

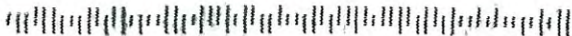
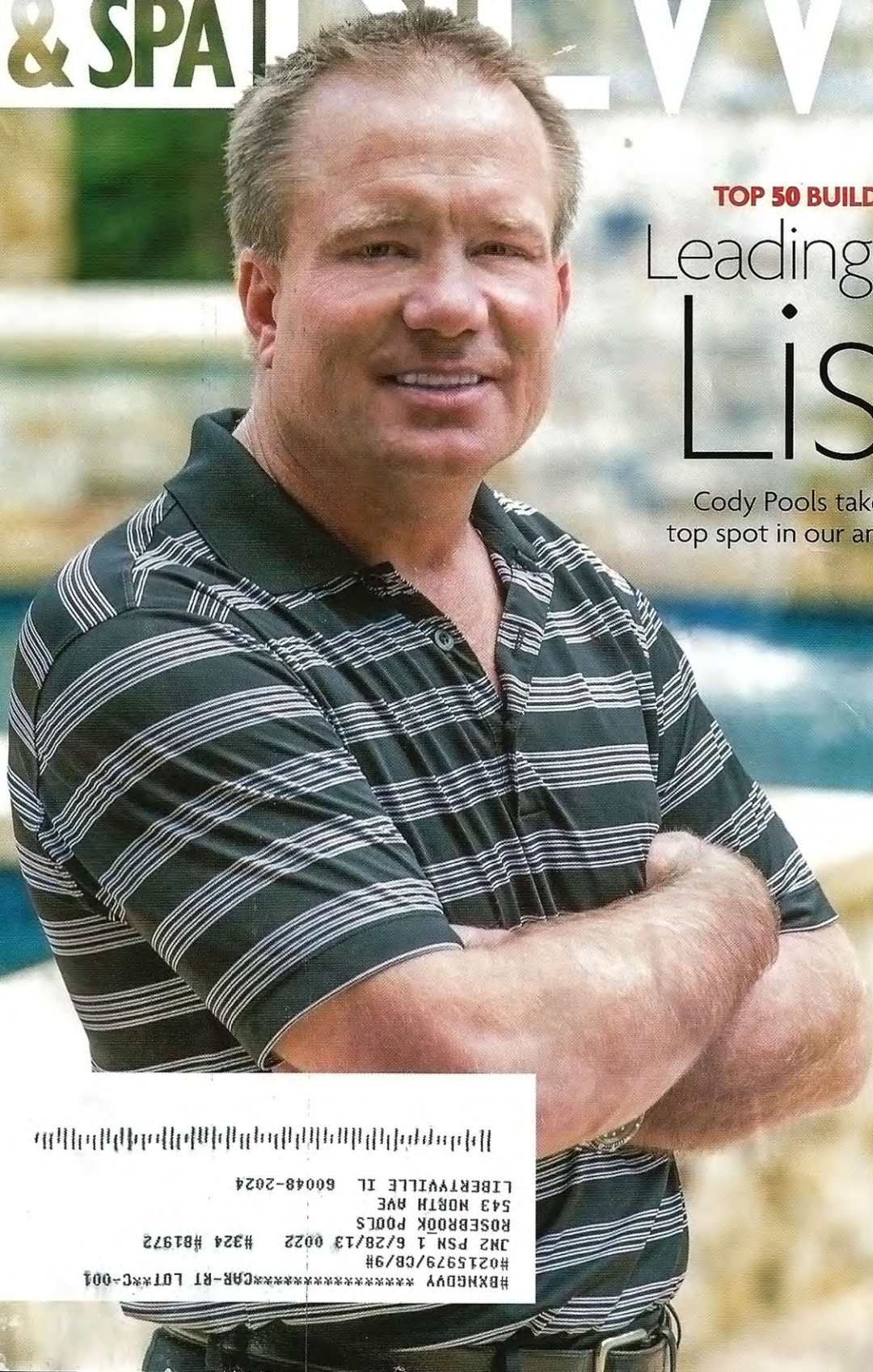
**POOL
& SPA**

NEWS

TOP 50 BUILDERS

Leading the List

Cody Pools takes the
top spot in our annual list



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The Top of Their Game

This year's crop represents the best in earnings, education and engagement

By Rebecca Robledo This is the second year that the *Pool & Spa News* Top 50 Builders have been selected using new, more well-rounded criteria, and the competition has become fierce.

