Texas	\$53,752,655

Top 50 Builders: New to the List

18 Southern Pool Designs *Sanford, Fla.* | **35** Vue Custom Pools & Design *Greensboro, N.C.* | **38** Suncoast Custom Pools *Naples, Fla.* | **44** Fossil Creek Pools *Spring Branch, Texas* | **47** Colley's Pools & Spas *Hamburg, N.Y.* | **48** BMR Pool and Patio *Lewisville, Texas* | **49** Staycation Fiberglass Pools *San Antonio, Texas*



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TOP 10 BUILDERS WEBSITES

A pool builder's website needs to turn a curious homeowner into a hot lead.

First, can people find you? Most will start on Google, often on a phone. In the judging for the Top 50 Builders list, sites were checked for technical basics that affect search ranking and first impressions, such as how fast pages load on a home internet connection, whether the layout works on mobile devices, and if the site follows good SEO practices. Those that fall short here can lose customers right off the bat.

And second, once they reach the site, does it convince them to contact you? This where most of the score is decided. Someone considering a pool responds positively to: modern and inviting web design; professional photography of finished projects, presented for easy browsing; clear explanations of your territory, what you offer, and what makes you special; calls to action and ways to get in touch, with phone numbers and contact forms in plain sight; and "trust signals" such as testimonials, awards, certifications, and years in business. —by Shawn Thuris



1. Heritage Pools

www.swimhere.com

On this excellent site that does just about everything right, the Project Overview pages stand out: great photography, an easy to use gallery, and links to relevant categories like project features, coping details, and more. The "Start Your Project Today" button scrolls you down the page to an impressive contact form that displays only the fields needed for the type of inquiry.



2. Clarkson Pools

www.clarksonpools.com

The marketing copy is strong, the layout is pleasantly varied, with a sophisticated use of full-page video, and the first navigation option goes right to residential design and build. Enthusiastic testimonials and cleanly designed galleries with eye-catching photography go a long way towards convincing a homeowner to reach out.



3. Keith Zars Pools

www.keithzarspools.com

This site builds a striking and memorable visual identity from the company's logo. Video and still photography are not just high in quality – the varied palettes and lighting evoke a range of moods.



4. Burton Pools & Spas

www.burtonpools.com

Burton leans into a family focus, with kids splashing at the top of the homepage. The site has a clear message: We make it easy. It includes a fun gallery feature that shuffles the thumbnails when you choose a specific pool type.

PROUD TO BE PSN **TOP50** BUILDERS **2026**

We are honored to be recognized among the Top 50 Builders for the first time and would like to express our sincere gratitude to **Pool & Spa News and Hayward** for this opportunity.



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Reach us at



210-997-7665



info@sfgpools.com



5. Goodall Pools

www.goodallpools.com

A cleanly designed site with a sunny feeling. Features a good promotions page, with each promotion linking to a dedicated page. Part of the site is devoted to a walk-through of the pool building process, letting the customer know just what to expect.



6. A&G Concrete Pools

www.angpools.com

An understated hero section with the headline 'Dive Into Luxury' sets the tone. A&G's 35 years of experience and 14,000 pools are mentioned up front, helping to establish credibility. The site features pages devoted to pool materials, with various finishes displayed in slideshows.



7. Cody Pools

codypools.com

Cody is among the best performing sites from a technical viewpoint, in ways that matter to user experience and Google Search ranking: The pages load quickly, handle various browser widths with ease, and adhere to good security practices. The testimonials page includes short, upbeat videos of satisfied customers.



8. Gohlke Custom Pools

gohlkepools.com

Nice browseable galleries, readable copy, and a relaxed, no-pressure sales approach. The outstanding page here is the Staff listing, with all 80+ employees shown in high-quality headshots as "a team of equals," inspiring customer confidence that they are dealing with a unified organization.



9. Robertson Pools

www.robertsonpools.com

Robertson's visual identity is proof there is life beyond azure and aqua. Although tan and dark brown are unusual choices for a pool builder, this uniqueness helps them to stand out in an incredibly competitive metro market.



10. Avree Custom Pools

avreecustompools.com

Site includes some sophisticated design elements such as subtle background images rather than just white space, and has good flow from arrival to galleries. The photography in the galleries is excellent, with a consistent, quietly upscale look.



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Photo by Jose Serrano
Photography/Courtesy
Riverbend Sandler Pools

FIVE-YEAR TRENDING

We've tracked a subset of the Top 50 Builders to see how business has performed over the last five years.

By Rebecca Robledo



POOL & SPA NEWS - 2026 AWARD



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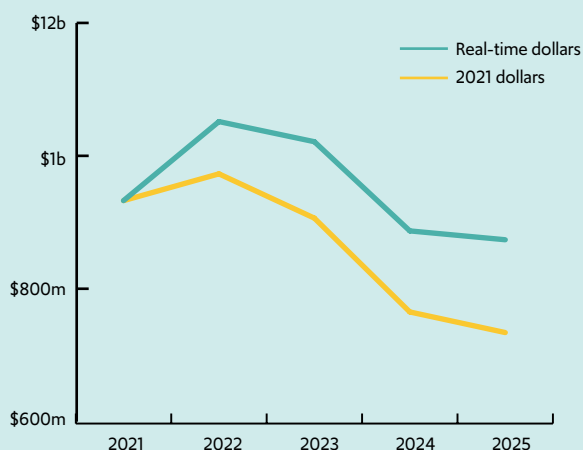
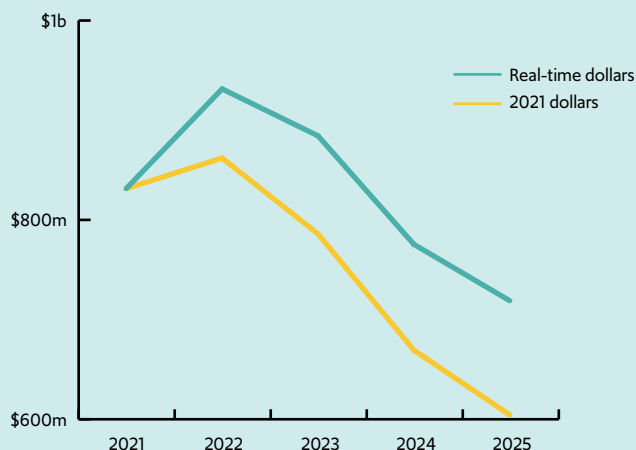


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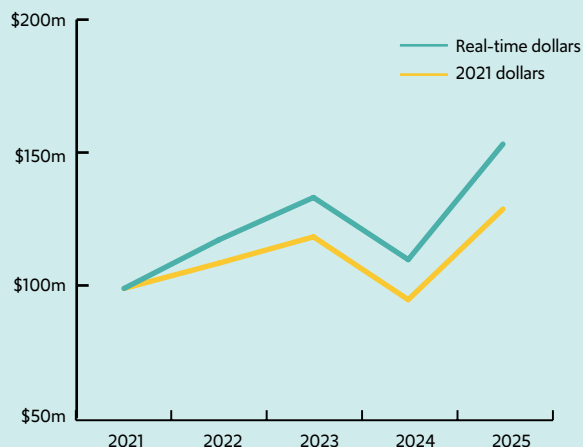
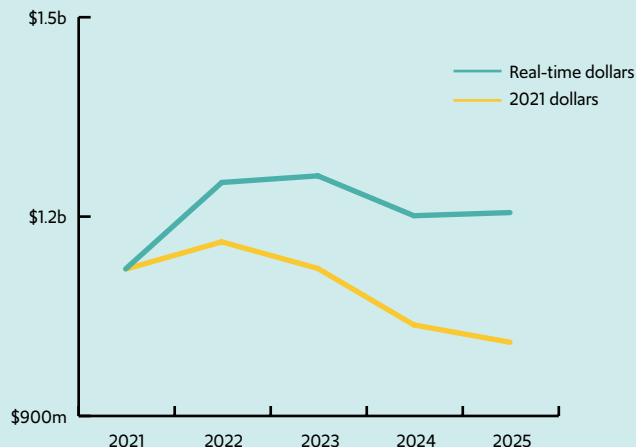
www.bmrpoolandpatio.com

@BMRPoolAndPatio

Of course, we want to track the performance of the Top 50 Builders to show as a microcosm for the industry. However, as this list changes each year, it wouldn't make for an accurate reflection of market fluctuations to simply compare the whole list, one year against the next. To fix that, we isolated all builders who have appeared on the list for at least the last five consecutive years. The group of 27 companies gave us a consistent sample that we could observe over the five years. Then we tabulated their numbers for each year from 2021 to 2025 and tracked them over the past half decade. The following charts reflect this subgroup's trajectory from 2021 to 2025. Revenue amounts are shown in real-time dollars and 2021 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 RESIDENTIAL CONSTRUCTION REVENUE**NEW RESIDENTIAL CONSTRUCTION REVENUE**

The green line shows real-time dollars, while the yellow represents 2021 dollars. Though the decline in residential construction revenue seems to be leveling off, the line representing 2021 dollars reveals a slightly steeper decline from 2024 to 2025 than it does in real-time dollars. However, new residential revenue, seen above right, has continued to drop more aggressively, regardless of the dollar valuation.

RENOVATION REVENUE**TOTAL COMPANY REVENUE**

Renovation revenue amongst this group, seen above left, trends noticeably upward in both real-time and 2021 dollars. This appears to have helped temper the effects of the decline in new residential construction revenue when reflected in the charts showing total company revenue and total residential construction revenue.



