



Pool Features Guide

Everything you need to know and more



A wise man once said you can measure success by how effectively you relax.



Family Fun

Owning your own swimming pool is one of the most rewarding investments you can make. From backyard barbecues to pool parties, the family swimming pool brings people together like a magnet. Some call it bonding while others simply call it love....whatever you call it, having a place that brings everyone together is the type of commitments that keep families close.

Luxurious Lifestyle

There is no better place to spend a relaxing day off, or a quiet evening after a hectic day of work and commute, than your own personal backyard oasis. Soothing and refreshing water will bring even the most anxiety ridden executive down to a kitten's purr in record time.

This is your opportunity to become an exterior designer and use your imagination while building the backyard of your dreams. Consider your pool as the centerpiece of your backyard oasis and go forward with your own personal taste and style. It's a great opportunity to use bold colors and styles that you love, but would never have dared to use inside your home. From landscaping to lawn chairs, swimsuits, and towels, you have every opportunity to match your pool's scene to your own personal taste.

Better Health

Whether you use it to stay fit, or you are looking to lose a few pounds, swimming is one of the greatest low-impact heart healthy exercises you can do for your body. Many world class athletes and Olympians use aquatic exercise to stay both physically fit and rehab from injury. The water's gentle buoyancy puts less pressure and strain on limbs and joints and is easier on your body.

The mental benefits of a stress relieving dip in the pool cannot be understated. Life's responsibilities like children, work, relationships, and your boss, can all add up over time. Without an adequate way to unwind and relax it is easy for the pressure and tension to build to an unmanageable point. Imagine how relaxed you would feel in the privacy of your own backyard oasis designed and customized for you and your family.



Conveniently close to home no more packing up swimsuits, toys, strollers, coolers, and the kids for a day trip to the crowded beach.

Convenience

You spend hours getting the kids ready only to sit in traffic, and fight for a spot on the crowded beach once you arrive. Throw in the cost of a few snacks and what was meant to be a relaxing day at the beach soon turns into an expensive head ache. Wouldn't it be nice to sit in your own private backyard next to your brand new swimming pool? Think about how convenient it would be to spend true quality time with the whole family just a few steps right outside your own back door.

Social Aspects

There is no better social magnet than owning your very own swimming pool. Children's birthday parties and family events are made that much better when you have a private pool for the whole family to enjoy. It gives you a great excuse to host a few parties and invite all of your friends and neighbors over for good times and more importantly lasting memories.

In an ideal world we wouldn't have to find time to spend quality time with our friends and loved ones. Unfortunately we live in the digital age where people are engaged in their ever present electronic devices and caught up in the rigors of everyday life. Having your own pool gives a little extra incentive to disconnect from life's distractions and focus on what's truly important.

Economic Benefits

According to the NATIONAL ASSOCIATION OF REALTORS® (NAR). NAR statistics show that pools add approximately 7.7 percent to the average property value of your home. Renovating and landscaping your backyard can also boost the value of your home by almost 15 percent. Think of these values as an added bonus to all the years of pleasure your pool will bring the entire family.

Swimming Pools are an affordable investment that everyone will enjoy. They come in a variety of shapes, sizes, and styles that can be customized to fit your personal taste and needs. Regardless of what choices you make, all pools come with the added rewards of ownership. Explore what options fit your budget and needs and let the qualified professionals at Pool Town handle the rest. Our knowledgeable staff of professionals will guide your project from start to finish, and help you craft your own personal oasis the whole family can enjoy.

From diving boards and slides to heaters and custom decking, the sky is the limit when building the pool of your dreams.



Pool Options

When you begin the process of researching what swimming pool fits your needs there are many factors to consider to make an educated decision. The first decision you need to make is whether you want to go with an inground or above ground swimming pool. Each has its own set of benefits and considerations to think about. Inground pools typically start at about \$20,000 and will vary depending upon the various upgrades and customizations you decide upon for your project. Details such as decking options, landscaping, automated maintenance, and heating systems will increase the cost of your project. With so many options and features to consider it is crucial to work with a qualified and experienced pool company who can guide you through the process. They will help you choose the perfect liner and highlight the benefits of each upgrade so you can make informed decisions as to what best suits your needs. Your pool professional will also be able to direct you to which model is best for you and your yards shape and size.