While many of last year's group made the cut again, they welcomed 10 newcomers who had the right combination of construction revenue, staffing proficiency, industry involvement, web presence and community engagement.

This year, the rules were changed slightly so that franchise and licensing operations were not permitted to enter all locations under the banner of a single company. Despite this, last year's No. 1 builder, Premier Pools, which licenses all its offices, was represented in the top 10 by its founding location in Rancho Cordova, Calif.

This year's assortment, ranging from volume to high-end companies, reported a total of 7,156 excavations in 2012.

Showing the strength of Texas, a whopping 15 of the 50 hail from the Lone Star State.

So read on to learn more about this group, with special packages devoted to those ranking in the top three overall, and the five that received the highest customer-service scores from former clients.

TOP 50 BUILDERS

COMPANY NAME	TOTAL SCORE
1 CODY POOLS	93.76
2 SHASTA INDUSTRIES	89.24
3 PRESIDENTIAL POOLS & SPAS	87.04
4 KEITH ZARS POOLS	86.72
5 CLAFFEY POOLS	84.63
6 SEASONAL WORLD	74.77
7 PULLIAM AQUATECH POOLS	68.58
8 ROSEBROOK POOLS INC.	68.08
9 PREMIER POOLS & SPAS	63.30
10 MOREHEAD POOLS	62.58
11 CONCORD POOLS & SPAS	61.84
12 PLATINUM POOLS	60.80
13 J. TORTORELLA SWIMMING POOLS	59.57
14 CIPRIANO LANDSCAPE DESIGN	58.11
15 COX POOLS	57.81
16 POOL ENVIRONMENTS INC.	57.54
17 PURYEAR CUSTOM POOLS	57.49
18 AQUA POOL & PATIO	55.80
19 SOUTH SHORE GUNITE POOLS & SPAS INC.	55.21
20 ALL SEASONS POOLS & SPAS INC.	54.95
21 TEXAS POOLS & PATIOS	53.74
22 POOLS OF FUN INC.	53.49
23 NVBLU INC. POOL DESIGN-BUILD	52.88
24 PATIO POOLS & SPAS	52.32
25 SOUTHERNWIND POOLS	51.97
26 GEREMIA POOLS INC.	51.54
27 ADAMS POOL SOLUTIONS	50.70
28 MONOGRAM CUSTOM HOMES AND POOLS	50.33
29 RISING SUN POOLS INC.	50.05
30 GEORGIA CLASSIC POOL	49.60
31 MARYLAND POOLS INC.	49.56
32 BAKER POOL CONSTRUCTION	47.59
33 TAMPA BAY POOLS	46.28
34 HAUK CUSTOM POOLS, LLC	46.03
35 BARRINGTON POOLS INC.	42.29
36 PLEASURE AQUATECH POOLS	42.26
37 HILLTOP POOLS & SPAS INC.	42.11
38 BACKYARD AMENITIES	40.53
39 VIOLA ASSOCIATES INC.	40.23
40 SERENITY POOL & SPA	39.66
41 ROBERTSON POOLS INC.	39.23
42 OCEAN QUEST POOLS BY LEW AKINS	38.69
43 INTERCOASTAL POOL & SPA BUILDERS INC.	38.54
44 SUNSET POOLS INC.	38.02
45 EASTON POOL & SPA	37.55
46 OUTDOOR LIVING POOL & PATIO	37.42
47 WILDWOOD AQUATECH POOLS INC.	35.73
48 AMERICAN POOLS & SPAS	34.27
49 A & G CONCRETE POOLS INC.	34.19
50 SWIM THINGS INC.	33.63