MASTER POOLS GUILD

Congratulations!

Master Pools Guild celebrates 9 members being featured in the 2026 Pool & Spa News Top 50 Builders

A&G Concrete Pools
BMR Pool and Patio
Fossil Creek Pools
Gib-San Pool & Landscape Creations
High-Tech Pools Inc.
Mission Pools
Regal Pools
Shasta Pools
Suncoast Custom Pools

Image: Mission Pools



The Mark of Pool Perfection

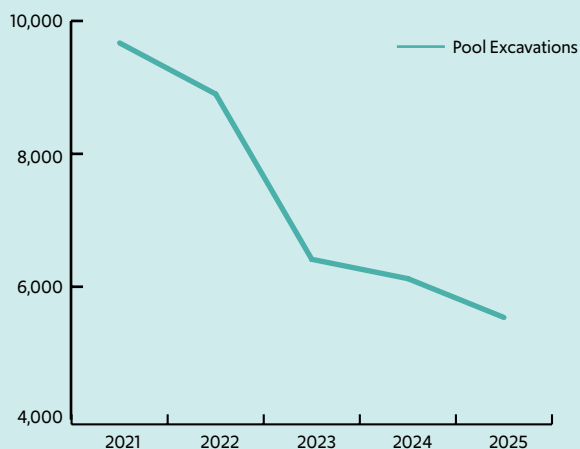
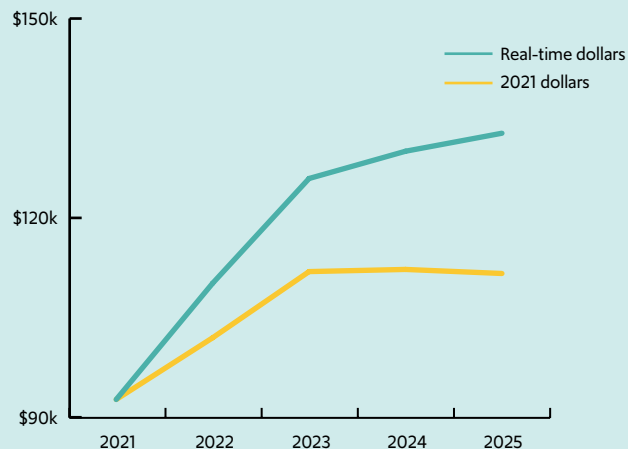
We unite the best pool-building talent across the globe, creating a network of shared ideas, expertise, and creativity. Each member is hand-selected for their elite skills and craftsmanship, plus their dedication to providing the best possible service to their customers.

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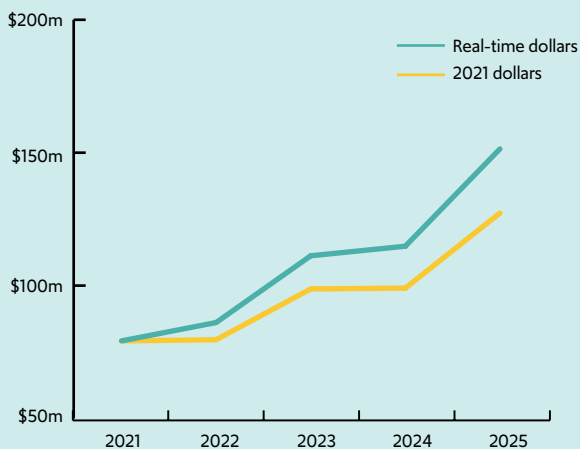
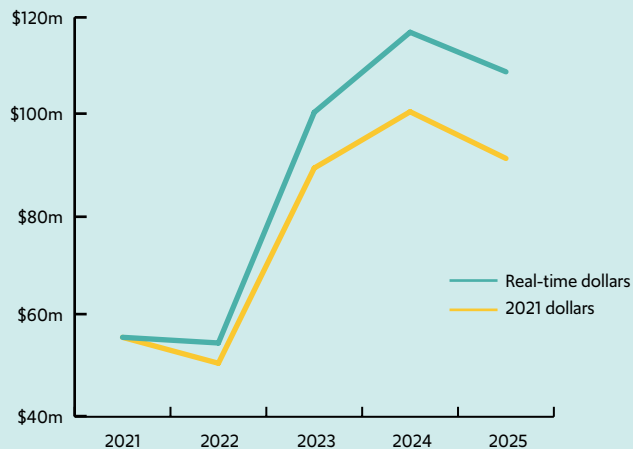
For more information, email: mpg@masterpoolsguild.com or call: (800)392-3044

masterpoolsguild.com



POOL EXCAVATIONS**AVERAGE POOL PRICE**

As to be expected, given the drop in new residential construction revenue, the number of excavations performed by this group, above left, has also turned down noticeably. Meanwhile average price per project, above right, has stabilized. When comparing prices in real-time dollars versus 2021 dollars, you can see the role that inflation has played.

SERVICE REVENUE**COMMERCIAL REVENUE**

In just about every year, all but one builder reported earning service income, which shows an undeniable upward trajectory, above left. Commercial work, meantime, is showing similar trends as residential work now, as seen above right.

These charts are based on the companies that have appeared on the *PSN* and Hayward Top 50 Builders list every year since at least 2021: Cody Pools, Claffey Pools, Gib-San Pool & Landscape Creations, Shasta Pools, Keith Zars Pools, Riverbend Sandler Pools, Richard's Total Backyard Solutions, Robertson Pools, Van Kirk & Sons Pools & Spas, Pulliam Pools, Aqua Pool & Patio, Regal Pools, Juliano's Pools, Goodall Pools, Concord Pools & Spas, Easton Select Group, Heritage Pools, Seasonal World, Venture Custom Pools, Coast to Coast Pools, Fronheiser Pools, Rising Sun Pools & Spas, Gohlke Pools, Gibbons Pools, Adams Pool Group, Nejame & Sons, and High-Tech Pools.



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SURVEY SAYS

Top 50 Builders report on their companies' performance in 2025, share their progress and expectations for 2026, and comment on some key issues of the day.

By Rebecca Robledo

With access to the best pool/spa builders in the country, we can't pass up the opportunity to learn as much as we can from them.

For this reason, every year we survey the Top 50 to find out how the year is going so far, how last year panned out, and attitudes about issues of the day.

And, once again, our Top 50 show us how and why they rise to the top. While sales of new pools and spas continue to decline, this class continues to pivot, putting a larger focus on renovations, commercial work, and higher-end projects.

Like so much over the past few years, the view of 2026 so far is a toss-up. Just over half — about 55% — are seeing an increase in leads compared with 2025. However, enough are experiencing reductions to cause concern, with 31.2% reporting fewer leads than this time last year. In answering some questions, builders almost evenly split between those reporting increases and those seeing declines.

When it comes to current issues, these builders are not as concerned as before about tariffs or the threat of them, with almost half — 42% — saying they have no effects and aren't expected to. That issue has been replaced by fuel costs, with a sizable portion of builders believing this condition is cutting into profits and even causing some consumers to delay in making a final purchase. But they are responding proactively. Their willingness to flex with the times also can be seen in attitudes toward artificial intelligence, with many saying they have a basic grasp of the technology, and plenty actively looking for ways to implement it.

See what these industry luminaries had to say. [PSN](#)



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The Year So Far...



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

Less than 3 months – **9.3%**
 91 days to 6 months – **58.1%**
 181 days to 9 months – **16.3%**
 271 days to 12 months – **9.3%**
 More than a year – **7%**
 We don't have a backlog – **0%**

While year-long backlogs have become rare, this group still reports having plenty of work lined up, with 58.1% saying they have enough work to last three to six months.



Let's talk about the year so far. How are your residential construction LEADS in 2026 compared with the same time last year?

Same as this time last year – **14%**
 Increased up to 10% – **37.2%**
 Increased 11% to 20% – **18.6%**
 Decreased up to 10% – **20.9%**
 Decrease by more than 10% – **9.3%**

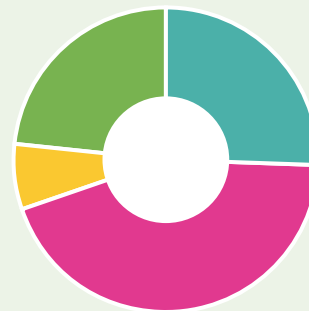
So far, this year is presenting ups and downs. While the largest group is seeing increases of up to 10%, the next largest group is experiencing decreases of up to 10%.



Now, about your residential construction REVENUE. How is it so far this year, compared with the same time last year?

Even with same time last year – **18.6%**
 Increased up to 10% – **44.2%**
 Increased more than 10% – **14%**
 Decreased up to 10% – **16.3%**
 Decreased more than 10% – **7%**

Despite the headwinds, 58.2% of Top 50 builders are enjoying increased revenue compared with the same time last year. Another 18.6% are even.



Switching to residential construction VOLUME: So far in 2026, how do UNITS SOLD compare with the same time last year

Even with same time last year – **25.6%**
 Increased up to 10% – **44.2%**
 Increased more than 10% – **7%**
 Decreased up to 10% – **23.2%**

The numbers are a little mellower when it comes to volume: just under half are building more pools and spas this year compared with same time last year, while a quarter are even. Almost one-third report building fewer.