Do Your Homework

Knowledge is power, and by doing a little homework on your pool project up front you can save your self hours of frustration once the project has begun. Take the time to research with your towns zoning board, the various permits and fees required for your project. Once you contract Pool Town to begin construction on your pool, our in house permit department will work with your township to make sure everything is in order. Being aware of the various fees and permits upfront will enable you to be an informed consumer. There are many options when it comes to financing your new pool project, check with several sources for financing to make sure you are getting the best deal. Dealers and builders can often assist you with identifying your financing options. Be sure to also include room in your budget for things like landscaping, outdoor seating, and lighting. Make sure before you sign your contract to get everything included in the purchase price in writing. Ascertain whether the total cost includes delivery and installation of the pool. When it comes time to sign the contract make sure you have read and understand it fully. Our knowledgeable team of salesman will help answer any question you may have regarding your contract.



Research your pool builder with independent companies such as the Better Business Bureau.

Think Independently

When pool shopping it is important to consult independent rating services such as Consumers Digest or the Better Business Bureau. These services rate a variety of models and manufacturers to provide consumers with an independent voice. Only an educated consumer can properly determine what pool fits their budget and ultimately worth their investment.

Don't forget to ask about warranties, and make sure that there are no hidden costs in your contract. The pool builder should include all required permits and electrical hookups. The history of the manufacturer and pool company is also extremely important. Avoid going with a fly by night company without a store front. Pool companies come and go, make sure to choose one that is committed to being there for years to come.

Purchasing Tips

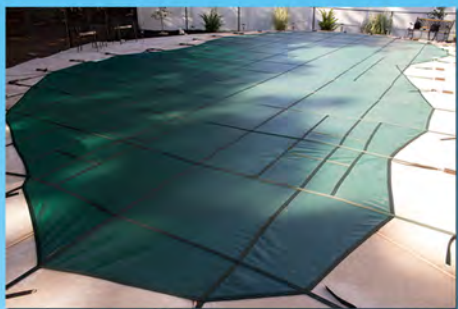
To protect your investment and ensure that you hire a qualified professional company ask to see their contractor license. The license number should also appear in any of the companies advertisements. Also make sure that the company you decide to go with has been in business long enough to have a track record you can check. Avoid companies that don't have an actual business address; longevity at a location can be a sign of stability and reliability.

Many companies will offer at home appointments for quotes and estimates. Take the opportunity to visit any company you may do business with at their showroom location. A showroom not only permits inspection before buying, it is another sign of stability. Check for signs of experience or knowledge; how many pools or spas does the company build and sell? Can the salesperson explain the pluses and minuses of the various models and styles that they sell?

Free estimates are industry standard, be leery of anyone who wants to charge you for a price quote. Checking references is also a great decision making tool. Ask your salesperson for past customer references; a satisfied customer is the greatest marketing tool any company can possess, and any reputable company will be more than happy to provide you with this information. Most importantly do not sign a check until you sign a contract and clarify the payment schedule.

Understand your contract and your responsibility and obligations before you allow anyone to begin work. There are many unscrupulous people and companies out there whose only goal is to defraud people. Your contractor is entitled to a down payment before they begin construction on your new pool project.

When it comes to protecting your investment we have got you covered.



Safety Mesh Covers

Safety Mesh Covers are excellent pool cover options for both their safety and convenience. They work excellent in backyards with a lot of trees, and do a great job of keeping leaves and other brush out of the pool. They do allow water and fine debris to pass through and into the water, so expect to have to sanitize your pool upon opening it for the season. Mesh Safety Covers come in a variety of colors; we recommend black or green because they last longer and are more resistant to UV rays.

