



# How to Choose Your Pool Builder

Swimming pool design and construction is a highly specialized field with technology that changes constantly. Selecting the right builder for your project is vital.

**Start by searching for a builder with these characteristics:**

## What to Look For...

- 1 A Builder who has a **professional place of business**. Having a place of business is a good indicator of financial resources, stability, an investment in the community and accessibility for you. It is important to select a builder with roots in the community and an investment in their reputation.
- 2 A Builder involved in **industry education programs**, technical seminars and trade shows where new ideas and products are displayed. This indicates they are dedicated to constant improvement and keeping current in the industry.
- 3 A Builder who **presents their products fairly and on the basis of their merits** without attacking the competition. A Builder who doesn't badmouth other builders, insist on being paid in cash or have unethical business practices.
- 4 Ask how long the Builder has been in business. Choose a builder who has been **in business for many years with a proven track record** (see No.7).
- 5 A Builder who can provide you with **proof of current Workers Compensation and General Liability Insurance**.
- 6 Warranties are not created equal. **Compare warranties** and ask to see them up front. Be wary of Builders who will not provide a warranty and always read your contract.
- 7 A Builder who will freely provide you with a **reference list of recent and older projects**. Compare completed projects to the design/type of swimming pool you are considering. It's important to know that the builder you chose is experienced in the design and construction of the type of pool you want and has many satisfied clients that are willing to share their experience.
- 8 The old adage "**you get what you pay for**" applies to pools as well. A swimming pool is a large investment and you want to ensure your investment is built with quality and beauty throughout.
- 9 A Builder who is a **member of a Guild &/or professional organization**. Master Pools Guild (MPG) members are carefully selected based on their ability and reputation as an elite custom pool builder in their region with a specialization in custom concrete construction. They are craftsmen, operating with a strong commitment to quality, customer service and a commitment to follow our Code of Ethics and Business Practices. The Guild provides members with a strong support network of continuing education keeping members at the forefront of their field. Other industry organizations include Association of Pool and Spa Professionals (APSP) and National Plasterers Council (NPC) as well as local organizations.
- 10 By considering all the items above, you will be able to interview and select your builder with confidence. This truly is the foundation on which to build your ultimate swimming pool!