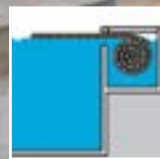
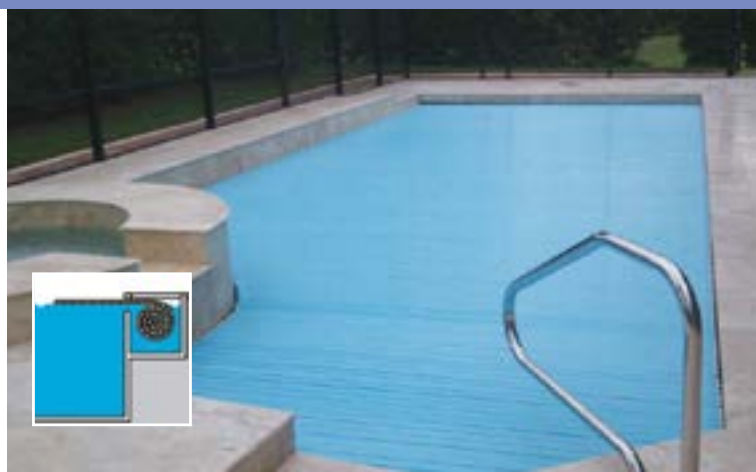
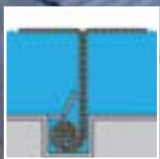


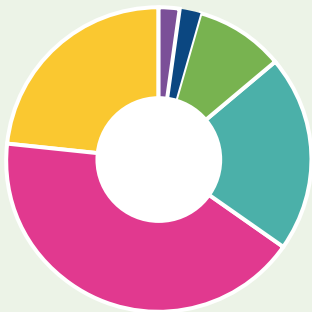
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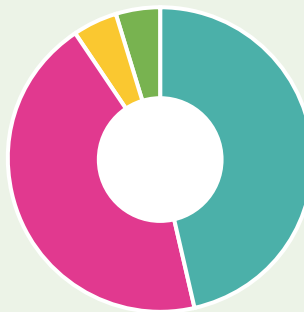




Regarding RENOVATIONS: How do sales so far this year compare with the same time last year?

Even with the same time last year – **23.3%**
 Increased up to 10% – **41.9%**
 Increased by more than 10% – **20.9%**
 Decreased up to 5% – **9.3%**
 Decreased 11-20% – **2.3%**
 Don't do renovations – **2.3%**

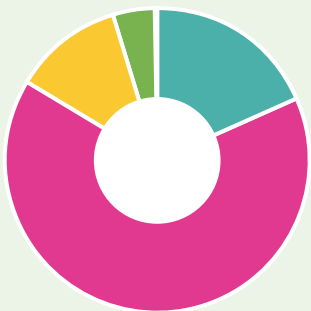
Renovation remains a winner, with 62% showing growth in that area so far. Only 11.6% are trending downward in that area.



Compared to this time last year, what portion of your residential construction work do renovations account for?

The same – **46.5%**
 A greater portion – **44.2%**
 Smaller portion – **4.7%**
 Other – **4.6%**

Similar to last year, nearly half of builders credit renovations with a larger portion of work than last year, while just over half say this work accounts for the same portion of work. Only a handful see renovations trending the other direction.



How does your average contract price compare this year with 2025?

Even with 2025 – **18.6%**
 Increased up to 10% – **65.2%**
 Increased by more than 10% – **11.6%**
 Decreased up to 5% – **4.7%**

Average price per project continues on the upswing for this group, as more than three-quarters report higher contract prices than in 2025.

\$125,366

Average price of a pool and deck in 2025 among the Top 50 Builders

\$217.7 MILLION

TOTAL RENOVATION REVENUE earned by Top 50 Builders in 2025

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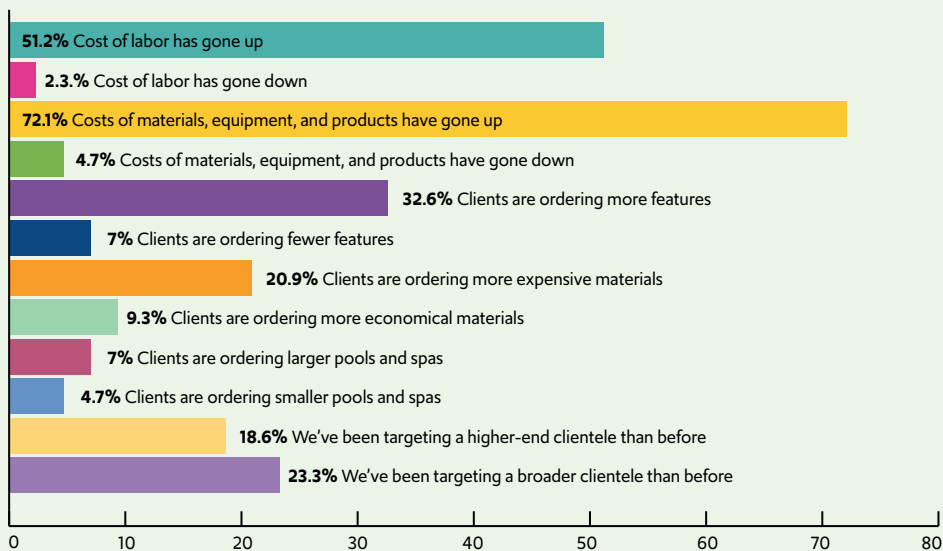
Custom Design

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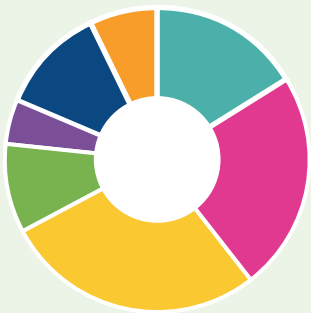
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What reasons explain your higher contract prices?



Nearly three-quarters of builders attribute the higher contract prices to increase in costs of doing business. Nearly one-third also say clients are ordering more features on their pools and spas. About one-quarter also credit their own efforts targeting the right clientele.



For all of 2026, what are your expectations for residential construction sales (new construction and renovation combined)?

Even with 2025 – **16.3%**
 Increase of 5% or less – **23.3%**
 Increase of 6-10% – **27.9%**
 Increase of 11-20% – **9.3%**
 Increase of more than 20% – **4.7%**
 Decrease of 5% or less – **11.6%**
 Decrease of 6-10% – **7%**

Optimism has not alluded this crowd yet, as only 23% expect sales to compare unfavorably with 2025's. Nearly half expect to close the books on 2026 with modest increases.



Let's look back at last year. How did your 2025 RESIDENTIAL CONSTRUCTION REVENUE compare with 2024?

Even with 2024 – **14%**
 Higher by up to 10% – **41.9%**
 Higher by more than 10% – **16.3%**
 Lower by up to 10% – **18.6%**
 Lower by more than 10% – **9.3%**

Looking back at last year, more than half of the Top 50 report increases, mostly less than 10%. But 28% experienced declines.



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How did your 2025 residential construction PROFITS compare with the year previous?

Even with 2024 – **11.6%**
 Higher by up to 10% – **46.5%**
 Higher by more than 10% – **16.3%**
 Lower by up to 10% – **14%**
 Lower by more than 10% – **11.7%**

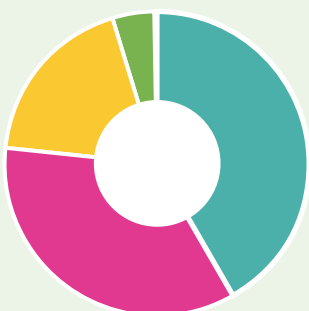
When it comes to residential construction, profits fell about in line with revenue, as 62% report increases.



How did your 2025 residential NEW CONSTRUCTION VOLUME compare with 2024?

Even with 2024 – **16.3%**
 Higher by up to 10% – **32.5%**
 Higher by more than 10% – **9.3%**
 Lower by up to 10% – **32.5%**
 Lower by more than 10% – **9.3%**

The same portions of builders report volume increases up to 10% as those who report volume decreases of up to 10% in 2025. Together, these two groups account for two-thirds of the builders.



Now, let's address some issues of the day. Do you believe that tariffs or the potential for tariffs are having or will have a NEGATIVE impact on your residential construction sales this year?

No – **41.9%**
 Yes, by 5% or less – **34.9%**
 Yes, by 6-10% – **18.6%**
 Yes, by 11-20% – **4.7%**

While a healthy portion of Top 50 Builders do not expect negative effects from tariffs or the threat of tariffs this year, the majority still do.