Solid Strapped Covers

Solid Strapped Covers are similar to the Safety Mesh Covers but have a few key differences. Unlike the Mesh Covers, Solid Strapped Covers do not allow water to pass through and do an excellent job of keeping the pool clean. One downside to the Solid Strapped Covers is that they accumulate water and leaves on top and can be difficult to clean and heavy to move. Solid Strapped Covers are also approximately 30% more expensive than the Mesh Safety Covers.

Water Bag Covers

Water Bag Covers are by far the most economical pool cover option that exists on the market. Although, they are an inexpensive option they are difficult to clean, and don't look particularly good. Water Bag Covers are basically just tarps of varying thickness held in place by tubes filled with water. They can require a good deal of maintenance and may need to be moved back in place from time to time over the course of the off season. Unlike the Solid Strapped and Mesh Safety Covers, they are not anchored into the deck and cannot support weight.

Automatic Covers

Automatic Pool Covers are very convenient, reduce maintenance, reduce heat loss (great for heated pools), and are excellent for safety, as the pool can be covered when not in use. It is important to pump any water that accumulates and remove leaves as they build up. They are one of the most expensive cover options and must be carefully maintained and serviced. Automatic Covers are also available without the automatic function requiring manual opening and closing.



Customize your pool to fit your needs with popular upgrades like waterfalls and spillover spas.



Waterfalls

Waterfalls can add an extra dimension to an inground pool and provide the final touch to a breathtaking backyard view. There are primary two types of waterfalls; prefabricated and custom made with real boulders. Prefabricated waterfalls can eventually fade and crack but are less expensive than their custom made counterparts. Custom waterfalls are typically made from limestone or moss rock and add an elegant touch to your backyard oasis. They tend to mesh very well with color concrete patios. The waterfall is simply connected to the pool pump and act as another return for your pool. Your pool pump will need to be turned on when you want to run your waterfall. No specific electrical line will have to be added to run your waterfall. Additional features such as slides, hide-away coves, and grotto's can be incorporated into your waterfall as well.

The Spillover Spa

The spillover spa is designed to sit flush with the deck at the edge of the pool with the water spilling over into the pool, making it a spa and waterfall all-in-one. The spa is made of durable Luran Thermoplastic construction with foam insulation. The spillover spa measures 78" in diameter and is 33" deep and comes equipped with slip resistant steps and a foot-well. It seats 4-6 people and features 6 hydro-therapy jets, 2 air controls and suctions, and is available in both white and gray. Conveniently positioned controls make it simple for you to just kick back and relax in your spa.

Automatic Pool Cleaners

A good automatic pool cleaner is one of the most popular ways to make maintaining your pool easier. Don't expect them to do 100% of the job though. They will vacuum the pool and stir up fine debris, but they won't brush off the pool sufficiently(no matter what manufacturers claim). They do a great job maintaining a clean pool, but are ineffective in combating a poorly maintained dirty one. They should be used only as needed; not left continuously running. If overused they can scratch your pool liner (not covered under warranty). If you buy an automatic pool cleaner please refrain from using it until the deck is done and your pool has gone through final cleanup.

Vinyl Over Deep End Bench

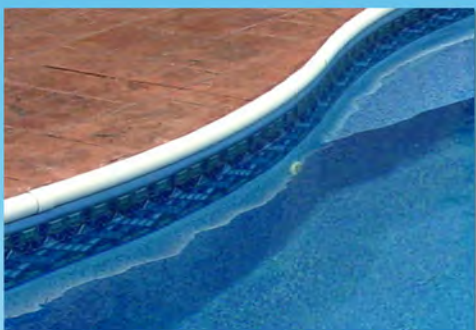
Relax in style with our deep end vinyl over bench. This bench makes a beautiful transition from swimming to sitting without having to sacrifice aesthetics. This is a great addition for any pool shape or size. Available with or without jets.

We have coping options to fit any size pool or budget.



Aluminum Coping

Aluminum coping is the standard coping that comes with our pools. It is manufactured out of high grade aluminum and is colored white. Aluminum coping can be repainted if it is scratched or fades over time. It is relatively smooth and easy on bare skin and bathing suits.



