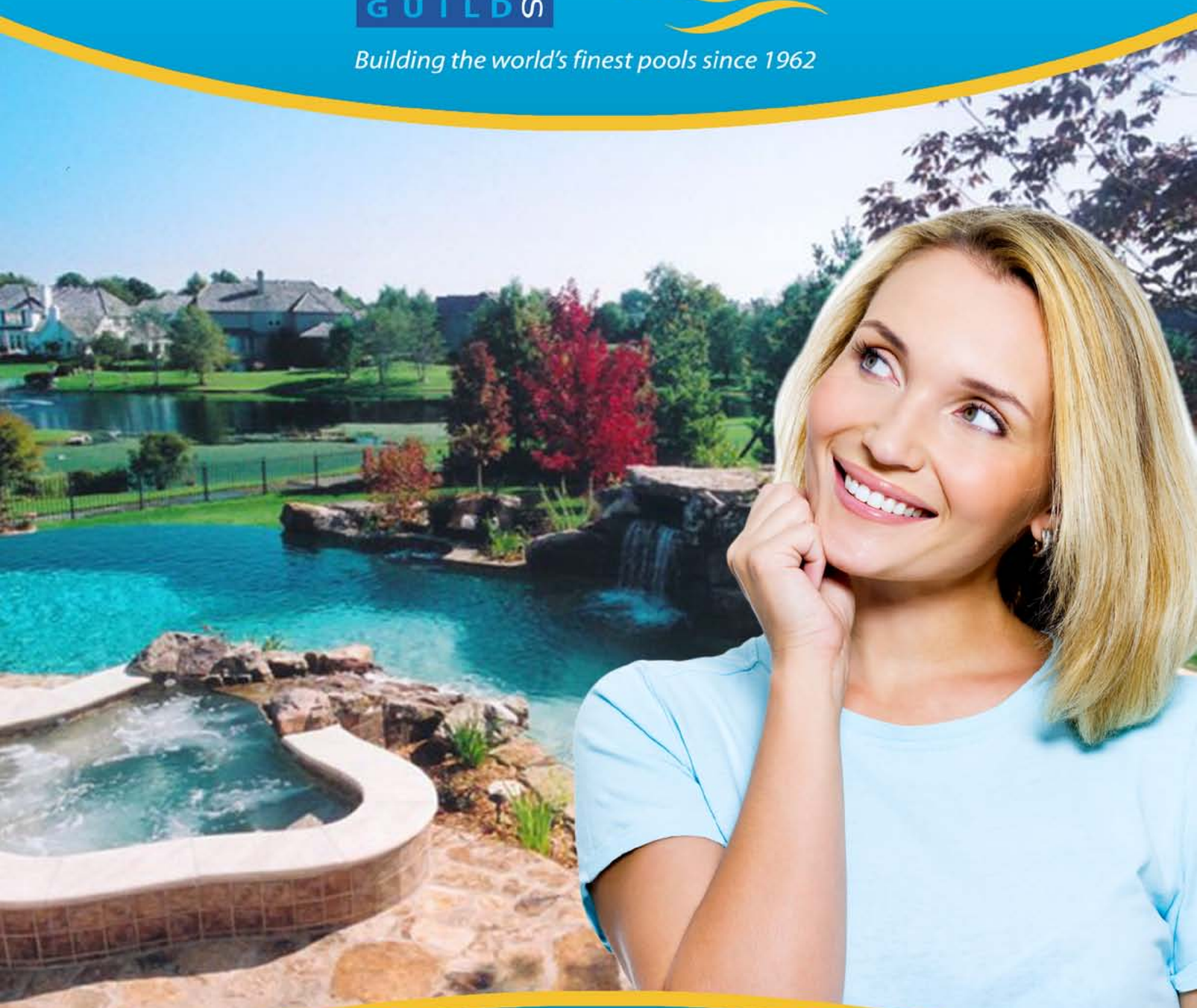




Building the world's finest pools since 1962



HOW TO CHOOSE A *Pool Builder*



SIX CHARACTERISTICS YOU NEED IN A SWIMMING POOL BUILDER

Selecting a qualified builder is vital to the planning process. Swimming pool design and construction is a highly specialized field and the technology going with it changes continuously. The builder you ultimately choose to work with should bring to you the latest in available products, building techniques and services. Only builders who are thoroughly committed to their industry will offer you this. Selecting a builder with the following characteristics will provide you with the professional your project deserves:





- 1 He is a member of a builder's guild or a professional organization.
- 2 He involves himself in industry educational programs, technical seminars and trade shows where new ideas and products are displayed.
- 3 He can provide you with a reference list of both recent and older projects.
- 4 He is capable of bringing to you a wide range of products and services for your consideration without overwhelming you.
- 5 He presents his products and services fairly without attacking competitive products and services.
- 6 He has a strong support network like a Guild which he can call upon to inform himself if he is lacking information on a particular item.