**\$1.1
BILLION**

Revenue generated from
NEW RESIDENTIAL
CONSTRUCTION
by Top 50 Builders in 2025

8,807

Number of POOL/
SPA EXCAVATIONS
performed by Top 50
Builders in 2025

Redefining Pool Care Through Innovation



K100

Skims Water Surface
24/7 Using
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GT100

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Optimization for
Efficient Cleaning



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ESP205-Pro

Booster Pump



VSP22-Pro

In Ground Pump



VSP39-Pro

In Ground Pump



VSP13-Pro

Above Ground
Pump



Smart Flow
Control



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APP

80% Energy
Savings

Smart Life App not available for ESP 205-Pro

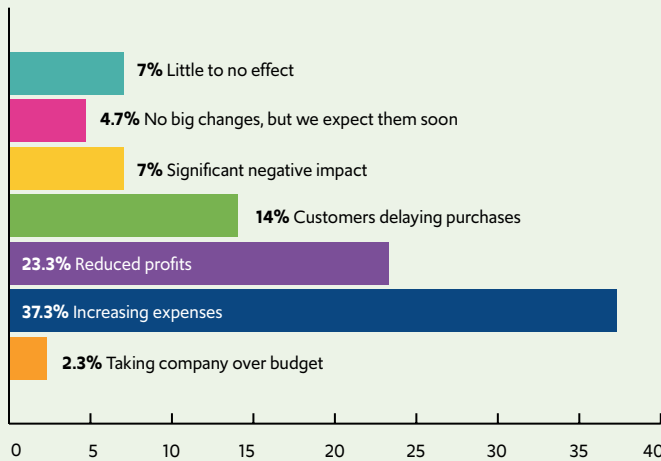


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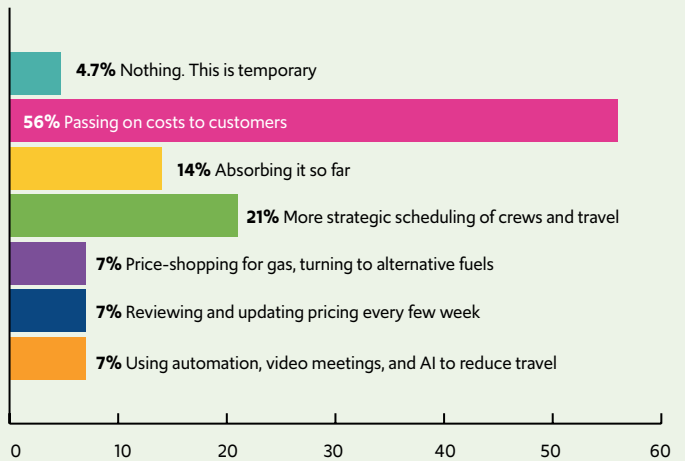

Solenis

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What impact is the hike in fuel costs having on your business so far?

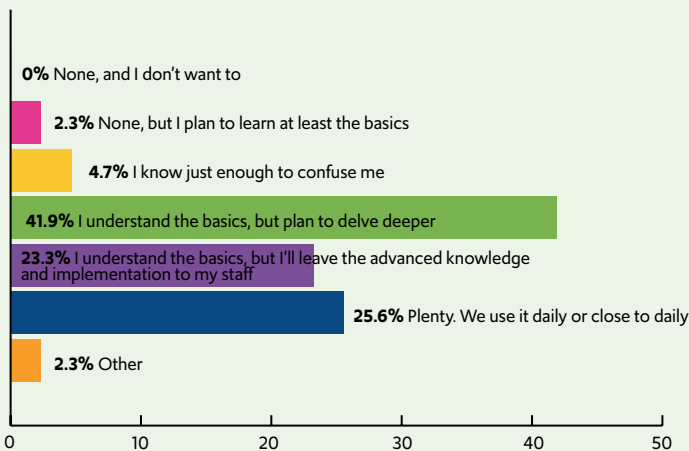


What changes do you plan on making to adapt to rising fuel prices?

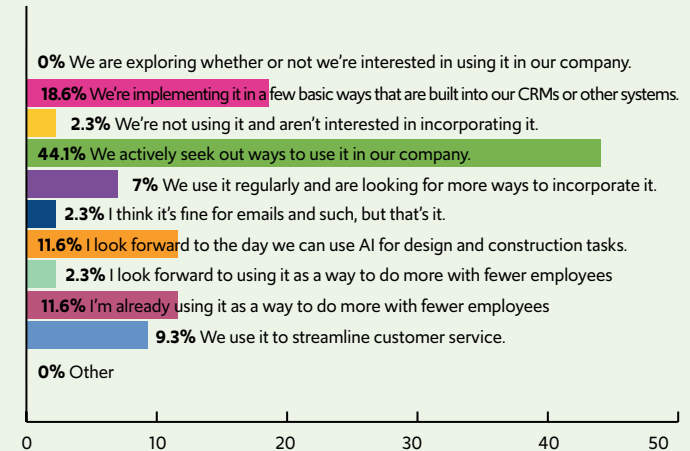


When asked about the effects so far of rising fuel costs, these builders say the trend has resulted in increased expenses and reduced profits. Some believe that customers have delayed signing on the dotted line because of the issue. More than half expect to pass prices on to their customers, some in the form of fuel surcharges. A fair portion have or expect to find ways to reduce fuel usage by better strategizing travel or moving some meetings to video.

Everybody is talking about artificial intelligence (AI) right now. How much do you understand about AI?



Check all that apply to your company regarding AI.



This year's Top 50 Builders have been proactive in leveraging artificial intelligence, with a significant portion not only adapting to its use in CRMs and other applications in which it's built in, but also actively finding ways to incorporate it.



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THE WHO BEHIND THE HOW

These 50 MVPs are the exact reason the nation's top pool builders continue to dominate the market.

Photo by Ellis Creek
Photography/Courtesy
Heritage Pools

Every year, we celebrate the Top 50 builders for their operational milestones and market dominance. But if you ask the executives running these firms how they actually built those balance sheets, they will immediately point to the people on the ground.

To capture that reality, we ask our Top 50 company leaders every other year to identify their Most Valuable Person – the single employee who made the deepest impact on their business over the past twelve months. Reading through their nominations was a masterclass in what true company culture looks like.

There is no single formula for an MVP. On this list, you'll find a "dirt whittler" whose excavation skills are specifically requested by homeowners. You'll find a data coordinator whose back-office efficiency freed up their sales team to close an additional 25 pools this year. You'll find visionary CAD designers, 30-year administrative veterans, and construction managers who are first to arrive on site and the last to leave. You'll find financial leaders navigating complex insurance hurdles, and dedicated professionals pushing through unthinkable personal tragedy while still showing up every day to support their teams.

The common thread connecting these 50 individuals isn't a specific job title or department. It's a willingness to step outside their designated lanes, take ownership of complex problems, and elevate everyone around them. They are the true anchors of their organizations.

So now, without further ado, please meet the 50 MVPs driving the success of this year's Top 50 Builders. [PSN](#)



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Company leaders were asked: Why did you choose this person as your company's MVP? How has their contribution bettered your company?



1. CODY POOLS

Rich Beadle | Chief Financial Officer

Overseeing accounting operations that support nearly \$300 million in annual revenue, Rich Beadle has enhanced financial reporting, improved forecasting accuracy, and implemented disciplined processes that give leadership better visibility for data-driven decisions. Over the past year, he played a critical role in insurance negotiations that protected the company's interests and guided financial strategy related to ASR pool customers, safeguarding both Cody Pools' financial position and its reputation. He has also built and mentored a strong finance team, positioning Cody Pools for continued responsible growth.



2. CLAFFEY POOLS

Dustin Tennison | Excavation Crew Manager

Known as the "dirt whittler" by a long-time builder partner, Dustin has become a complete master of his trade. His attention to detail and his demeanor with clients make him highly sought after. From sales team members to project managers to

customers, it is routine to hear, "I'll happily wait for Dustin to dig my pool." Dustin Tennison is the definition of quality, and the Claffey team is simply better because of him.



3. GIB-SAN POOL & LANDSCAPE CREATIONS

Connor Gibbs | Vice President

Connor approaches every client interaction with a genuine energy and professional standard of excellence that makes homeowners feel heard, respected, and cared for. His loyalty to Gib-San and his willingness to go the extra mile — whether it's landing new deals or pinch-hitting with the team during peak season — show a level of maturity and leadership that has our team excited for the road ahead. His love for this business and industry is worn on his sleeve.



4. COAST TO COAST POOLS

Cheryl Caruthers | Design and Sales

Cheryl has been the leading sales agent and designer for well over a decade. She does not work by a time clock and is often the first to arrive and the last to leave. She manages multiple clients

at once, yet consistently receives the same feedback: Cheryl makes every client feel important and ensures they are completely satisfied. She has a strong eye for detail, and her construction prints make the building process straightforward for field crews. Cheryl plays a key role in enabling the company to deliver a flawless pool that customers are excited about.



5. KEITH ZARS POOLS

Will Parrott | Senior Landscape Architect

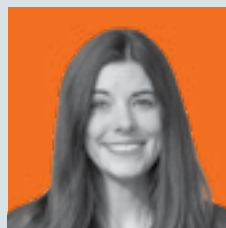
Will Parrott is one of those people who makes everyone around him better. Once our crew measures a yard and brings back the dimensions, Will takes it from there. Using AutoCAD and decades of hands-on experience, he transforms a set of measurements into backyard designs that are both beautiful and highly functional. He has a rare ability to see how every element should come together before anyone else can. Will doesn't just produce plans; he protects and thoughtfully carries forward Keith's design elements, making sure each project stays safe, practical and aligned with Keith's vision. He helps us think through real-life use — how people will move through the space, how the layout and flow will work day to day. When tough design challenges come up, Will consistently finds creative solutions that elevate the final result, often to an award-winning level. And throughout it all, he's been a dedicated teacher, strengthening our team's understanding of landscape architecture year after year.



6. SEASONAL WORLD

Debbie Bivona | Controller & Office Manager

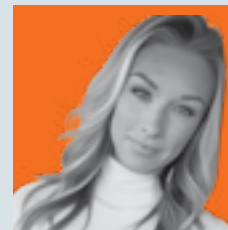
Debbie has been a 30-plus-year employee and is part of the backbone of our company. She has helped Seasonal World grow and remains a staple for future generations to look up to.



