



## Why Woods' Pools?

There are many pool construction companies vying for your business. Many are good builders. Constructing a pool is not rocket science, but building a pool thoughtfully and properly will make a world of functional and aesthetic difference while greatly extending serviceable life of the pool. This information is meant to aid you in the initial process of pricing and planning for your pool.

**What is the price?** The pool industry has evolved to where most pool builders will not even remotely discuss pricing until a salesman is sitting at your kitchen table, perhaps expecting an impulse purchase of a major investment. This is somewhat akin to a car dealer who won't put any prices on the cars- just come into the showroom and we'll talk! In an effort to clarify the costs associated with a pool project in the early stages of your planning and design **we are the only custom concrete pool builder to supply virtually all of our pool and pool options pricing online. Please see our website: [WoodsPoolsPa.com](http://WoodsPoolsPa.com), click Brochures/Forms.**

**How do you compare quality?** The information presented below is a similar effort to take some confusion and mystery out of the "pool shopping" experience, we would appreciate any input you may have as to how to improve this process. The list below is meant to clarify, in rough order of importance, what we feel are the **most important factors** with which to help decide how to build the most aesthetically pleasing and functionally long lasting pool.... **a pool of the highest Quality.**

**Craftsmanship** - talent, experience, consistency, and commitment of those constructing the pool.

**Materials** - from the pool shell to the tile settings compounds- what's most appropriate and best?

**Equipment** - no place to cut corners- what's best?

**Support** - a long term relationship in how to economically and properly make your investment shine.



## **Craftsmanship-Materials-Equipment-Support**

A custom concrete pool does not come in kit form. Except for some PVC components (skimmers, drains, piping, etc.) **each project is unique and constructed completely by hand.** Craftsmanship and materials are inseparable as the key components to a great job- subpar materials jeopardize the efforts of a craftsman and conversely the best materials available won't produce a great product without an engaged craftsman! It is especially important in our freeze/thaw environment that all masonry work is of the proper mix strength and is properly bonded to the substrate, it is the difference between your pool going 6 years before repairs or 26 years.

At Woods' Pools our business is divided between new inground pool construction and pool renovation, and has been for over 28 years. This puts us in a position, from the renovation end, to see the results of time and weather on properly applied and improperly applied masonry materials on many different pools by different pool builders, and their associated longevities. The methods and materials we employ enable us to confidently warranty our masonry work for longer than any other builder. Our standard is a **5 year warranty**, and we'll beat anyone's warranty by at least one year.

### **Craftsmanship and Materials:**

We have been performing custom concrete pool construction for over 28 years in the region.

We have performed new construction and reconstruction phases for the area's largest pool builders for decades.

All projects involve owner participation at each phase. Lehigh engineer on staff and on site.

Other pool builders have most- **if not all**-phases of their pools constructed by outside contractors (subcontractors), and **all subs are not created equal!** We are very familiar with the process, we subbed for the area's largest pool builders for decades. Just as with any profession, some subs shine while



others may not. A builder doesn't control which crew a sub sends to a job site, or probably have any idea which specific materials and methods are being used to construct the pool. Except for the Shotcrete installation, for which we are on site to help and supervise, Woods' Pools does not- and has not in well over 25 years- hired other contractors to build our pools.

The owner and crews at Woods' Pools are concerned with your satisfaction, and realize that you will be enjoying this pool for a long time. **We pledge to work with client continually throughout the project,** listening for and suggesting in-process design modifications and changes toward making your pool a perfect fit. On site project changes are decisions subs generally cannot make.

**We love challenging work.** Infinity edges, all tile spas, big boulder waterfalls - and we service all that we build, which insures that the work will be well thought out for a long service life.

We also construct and reconstruct large public pools. Every project, large or small, which we construct or renovate employs the same construction approaches, materials, attention to detail, and craftsmanship. **Please see our References at [WoodsPoolsPa.com](http://WoodsPoolsPa.com).**

We don't try to overcomplicate anything. We follow the KISS method: Keep it Simple Silly. We've found **simpler systems** easier for clients to feel familiar with which makes it much more likely that the client will provide proper maintenance and care. On the other hand, we also offer the **most advanced automation and control systems available today**, our standard equipment on projects is manufactured by Pentair (Pentair.com) - the world's top ranked innovator and manufacturer of pool equipment and automation. And for those who do not want to have anything to do with pool care and maintenance, our "Voted Best" sister store Pool Pro offers a wide variety of reasonably priced **pool valet services** to suit any need - be it weekly, monthly, or even vacation services.



## What are the major components of an inground pool?

Inground Custom Concrete Pools are priced by the square foot of water surface in the pool, which means that the shape has little or no bearing on the price.

1. The Shell
2. The Equipment
3. The Patio surrounding the pool.

**The Shell** structure is composed of either Shotcrete (concrete) or Gunitite (sand and cement mix) and we will be happy to discuss the pros and cons of each in our freeze/thaw environment. The shell is reinforced with steel reinforcing bars - rebar. The shell should never touch bedrock. Incorporated into the shell are the bottom suction drains, the surface skimmers, the filtered water return jets, light niche, and other plumbing fittings. A 6 inch waterline tile band is standard on most pool shells. About 80% of shells today are what builders call "shallow" or non-diving pools - about 6' +/- deep. Many of our residential pools have an 18" deep sunshelf with umbrella holders, which will incorporate 2 sets of steps.

**The Equipment** installed on a pool is very important consideration for a few reasons. Better equipment lasts much longer, runs quieter, uses less energy, and makes your pool easier to care for. It is important that all equipment and plumbing is properly sized and installed for ease of proper winterization. Equipment is defined as pumps, filters, valves, sanitizers, plumbing, lights, timers, and controls.

**The Patio** is the deck area surrounding the pool. There are many options for the materials used for a patio. Consideration should be given to beauty, longevity, maintenance, and cost. Our standard is the cantilevered concrete deck, with the concrete options being plain, stamped, or dyed a color (usually browns or greys). Pavers, Flagstone, and River Flats are also commonly used patio materials. If the top of the pool is shell is to be coped instead, some options are precast coping stones, various brick types (pavers, wire cut, handgrip), Bluestone Treads, rounded riverstone flats, or other masonry or stone products. Cantilever concrete deck is the most economical and maintenance free, and is included in our base pricing. The functional, ascetic, maintenance, longevity, and cost pros and cons of the different materials vary greatly and should be given careful consideration.