Cantilever Coping

Cantilever coping is one of our most popular options and gives the pool a very custom look. The concrete is formed at the edge with special forms that are removed after the concrete hardens. It is rougher than the aluminum coping and looks great with free form pools or pools with stamped concrete decking. Cantilever coping can be installed at an additional expense.



Brick and Masonry Coping

Prize for its luxurious touch, brick or masonry coping can really add an elegant touch to your swimming pool. There is a wide selection of bull-nosed bricks and coping stones to please even the most discriminating tastes. This is one of the most expensive coping options that exists on the market.





Color changing light systems can really add that special touch to your pool project.

Standard White Pool Lighting

Standard white pool lighting is your base model lighting setup. They are bright and relatively inexpensive. Pool lights provide safety and create a nice atmosphere at night and give your pool that final touch look.

Color Changing Lighting

Color changing lights can be set to continuously change color, or display one color based on the mood you would like to set. They make a great lighting upgrade, but are a little more expensive than standard lighting and not quite as bright.

Fiber Optic Lighting

Fiber optic lighting is similar to the color changing lighting in function. They are weaker than any other lighting options and can be very expensive.

Salt Generators

Salt generators make maintaining your pool a much easier process. Many people mistakenly believe that salt system pools do not use chlorine, but that is not the case. Salt systems are actually chlorine generators, and can dramatically reduce the amount of chlorine your pool uses. The cell must be replaced every 3-5 years and is an easy process that can be done by the homeowner. You may notice that the pool water has a slightly salty taste which most people do not find objectionable. Salt systems can be temperamental when the water is cold.

Mineral Systems

Mineral systems are a great option for pool owners looking to take a green approach to maintaining their swimming pool. They create an antibacterial environment by utilizing zinc and silver, which are great on the skin and naturally inhibit bacterial growth in the water. Mineral system pools require 1/10 of the chlorine that traditional systems need.

Pool Designs



Blue Lagoon



Carribean



Classic



Contemporary



Crown Jewel



Designer Ell

Pool Designs



Grand Marquis



Grecian



Jewel Lazy Ell



Kidney



Lakeview



Monte Carlo

Pool Designs



Natural Spring Ell



Natural Spring



Pacific Vinyl



Riviera



San Tropez



Sapphire

Pool Designs Reverse



Blue Lagoon



Contemporary



Crown Jewel



Grand Marquis



Jewel Lazy Ell



Kidney



Natural Spring Ell



Natural Spring



Riviera



San Tropez



Designer Ell



Lakeview

Accent your
backyard oasis
with custom
decking options.



Broom Finished Concrete

Broom Finished Concrete is the decking option that comes standard with our pools. As the name implies, it is a normal light gray concrete with a broom finish, for added slip resistance. Broom finished concrete is the most economical and maintenance free option, it is attractive and practical. One downside is that Broom Finished Concrete will stain easily and may develop cracks over time.



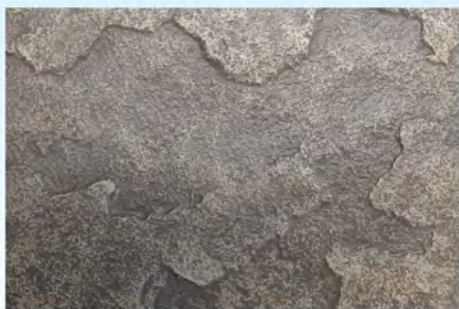
Textured Concrete

There are many varieties of Textured Concrete available on the market. These epoxy based materials are sprayed on top of existing concrete, and then textured and colored. Spraydeck®, Cooldeck®, and Spraycrete® are a few of the more well known and popular textured concrete manufacturers. Textured Concrete is comparable in price to the stamped concrete. It tends to be cooler on the feet and depending on the texture, it can be more slip resistant. Textured Concrete requires various types of maintenance depending on the manufacturer



Stamped Concrete

Stamped Concrete utilizes added colors which are stamped to emulate different types of stone or paved patios. It is sealed to lock in the colors and give it a magnificent luster. It is one of the most visually stunning options and is one of our most popular upgrades from standard Concrete Decking. One downside to the Stamped Concrete Decking is that it is one of the more expensive decking options on the market. Power washing and resealing is recommended each year to help maintain its luster.