7. RIVERBEND SANDLER POOLS

Taylor Robinson | Project Coordinator

Taylor consistently delivers high-quality work, exceeds expectations, and provides unwavering support to our sales and renovation teams. She arrives every day with a smile, ready to tackle whatever challenges come her way. Taylor effectively communicates and assists our clients during pool permitting and is their point of contact throughout this process. She is a great teammate, always willing to help wherever she can. Reliable, hard working, and trustworthy, we are truly fortunate to have her as part of the Riverbend Sandler family.



8. SHASTA POOLS

Lindsey Piechota | Director of Internal Operations of Construction

In 2025, Lindsey Piechota agreed to lead operations not only for Shasta's remodeling team but for the new pool construction team as well. Her exceptional organizational and follow-up skills, along with her outstanding communication and leadership abilities, have helped her lead the team to new levels of competence and execution. Lindsey exemplifies Shasta's cultural values and leads with a unique combination of courage and consideration.



9. AQUA POOL & PATIO

Charles Santanella | Vice President - Service

Chuck has been instrumental in growing our service department, particularly the renovation portion, and is our day-to-day product knowledge expert. Each year he takes on more responsibility, and his calm demeanor allows him to assist ownership with issues associated with managing staff and customer expectations. Along with a few others, Chuck is the future of the company, now entering its third generation of ownership and management. We hired him over 20 years ago to test water in our store, and he has positioned himself to be a crucial part of our success and growth ever since.



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10. ROBERTSON POOLS

Kevin Dutra | New Pool Designer

Kevin Dutra is a forward thinker who approaches every challenge with a can-do attitude. Whether the task is large or small, he consistently takes initiative, ensuring projects move forward smoothly. If something needs to be done, there is complete confidence that Kevin will handle it—and handle it well. He is the epitome of a team player, always willing to support others, share knowledge and contribute wherever needed. His steady optimism and approachability elevate everyone around him. Clients immediately feel at ease working with him, trusting not only his expertise but his integrity. Kevin brings the same enthusiasm and attention to detail to every project, from simple pool designs to the most luxurious high-end installations.



11. BLUE HAVEN POOLS ON THE GULF

Tim Bradshaw | Director of Business Performance

Having personally executed every phase of the business, Tim possesses the rare ability to stand in a boardroom and understand exactly how a high-level financial decision will affect a dig site 300 miles away. He sees obstacles six months before they appear, allowing us to navigate the complexities of national scaling with the precision of a boutique builder. Tim's greatest strength is his belief that our people are our premier assets. He doesn't

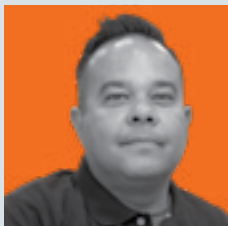
just manage employees; he builds them. By leading the POTG Way into our standard operating procedures, he has ensured that our DNA remains intact as we grow. In the high-pressure world of Florida construction, Tim's calming influence sets the temperature for the entire organization. He doesn't just make our pools better; he makes our people better.



12. PURYEAR CUSTOM POOLS

Thomas Dahnke | Plans Administrator

Tom is responsible for preparing all construction plans and submitting permit applications. He is highly valued for his loyalty to the company and consistently positive attitude. He possesses comprehensive knowledge of every phase of the organization and is always the first to volunteer whenever any department requires assistance. Tom joined Puryear in July 2011 and has worked as a service technician, construction superintendent and pool designer.



13. VAN KIRK & SONS POOLS & SPAS

Thiago Andrade | Director of Service Operations

Thiago, our service operations director, is a true team player who leads by example, and clients genuinely enjoy working with him. His deep knowledge of pool technology and operations allows him to solve problems efficiently and keep things running smoothly. On top of that, he's always eager to learn and improve, which helps drive our company forward and maintain a high standard of service.



14. ADAMS POOL GROUP

Joel Padilla | Construction Manager

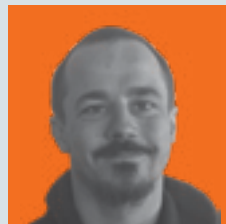
Joel brings deep pool industry expertise to our teams in the field. His leadership and initiative allow us to grow and become a leader in the commercial pool market. His mentorship, communication and work quality have translated onto our crews in the field. Joel is a problem solver, and customers love his hands-on approach. We can always trust that Joel will do whatever it takes to deliver a high-quality project with happy customers.



15. RICHARD'S TOTAL BACKYARD SOLUTIONS

Johnathan Gill | Senior Pool Designer

Johnathan isn't just a designer; he's a veteran who has spent more than 20 years perfecting the art of the backyard transformation. He has consistently led the way in high-end design trends, and his deep experience ensures every project is not only beautiful but engineered to the highest standards. Johnathan's contribution goes far beyond blueprints. He has blessed hundreds of families by turning their outdoor dreams into a reality where memories are made. Whether leading a jobsite tour to educate a new homeowner or refining a complex custom layout, his dedication to the total-backyard vision is what sets him apart. His reputation in the Houston area precedes him, providing clients the peace of mind that their home is in the hands of a true pool design master.



16. JULIANO'S POOLS

Austin Pelletier | Construction Superintendent

Austin's biggest differentiator is his ability to overcome challenges and problems that arise unexpectedly throughout the day. Instead of complaining, he goes at the issue head-on. He leads by example and does a wonderful job training our team. Beyond his beautiful pool construction work, Austin helps us manage and maintain different parts of our infrastructure, including buildings, trucks, equipment, and our valuable arsenal of construction tools — tow-behind air compressors, chainsaws, handheld jackhammers and the like. Austin came to us 10 years ago as a general laborer and has worked his way up through sheer determination. Our hat goes off to him.



17. GIBBONS POOLS

Len Horowitz | Vice President Operations

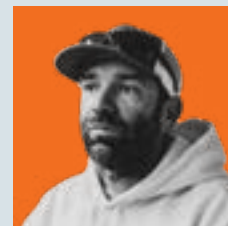
Len is a valuable part of our team. He assists with operations as well as commercial sales.



18. SOUTHERN POOL DESIGNS

Kim Hamil | Office Manager

Kim consistently goes above and beyond in everything she does. She never limits herself to staying in her lane; she is always looking for ways to help others, improve processes and make the company more efficient. Her willingness to step in wherever she's needed has had a meaningful impact on both our operations and our team culture. She brings positivity, reliability and a team-first mindset that makes those around her better. In 2025, Kim experienced the unimaginable loss of her son. Despite such a heartbreaking tragedy, she continues to show incredible strength — raising and supporting her other children and grandchildren while still showing up to work each day with kindness and a smile. Her resilience, character and dedication inspire everyone who works with her.



19. GOODALL POOLS

Kevin Leitzel | Field Site Supervisor

Kevin has been instrumental in driving organization, improving efficiency, and increasing overall profitability. He plays a key role in hiring and personnel management, oversees project scheduling, and manages the day-to-day operations of all active construction jobs. Most importantly, Kevin is the immediate go-to person whenever issues arise in the field. His leadership, responsiveness and problem-solving keep projects moving forward and teams aligned. He handles it all with dedication and professionalism.

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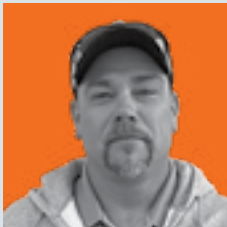
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20. CONCORD POOLS & SPAS

Brent Hansen |
Construction Manager

Brent Hansen is the driving force behind the construction excellence at Concord Pools & Spas. As construction manager, he leads by example every single day; there is nothing he would ask of his team that he wouldn't do himself. He is consistently the first one on-site and the last to leave. Brent is deeply dedicated to his team, mentoring and supporting them while holding them to the highest standards and fostering a culture of accountability and pride in workmanship. Beyond construction, he regularly collaborates with our sales, renovation and service departments to provide guidance, solutions and hands-on support whenever needed. His leadership, integrity and tireless dedication make him the heartbeat of our operation.

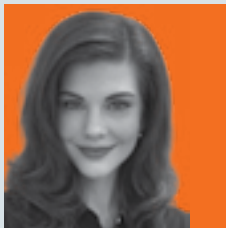


21. EASTON SELECT GROUP

Alex Palermo | Head of Estimating & Design

Hired at the start of the 2025 season to lead our estimating and drafting department, Alex quickly became a key contributor to our construction department and overall project planning. Despite having no prior experience in the swimming pool industry, he demonstrated exceptional initiative by completing multiple courses in pool construction and

hydraulic design, integrating industry best practices into our workflow. His technical expertise in AutoCAD and Autodesk Revit has significantly elevated our ability to produce clear, accurate, detailed construction documents, improving communication between our builders and internal construction team and strengthening the efficiency and quality of our projects.



22. BURTON POOLS & SPAS

Liz Silver | Construction Sales Coordinator

Liz Silver took over the data entry and administrative coordination for our inground pool sales department, keeping customer information, project details and sales documentation organized and efficient. She also serves as the first point of contact for families who walk into our store interested in a pool, and her friendly, helpful approach creates an immediate sense of trust. Liz maintains communication with customers during the pre-construction phase, helping coordinate selections, change orders and scheduling. Because the sales team knows their customers are in great hands with Liz, they can focus more time on in-yard consultations and quotes. As a direct result of her support, our team sold an additional 25 inground pools in 2025.