WHO'S ON THE LIST

CEO'S

LOCATION (METRO AREA)

Mike Church	Georgetown (Austin), Texas
Skip Ast	Phoenix
Tim Murphy	Gilbert (Phoenix), Ariz.
Keith Zars	San Antonio
Charlie Claffey	Southlake (Dallas), Texas
Tony Schiavone	Clarksburg (Millstone), N.J.
Debra Smith	Fort Worth, Texas
Jamison Ori	Libertyville (Chicago), Ill.
Keith Harbeck	Rancho Cordova (Sacramento), Calif.
Mike Moore	Shreveport, La.
Michael A. Giovanone	Latham (Albany), N.Y.
Scott Waldo	Houston
John Tortorella	Southampton, N.Y.
Chris Cipriano	Mahwah (Bergen County), N.J.
Richard L. Cox, Jr.	Panama City Beach, Fla.
Tom Rozell	Plano, Texas
Jason and Jennifer Satterwhite	Fort Worth, Texas
Ronald Giannamore	East Windsor, Conn.
Robert Guarino	Chelmsford (Boston), Mass.
Doug Mayhall and Guy Larsen	Orland Park (Chicago), Ill.
Jim Crites, Neil Crites, Jeff Crites	Lakeway (Austin), Texas
Tim Colon	Plainfield (Indianapolis), Ind.
Jack Crowder	Chantilly, Va.
Gene Ragel	Tucson, Ariz.
John Versfelt	McKinney (Dallas), Texas
Mike Geremia	Sacramento, Calif.
Tony Adams	Pleasanton (San Francisco), Calif.
Tony Caciolo	Coopersburg (Allentown), Pa.
G. Da Roza, T. Onthank, M. Vassallo	Raleigh, N.C.
Vance Dover	Canton (Atlanta), Ga.
Robert Landon	Columbia, Md.
Ray Holt	St. Louis, Mo.
Kenneth J. McKenna, Jr.	Brandon (Tampa), Fla.
Robby Hauk	Celina (Dallas), Texas
Dale Overson	Barrington (Chicago), Ill.
C. Elfert, A. Elfert Elam, H. Elam	Mandeville (New Orleans), La.
Brian Miller	Jonesboro (Atlanta), Ga.
Brad Stephens	Baytown (Houston), Texas
John Viola	Hyannis, Mass.
Gary Martin	Bonita Springs (Cape Coral-Ft. Myers), Fla.
Ronald Robertson	Coppell (Dallas), Texas
Lew Akins	Belton (Central Texas), Texas
Thomas J. Arnault	Melbourne, Fla.
Adam and Sonia Traugott	Katy (Houston), Texas
David Hobaica	South Easton, Mass.
Lance and Danita Hill	Highland Village (Dallas), Texas
Jeff Kearns	Fresno, Calif.
Ben Evans	Orlando, Fla.
Art Allen and Travis Leonard	Fort Pierce, Fla.
Chuck Baldwin	Blue Springs (Kansas City), Mich.



Keith Zars Pools
Keith Zars

Hottest trends:

We're doing a lot more beach entries. Of course spas are pretty popular. The types of material customers are choosing are going up. We're seeing glass tiles and Pebble Tec on a lot of pools.



Claffey Pools
Charlie Claffey

Fond memory:

Our first Master Pools Guild meeting in October 2012. We were met with open arms and everyone was extremely genuine. We were just blown away by the organization.



Seasonal World
Tony Schiavone

Hottest trends:

People creating a complete backyard environment that encompasses everything from the pool, outdoor kitchen, cabana and everything in between.



Pulliam Aquatech Pools
Debra Smith

Social media:

We get sales from it. We're always shocked when we get someone through Facebook. It's worth my while, but it is another job. I've also gotten inquiries through LinkedIn.



Rosebrook Pools, Inc.
Jamison Ori

Social media:

My goal has really been to connect with our customers using it. When new customers check us out, they like to see that we have a Facebook page. I also have a really strong Google AdWords campaign.