Architectural Stamped Concrete

Architectural Stamped Concrete is very similar to stamped concrete yet there are a few key differences. It is comprised of a single color but unlike Stamped Concrete, Architectural Stamped Concrete is not sealed. It also has a less shiny appearance than Stamped Concrete and is more slip resistant.

Images may vary in color and texture from actual concrete.
For best representation please visit store.



From heat pumps to solar covers, we've got options to keep your pool warm on the chilliest of days.



Gas Heaters

Gas heaters are the most powerful heaters on the market. They can rapidly heat your swimming pool to high temperatures. If you are looking to heat your pool through cold weather or on short notice, then gas heaters are a must have. If used irresponsibly, gas heaters can be very expensive to run. Poor water chemistry can also destroy gas heaters quickly (no covered under warranties), so it is important with this type of heating system to pay close attention to your pools water chemistry.

Heat Pumps

Heat pumps are more expansive than gas heaters but are more economical to run. Heat pumps cannot rapidly heat a pool and are not as powerful as gas heaters. These heaters are great if you are interested in maintaining your pool at a reasonable constant temperature. Similar to gas heaters, poor water chemistry can damage your heat pump.

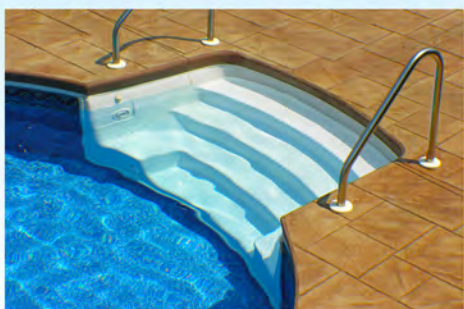
Solar Heat

Solar heat is a great option for those pool owners that are looking to go green. Solar heat is typically more expensive up front but runs virtually free of charge once installed. Solar heat panels are installed on your roof and work better when facing south. Great option in situations where your pool is not sitting in direct sunlight.

Solar Covers

Solar covers are specially designed covers that float on the surface of the pool water and keep heat from escaping from the pool. Solar covers will increase the pools temperature when left on the pool long enough (few days to a week). They are an inexpensive option especially in conjunction with a gas heater or heat pump, but they can be cumbersome to handle and store.

Always
remember to
enter with style



Resort Step

The beautiful step design provided by the resort step adds a delicate touch to your pool. It is a wide step with jets for added luxury and enjoyment of your pool. It is now available in grey motif and has optional jets for added enjoyment.

Sun Deck

This large sun deck is a wonderful addition to any pool. It adds a finished look to your pool, and also provides an added dimension in which you can submerge yourself in your new pool. Place an approved lounge to relax and lay back while still in your pool.

Swim Out Step

The Swim out Step does not only offer additional access to your pool in the deep end but also another place to sit and relax while in your pool. Providing extra safety and enjoyment this is a great addition to any pool and for those who want quick and easy access from the deep end of your pool.

Step-N-Rest

The Step-N-Rest is a more traditional entrance to your pool. A conservative touch to entering your pool in style. It is available in 6' and 8' sizes and variations on the shape of the step for a more custom look.



Beautiful and useful features and services we provide to keep you cool on those hot summer days.

Slides

Enhance the fun with slides for your pool. Slides come in a variety of different sizes. They can be wrapped into your waterfall or stand alone by your pool. Its a fun and exciting way to enter your pool in style and also provide a beautiful look to your new pool.



Grottos

Add an extra feature to your pool with our custom grottos built right into your waterfall. An exotic touch, this makes for a beautiful and relaxing way to enjoy your pool both inside and out.