23. PULLIAM POOLS

Joel Padilla |
Construction Manager

As our construction manager, Ken plays a critical role in ensuring projects run smoothly and meet the high standards our customers expect. He is trusted with many of our largest and most important projects because of his experience, attention to detail and ability to manage complex builds with confidence. He is also frequently requested by customers who appreciate his professionalism and the way he communicates throughout construction. Ken often takes the lead on warranty issues, with a unique ability to connect with customers, ease concerns and guide them toward solutions that leave them feeling heard. He keeps the team laughing, is thoughtful toward those around him, and is well known for treating the office to his incredible cooking. For nearly three decades, Ken has been a reliable and meaningful asset to Pulliam Pools.

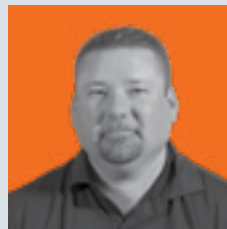


24. GOHLKE CUSTOM POOLS

Wes Gohlke | New Pool Designer

Wes regularly sets the standard for what exceptional pool design and client service can achieve. His talent for translating client wish-lists into beautiful, highly customized outdoor living spaces elevates our entire pool construction

team. Each of his designs thoughtfully balances client needs with his own creative insight, resulting in outdoor environments that are both functional and truly one-of-a-kind. The care he shows for our clients is reflected in the relationships he cultivates with them, which extend well beyond the design phase. His creativity, professionalism and commitment to excellence make Wes the obvious choice for our MVP.



25. A&G CONCRETE POOLS

Jason Baran | Design Manager

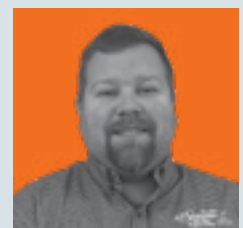
As our lead designer and salesman, Jason Baran manages one of the company's largest accounts entirely on his own — a volume of work that would challenge any team, let alone a single individual. What sets Jason apart, however, is not the quantity itself but the fact that the quality of his client relationships never wavers because of it. Each homeowner he works with receives the same attentiveness and personal investment as the first. He is a student of his craft in the truest sense, learning as readily from industry veterans as from newer voices on our team, always looking to refine his approach rather than rest on what has already worked. That combination of output, care and humility, over 15 years, is what makes Jason our MVP.



26. RISING SUNS POOLS & SPAS

Brian Jones | Concrete Pool Division Supervisor

Under Brian Jones' leadership, our concrete pool division has expanded from building just a few pools each year to completing more than 50 in 2024. His deep knowledge, attention to detail and commitment to quality are evident in every project he oversees. What truly sets Brian apart is his passion for the work. He takes pride in building beautiful, long-lasting pools for families to enjoy, and he leads his team with a strong work ethic and high standards. The quality of our concrete pools today is a direct reflection of his dedication.



27. ALL SEASONS POOLS AND SPAS

Steve Smith |
Construction Coordinator

Steve's ability to sell and lead a team is second to none. His role was expanded this year when he was promoted to coordinator, putting him in charge of the entire construction division. In 2025, the construction department had its most profitable year to date.

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28. MISSION POOLS

Brian Baker | Lead Superintendent

As lead superintendent, Brian Baker oversees complex builds that require precise coordination between construction crews, subcontractors, engineers, and homeowners. Many of the projects he manages are high-end custom pools exceeding \$1 million in value, often on challenging terrain such as hillside properties requiring caisson foundations and advanced structural engineering. In these environments, precision and leadership are critical, and Brian consistently delivers both. He has earned the

respect of field employees and management alike through his calm, solutions-oriented problem solving and his mentorship of younger team members.



29. J&M POOL CO.

Melissa Smart | Sales and Marketing Manager

As sales and marketing manager, Melissa Smart oversees all front-end operations for J&M's construction division — from initial customer contact through execution of the final sales contract — and leads a team of seven, including four sales reps, two designers, an administrative coordinator and a marketing coordinator.

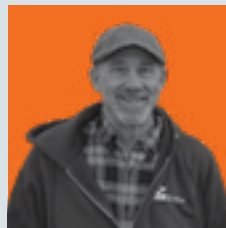
During a time when many companies in the industry were struggling to close deals, Melissa focused on strengthening relationships, building new partnerships and identifying alternative revenue opportunities that kept J&M's project pipeline strong. Her strategic efforts have expanded the company's reach into new markets, including connections with commercial developers beyond J&M's traditional residential work.



30. HIGH-TECH POOLS

Chantel Darbeau | Controller

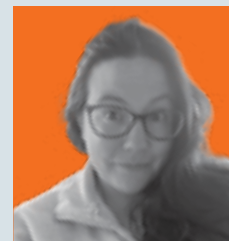
For more than 10 years Chantel has been the life blood of our organization.



31. SOUTH SHORE GUNITE POOLS & SPAS

Charlie Lebonte | Commercial Construction Supervisor

Charlie is the lead commercial pool supervisor, responsible for the on-site completion of all our commercial work. SSG installs 12 to 18 commercial pools a year, with at least half of them being competition pools. Charlie is responsible for roughly 1.5 million gallons of new swimmable water per year.



32. NEJAME & SONS

Samantha Brant | Permit & Building Progression Coordinator

Samantha keeps our construction department running smoothly. From applying for permits and scheduling concrete pours to keeping customers informed daily about the progress of their projects, she makes sure every detail is covered. Even when projects require additional steps such as variances, architects, or engineers, Samantha stays on top of everything so every project keeps moving forward. Customers truly appreciate how involved and responsive she is.

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**33. AMENITY
CONSTRUCTION GROUP**

Will Smith | General Manager — New Construction Raleigh

Over the past year, Will Smith invested hundreds of hours modernizing our operational processes, reworking workflows, and driving structural changes that have fundamentally strengthened how our Raleigh new construction division operates. These were not surface-level improvements but deep operational upgrades that increased clarity, efficiency, and accountability across the entire construction pipeline. What sets Will apart is the way he carries responsibility. He consistently absorbs enormous operational pressure so his team can stay focused and productive. When challenges arise — and there were many this year — Will steps forward rather than pushing problems downward. He works closely with the sales team, helping them succeed in the field while ensuring projects are executed smoothly once they enter production. That balance between supporting revenue growth and maintaining operational excellence is rare, and it has made a measurable difference in our results.

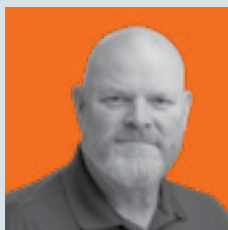


34. CRYSTAL POOLS

Joshua Culp | General Manager

Josh has an authentic passion for the pool and spa industry, and he demonstrates it in the way he leads our team. He strives to make our company

better and approaches all aspects of his job with a be-better, do-better mentality. Josh takes personal responsibility and ownership of his work and is always looking for ways to grow professionally. His loyalty, dedication to company values and reliability made him an easy selection as our MVP.



**35. VUE CUSTOM
POOLS & DESIGN**

Nathan Delaforce | Director of Construction

Nathan's impact over the last year has been transformative: He restructured our construction teams, significantly increasing operational efficiency while creating a clear path for emerging leaders to rise within the company. He is a natural mentor, dedicated to

the continuous education of our crew and the training of new employees. His make-it-perfect ethos is more than a standard — it is the bedrock of our company culture. His unwavering commitment to ethical, high-quality construction ensures our work remains superior to the competition and that our brand integrity is instilled in every team member.



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36. CLARKSON POOLS

John Fox | Head of Purchasing & Compliance/HR

Over the past year, John led the rollout of a comprehensive vehicle safety monitoring program designed to improve driver awareness, reduce risk and strengthen Clarkson Pools' overall safety culture. The program has elevated driving standards across the company while reinforcing accountability for employees operating company vehicles. John also manages purchasing operations, ensuring materials and equipment are sourced responsibly and cost-effectively, and he plays a key role in employee onboarding and training. Known internally as a thoughtful problem solver and trusted advisor, he approaches challenges with a solution-focused mindset and consistently brings new ideas to the leadership team. He holds the respect of field employees and management alike through his calm, solutions-oriented problem solving and his mentorship of younger team members.


37. REGAL POOLS

Jaydon Bragg | "Magic Man" Director of Service Department

Jaydon serves as our lead service technician, and when we say he can fix anything, we truly mean it. From pumps and filters to programming systems and pool start-ups, Jaydon consistently solves problems that others cannot. His expertise doesn't stop in the field — he also reviews and inspects plan sets, with

particular focus on hydraulic designs, before they're handed off for construction. Having worked hands-on with many of our most complex pools, he brings practical insight into what works and what doesn't, helping us avoid issues and deliver better results.


38. SUNCOAST CUSTOM POOLS

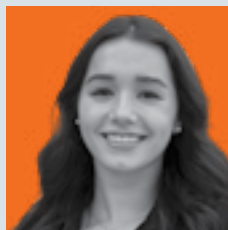
Mike Clark | Relationship Manager

As our relationship manager, Mike Clark focuses heavily on the final stages of each project — making sure every detail is completed with care and that clients walk away with an exceptional experience. He takes great pride in ensuring that when a project wraps up, clients feel confident in their investment and truly proud of their new outdoor space. He also serves as a key liaison between Suncoast, our vendors and our subcontractors. By fostering open communication, mutual respect and accountability among our partners, he helps ensure projects run smoothly and efficiently from start to finish. His ability to balance client satisfaction with strong industry relationships has been instrumental to our success, and he consistently goes the extra mile to make sure the final impression reflects our high standards.


