



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 the 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, click Pool Pricing.** We've also provided "Tier Pricing" to demonstrate different package pricing for a few different projects.

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.** That is one reason why the shape of the pool does not affect the cost of a pool. 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 35 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 35 years in the region.

We have performed new construction and reconstruction phases for the area's largest pool builders for decades as subcontractors, as well as our own construction.

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. We use a limited number of subcontractors, and we pledge to work with only the best specialists in the field.

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.**

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.

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. Pool Pro is open 7 days a week on season, and is there to provide free water testing and expert advice, all pool services, openings, closings, and all pool repairs. The store is located on Route 309 in Coopersburg.



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 (design mix 4000+ psi 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 – we install all #4 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 niches, and other plumbing fittings. A 6 inch waterline frostproof 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.



Spa with Pool? There are two primary methods available for a pool spa combo.

If the Spa is to be attached to the pool shell then the design is limited to whatever can be built on-site. The least expensive design is for the Spa to be on the same level as the pool. A more expensive design is for the Spa to be raised higher than the pool. In this case the Spa top would be capped with a choice of materials (Stone, brick, cantilever concrete, etc.), and be finished on the outside with Tile (to compliment or to match the pool waterline tile) or Stone facing. The pool equipment would then be expanded to include such equipment as a heater, blower, booster pump, etc as desired.

The downsides to this type of arrangement are:

- 1) Only very simple 90 degree angle seat/wall configurations and basic jet configurations can be constructed on site. Ergonomics are unobtainable.
- 2) Use of the Spa will be limited primarily to the swim season. Even if the Spa has an independent pump/blower/filtration/heating system it is very risky to run approaching freeze season, especially with potential power outages. We hate getting frozen plumbing calls!

If the Spa is separated from the pool, but incorporated into the overall pool design, the Pool/Spa combo concept opens up considerably. We recommend that the client who desires such a combo consider incorporating a stand-alone fiberglass spa into the design. We sink the spa into the ground, usually about 18" (the only criteria that the spa pad has to "drain to daylight" so your property must be sloped somewhat) which enables the spa to be raised relative to the patio but makes it "built in" and aesthetically pleasing. We've found that a nice height will allow you to sit on the spa cover or use it as a table top when covered. With this approach the "power pack" side of the spa (usually under the step area) is left open to allow for servicing, this opening is then "filled" with a Bluestone tread, Trex Step assembly, or other creation. A plastic Deck Drain surrounds the spa to allow for future spa removal, and the deck can be finished up to the spa drain edge!

The upsides to this arrangement are:

- 1) **The spa can be used all year.** And hot tubs are best enjoyed in the winter!
- 2) Spas are super insulated and energy efficient.
- 3) Pool equipment needs, and costs, can be greatly downsized.
- 4) **Spas are VERY ergonomically designed.**
- 5) Spa designs incorporate an amazing range of seating/bench configurations and massage jets.



We can install any spa into our pool construction. We'll build the sunken pad with drainage, conduit, and kneewalls and you supply the spa.....*Or*

We can supply the spa! Check out Bullfrog Spas online or in our store!

We are the regional dealer for what we believe is hands down the best spa/hot tub line available. Unlike any other spa built today you are able to custom design a Bullfrog spa from scratch. In 10 minutes you can choose the model, the color, the skirt, any jet configuration, and many features – including Bluetooth controls, yard speakers, etc. Then simply submit for pricing. If this is part of a pool/spa combo simply add the spa to our “pool with sunken pad” quote.

Indeed, even if you are looking just for a spa we are one of the few who will provide you with a turnkey experience. We provide the spa, construction of the spa pad (dyed concrete, pavers etc.), the conduit and electrical hookups. You just bring the water!

Only Bullfrog Spas are, just like our pools, custom designed for you by you. They're not built like any other spa available today, the seats are different depths and the massage jet packs are interchangeable to every seat/bench so every person no matter what size can have the perfect water depth. Bullfrog Spas are also very energy efficient and incorporate a fraction of the plumbing of any other spa, and are Bluetooth enabled for controls, programming, and sound! We are the regional dealer and we are also manufacturer trained technicians for Bullfrog. *We believe that nothing will be as long term satisfying, and aesthetically pleasing, as one of our custom concrete pools with boulder rockwork and a sunken Bullfrog Spa! Come see the displays in our store!*