Automated Pool System

Control your heater, jets, filter, waterfall and more with just a touch of your smart phone. Our automate pool systems make for easy and simple access to your pool and its many features. Personalize your settings every time you use your pool.



Free Water Testing

Leave the strips, the color matching, and the hassle to us. We provide free water testing right here at our Pool Town Retail Store. The top of the line chemical testing automatically tells us exactly what your pool needs to be swim ready. The retail store also has all the chemicals you may need on hand and will print you out a list of detailed instructions on how to best treat your pool. Just stop in with a water sample and we are happy to help!



Pool Town Construction Process



Excavation

Working closely with your pool designer you will take into consideration sun exposure, township setbacks, fencing and overall aesthetics. After all necessary permits our excavators dig the ground where the pool will be, with a 3 foot over dig for bracing and footing.



Walls & Plumbing

After excavation we begin the process of building. Our installers first start by setting up the pool walls and reinforcing them with Pool Town's signature Concrete X-Brace bracing. Then we add the 2" hard pvc pipes to connect 8 total returns, two bottom drains, and two skimmers as part of our signature Octal Circulation System



Cement Floor & Footing

The walls and plumbing are then further reinforced for strength and durability with a 3000 psi cement footing around the perimeter of the pool. Then the fiber reinforced cement pool floor (which is 200% stronger than vermiculite floor) is carefully molded to your pool.



Backfill & Grading

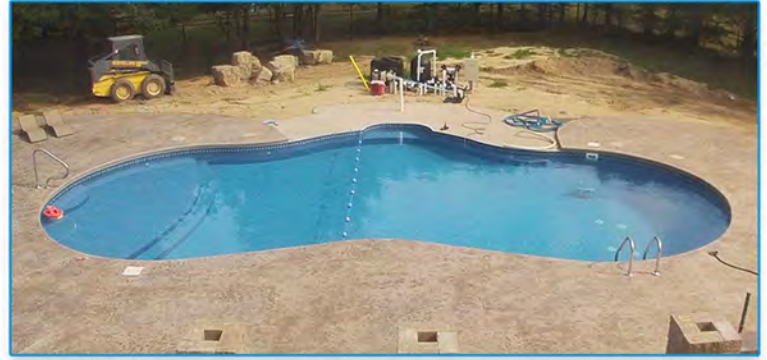
With the cement footing and the cement floors dry its time to backfill your pool. Backfilling is simply pushing the removed dirt up to the walls of the pool. Then we rough grade the rest of the pool area and we wait for dirt settlement prior to commencing the concrete patio.

Pool Town Construction Process



Liner

The next step is installing the heavy duty liner. These come in a variety of designs that are custom fitted for your pool. They create a smooth surface on the walls and bottom of your pool. The liner can be installed prior to backfilling and grading.



Concrete Patio

The final step is installing your concrete patio. These patios come in a variety of options and are artistically designed and skillfully poured by our masons. Integrating the patio design with your home creates a beautiful transition between home and backyard. If the waterfall option is chosen, it will occur approx. 10-15 days after the patio.

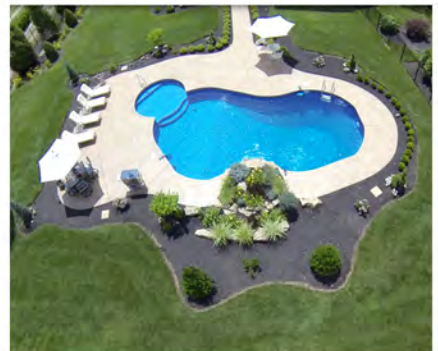


The Finished Project

What is the Pool Town difference?

We are industry leaders

What separates Pool Town from the competition? With over 25 years industry experience and more than 8000 inground pools built we have the knowledge to create the backyard oasis of your dreams. We feature over a hundred standard and custom inground pool designs, an in-house engineering department and a talented team of pool specialists to guide your project from start to finish



For more information about Pool Town, go to
www.pooltown1.com or call 1-800-882-0152



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