39. AVREE CUSTOM POOLS

Brandon Grace | Director of Communications & Marketing

During a period of significant growth for Avree Custom Pools, Brandon Grace has played a critical role in strengthening the company's brand identity and market presence. Through thoughtful messaging, strategic marketing initiatives and meticulous attention to detail, he has helped shape how Avree is perceived by homeowners, builders and industry partners. He also serves as a key communicator across the organization, aligning leadership, operations and sales teams so that our message to clients remains clear and unified. He also actively works to highlight the craftsmanship and dedication of our team, celebrating employee achievements and reinforcing Avree's values of quality, integrity and exceptional client experience.


40. DUPLESSIS BUILDERS

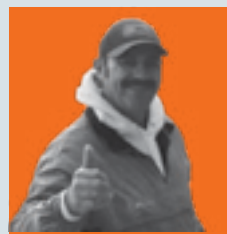
Jon' Duplessis | Lead Designer

In 2025, Jon' designed and developed new sales booklets and presentation materials that elevated our brand image and made the buying experience clearer and more engaging for homeowners. She is constantly developing new strategies, and never satisfied with good enough. Whether refining pricing structures, improving follow-up systems or enhancing the client journey, Jon' is always thinking ahead.


41. EMERALD CUSTOM POOLS & PATIOS

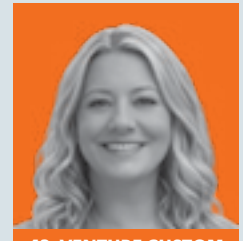
Lindsey Berry | Office Manager/Project Scheduler

As the longest-tenured employee, Lindsey Berry has demonstrated unwavering loyalty and commitment to our company's success. Over the past two years, she has successfully transitioned into a management role, growing into a confident and capable leader while maintaining the same positive, team-first attitude that has defined her career with us. Lindsey takes on every challenge with enthusiasm and never turns down an assignment or request for help. She leads by example — cheering on her teammates, encouraging employees to take pride in the company, and showing up for every company event and charitable activity. While there's a common saying that everyone is replaceable, Lindsey's impact and unwavering commitment make her truly irreplaceable.


42. SWIMMING POOL SERVICES

Amador Sifuentes | Construction Foreman

Amador leads by example every day, and this is evident in the quality and precision of the work his team does. He helps build some of the very best pools in the world. Amador lives up to each of our core values and has been selected by his peers as Team Member of the Quarter for our entire company numerous times. He also has the best mustache on our entire team.


43. VENTURE CUSTOM POOLS

Amanda Brown | Director of Operations

As office manager, Amanda goes beyond the scope of her role by fostering a seamless client experience through proactive communication at every stage of pool construction. She is a dependable and knowledgeable resource, always available to support both clients and team members, ensuring efficiency, clarity and a high level of service. Thriving within Venture's family-oriented culture, Amanda exemplifies our core values of collaboration, accountability and care. Her repeat MVP nomination, after 18 years with the company, reflects her consistent dedication, leadership and the trust she has earned from team and clients alike.


44. FOSSIL CREEK POOLS

James Alexander | Designer

James has continued every year to push the envelope and grow his knowledge to better serve our clients.

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**45. MASTER TOUCH
OUTDOOR LIVING**

Bruno Dantas |
Construction Manager

Bruno is one of our most devoted employees. He is the type of guy who wants to serve everyone. For example, if a customer has an issue, he's the first to want to help. In fact, when a recent customer called at midnight with a problem, Bruno was the one to drive out there immediately to fix it. That quality is more valuable than money. He's really something else! A ride or die guy.



46. PENGUIN POOLS

Dave Milde |
Construction Foreman

Dave has been with the company for over 24 years and continues to evolve as the industry changes. His ability to locate and troubleshoot problems on the fly is second to none. He has built thousands of pools, and while someone of his experience and longevity typically likes to stick to what they know, he evolves and adapts to the current market. Dave constantly trains his department and works to set them up for success. He loves what he does, and he fights for what's right for everyone involved.



**47. COLLEY'S POOLS
& SPAS**

Shawn Chapels |
Construction Superintendent

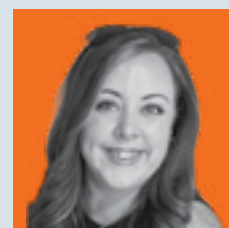
Shawn leads our fiberglass and gunite construction and excels in service, leak detection and customer education, collaborating closely with our coordinators and operations team. His leadership is truly invaluable. Shawn began his career with Colley's at 18 and dedicated seven years before relocating to Arizona, where he spent 12 years expanding his expertise with Paddock Pools, Blue Haven Pools and Creative Environments.



**48. BMR POOL
AND PATIO**

Misty Sedillo | Business
Development Strategist

With more than 10 years at BMR, Misty has worked across multiple departments and developed a well-rounded understanding of the company, its people and its processes. That experience has allowed her to create streamlined workflows, improve communication, and bring structure and consistency to key areas of the business. When BMR created the new business development and marketing position, Misty was the clear and natural fit. Her history with the company, dedication to its success, and ability to represent the BMR brand with confidence made her the right person to step into the opportunity. Her contributions have improved internal operations while also expanding our presence in the community. She is a strong ambassador for BMR, building relationships and representing the company in a way that reflects our values and vision.



**50. HERITAGE
POOLS, LLC**

Mackenzie Keohane |
Construction Liason

As our homeowners' primary contact throughout the construction process, Mackenzie guides clients from the initial dig to final completion. She thrives on making personal connections and uses her attention to detail and calm leadership to keep every project on track and every family excited about the experience. Mackenzie joined our team five years ago, bringing a background in retail and a strong drive to master the complexities of pool construction. Today she is an invaluable part of the client experience, known for her organization, clear communication and genuine care for every project.

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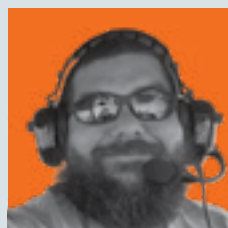
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**49. STAYCATION
FIBERGLASS POOLS**

Josh Garcia |
Superintendent

Josh has grown into the superintendent's job by showing care and empathy toward our team and our customers. He makes sure projects proceed on time but also allows the team to work safely and correctly the first time. He keeps track of all our players and still runs a very busy construction department.

Maintenance and Cleaning

ADOBE STOCK



ALL CLEAR PROFESSIONAL POOL AND SPA CHEMICALS

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

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

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

The 3-inch tablets and sticks are extremely hard and slowdissolving.

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.

Aqua Tri | aquatri.com

NC POOL CHEMISTRY ALGAECIDE + PHOSFREE

NC Pool Chemistry Algaecide + PHOSfree is a multi-function algae fighting formula that combines an algaecide with a phosphate remover to provide a premium solution for all pool types.

When used as directed, this product is a highly effective algaecide that kills and controls green, mustard, and black pool algae.

In addition to killing algae, it also prevents future algae problems while removing problem-causing phosphate.

Algaecide + PHOSfree is especially ideal for pools with salt chlorine generators.

Additionally, it can be used effectively in chlorine or bromine sanitized swimming pools.

This product is non-foaming so it's also ideal for pools with water features.

NC Brands | naturalchemistry.com



QUATTRO TRAX

The Polaris QUATTRO TRAX is a pressure-side pool cleaner that blends rugged durability with innovative design and advanced traction.

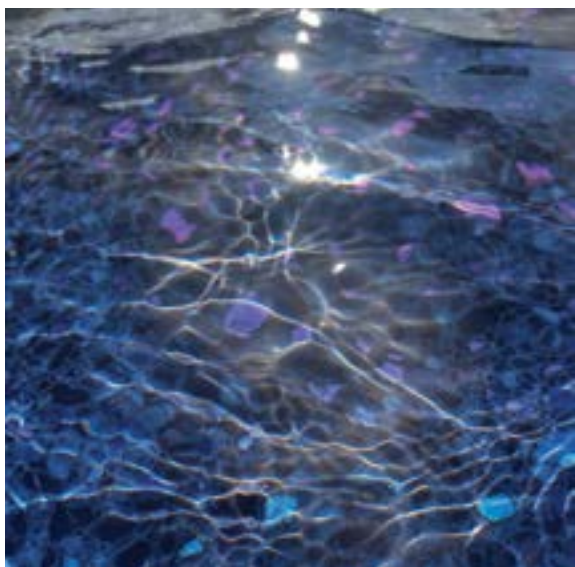
Powered by a dedicated booster pump, this high-performance cleaner features aggressive TankTrax Technology

to grip tight and maneuver over steps, slopes, and vertical walls with total control.

Its dual-stage filtration system captures everything from fine particles to large debris, keeping pools clear. It features redesigned gears and transmission to enhance longevity, while the reinforced canister effectively captures and retains debris of all sizes.

The innovative front and side brushes scrub surfaces and dislodge finer debris. The QUATTRO TRAX has an extra-large intake, making it ideal for inground pools with heavy debris loads.

Polaris | polarispool.com



DEEPWATER

New for 2026, Garrett Liners' Deepwater vinyl liner pattern is designed to evoke drama and luxury.

"The mesmerizing sparkle that Deepwater creates changes with every angle and curve; giving it a uniqueness that is second to none," says Dawn Cular, Garrett Liners' sales and marketing manager. "Dealers, installers, and homeowners can't say enough about the luxuriousness this pattern offers."

Printed on a dramatic, royal navy, 28-mil base by CGT in Canada with Aquashimmer ink, it is one of seven new patterns in the company's 2026 Vinyl Liner Collection.

Every Garrett swimming pool liner comes with a 20-year (prorated) limited warranty.

Garrett Liners | garrettliners.com



TRACJET AND TRACVAC

Whether your pool is suited for a pressure cleaner or a suction cleaner, the TracJet and TracVac are the perfect cleaning solutions, says Alexandra Bridgewater, Hayward's senior marketing specialist.

"These cleaners have been designed to be easy to service," she says. "Their powerful performance makes these cleaners the reliable solution to defeat debris."

Both are equipped with tank tracks engineered to deliver complete coverage from floor to wall, and feature superior mobility to navigate over drains and reach tough corners.

"The TracJet and TracVac feature rugged tracks that provide great pool coverage so that they can eliminate debris and fine particles in less time," Bridgewater says. "We have received positive feedback from customers on the reliability, cleaning performance and ease of use."

The cleaners have a 2-year-parts and 1-year-labor warranty.

Hayward | Hayward.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 nontoxic, 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.

Jack's Magic Products | jacksmagic.com





FROG 4PRO

FROG 4Pro brings Drop 'n Go convenience to pool maintenance. Each thin fabric pod contains a concentrated dry chemical blend engineered to cure or prevent common pool issues including algae, high phosphate levels and cloudy water. They require no measuring or calculations.

Simply drop the prefilled pod in the pool's skimmer. They eliminate weekly dosing and solve some issues for months.

Each of the FROG 4Pro products comes in a re-sealable bucket with a handle making it easy to carry and store. Each bucket contains 50 individual pods and each product includes directions to cure an existing water issue or to be deployed as a preventative.

King Technology | FROG4PROS.com

SMARTMESH SAFETY COVER

The SmartMesh safety cover is an important product for maintaining pools.

"A reliable safety cover is a great way to maintain a pool and keep it safe before warmer seasons approach," says Rabia Danyaro, Merlin Industries' marketing coordinator.

This patented mesh cover is made with exclusive high-tech weave. This special feature provides 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 the highest burst strength and abrasion resistance to provide safety from falling into a pool when not in use.

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

Merlin Industries | merlinindustries.com



PHOENIX CELL CLEANER

Phoenix Cell Cleaner is a professional-grade descaling solution formulated specifically to dissolve calcium and mineral scale buildup from salt chlorinator cells, restoring them to peak efficiency and extending their useful service life.

The product features a "ready-to-use" formula that eliminates the need for mixing, measuring, or any prep work. Service technicians simply pour and clean, saving valuable time on every job. By keeping cells operating at full output, Phoenix Cell Cleaner helps maximize chlorine production and reduces the costly service callbacks that result from underperforming or scale-clogged equipment.

Each unit is conveniently packaged in 1-quart bottles, sold 12 per case, in shelf-ready and truck-ready packaging that makes it easy for retailers to display and for service pros to carry on the truck.

Phoenix Products Co. | phoenixproductscs.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.

PoolCorp | pool360service.com



POOLIFE THERMAL SHIELD

Poolife Thermal Shield is a liquid specialty product that creates an invisible, non-toxic barrier on the surface of your pool water.

The primary function of this liquid barrier is to conserve water by reducing evaporation by up to 40%. By preventing heat loss, it helps maintain warmer water temperatures overnight and effectively extends the swimming season.

The formula is safe for all pool surfaces and is fully compatible with various sanitizers, including chlorine, salt, and biguanide.

"Using this product helps cut down on maintenance costs by reducing the frequency of water top-offs and the need for chemical rebalancing," says Dave Gayeski, Solenis' associate director, pro dealer.

More information, including application, dosage instructions and an FAQ, can be found at <https://poolife.com/product/poolife-thermal-shield>

Solenis | poolife.com

PUMP SHUT-OFF SYSTEM/SVRS

Vacless' VGB-compliant SVRSs feature an electrical pump shutoff 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.

Vacless Systems | vacless.com



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KING TECHNOLOGY

FROG Hot Tub Pipe & Jet Cleanser is a professional-grade gel formulated to deep clean the entire plumbing system in one shot. Premeasured for simple application with no math, no spills and no staining, and it's safe for use in all hot tubs. In roughly 15 - 20 minutes the gel clears gunk and grime from the pipes and jets before draining and refilling the tub.

kingtechnology.com



MOVEX INNOVATION

The Domino stair crawler is an innovative tracked robot designed to safely transport heavy loads up to 400 kg (880 lbs) on virtually any type of staircase. It is ideal for moving bulky, oversized items, reducing manual effort. Now equipped with a lifting platform, it provides additional support and precision for installers during loading and positioning tasks.

movexinnovation.com/zonzini



NATURE'S CARE

QuickCure is formulated to help quickly clear swampy water and open pools faster this season. This fast-acting clarifier speeds up the pool cleaning process by quickly removing heavy deposits of non-organic contaminants in pool water including dead-algae, pollen, rain pollution, greases and more. QuickCure is available in 1- and 2-quart bottle sizes. Made in USA.

naturescarepool.com

RB RETAIL & SERVICE SOLUTIONS

RB Retail & Service Solutions has launched a complete marketing services support program designed exclusively for its dealer network. The program begins with a strategic review of each dealer's goals, target audience, budget, and branding.

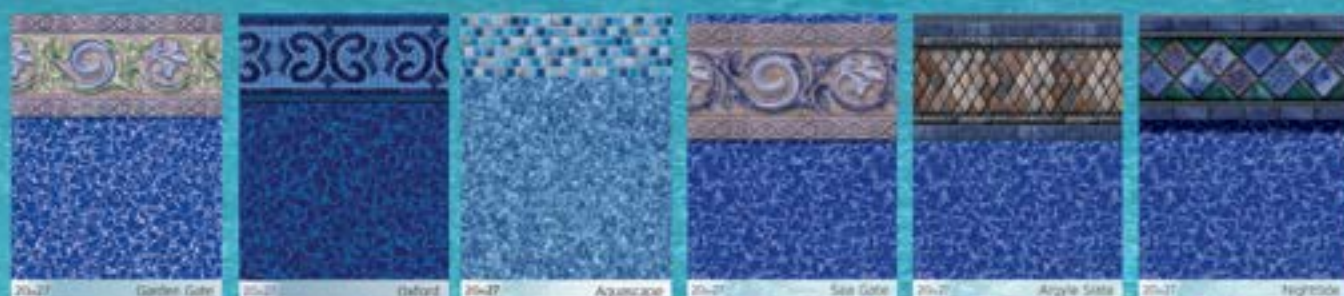
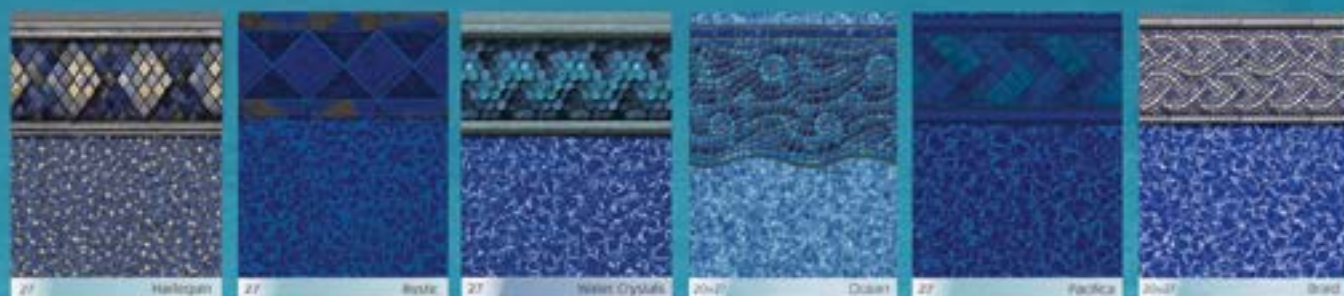
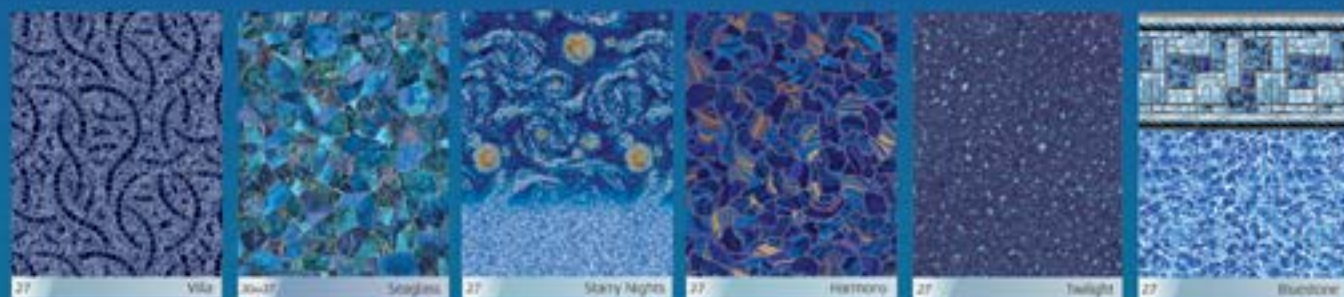
From there, RB Marketing Services delivers hands-on assistance across a full suite of digital marketing disciplines, including Search Engine Optimization, blog content creation, social media management, and more.

rbretailandservicesolutions.com





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