TOP 50



TOP IN STAFFING: To arrive at this score, PSN considered average employee tenure along with the amount of training required of each staff member. Among the 50, the average tenure was slightly higher than last year's — 9.8 years compared with 9.5. Rosebrook Pools of Libertyville, Ill., had the longest, at 25 years.

WHO'S ON THE LIST



NVblu Inc.

Jack Crowder

Career achievement:

Keeping a cohesive group of dedicated employees who help further our goals and objectives of being a top pool builder.



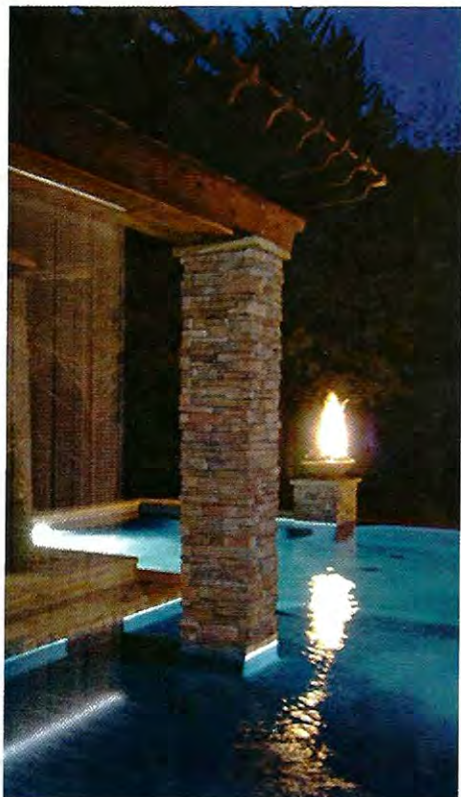
Patio Pools & Spas

Gene Ragel

Memorable project:

We finished a project at Casino Del Sol. It has these water laminars that are tied to multiple colors. It's

all synchronized to sound, so the water will dance to the beat of a sound system.



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POOL & SPA NEWS



HAYWARD

TOP WEBSITES: While judges felt that websites provided an area where there is room for improvement, these five stood apart from the rest. Two builders achieved the top scores in this category: Rosebrook Pools and Morehead Pool. Both rated highly in the overall design category. Besides the general attractiveness, websites scored highly if they presented a generous helping of quality information for consumers and if they were organized in a manner that made it easy to obtain essential information.

- 1** ROSEBROOK POOLS INC.
- 2** MOREHEAD POOLS
- 3** POOL ENVIRONMENTS INC.
- 4** PREMIER POOLS & SPAS
- 5** SERENITY POOL & SPA

WHO'S ON THE LIST



Southernwind Pools
John Versfelt
Career highlight:

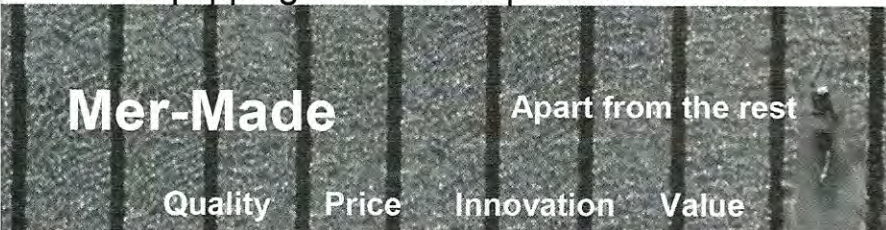
In 1993, I moved into our first true "business address" in Dallas. And while that was a major move, the most exciting step was to design and build a brand new \$1.2 million office and design center from scratch.



Geremia Pools Inc.
Mike Geremia
Family:

We are a fourth-generation pool builder with strong ties to the industry. We were a founding member of the Master Pools Guild in 1962.

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WHO'S ON THE LIST


Intercoastal Pool & Spa Builders Inc.
Thomas J. Arnault
Social media:

We'll take various pictures throughout the construction phase to post on Facebook. We'll tag people in the photos, then they all get involved. A family who lives out of town will see it online and say, "Oh, we're coming down on vacation!" It's been pretty fun.


Sunset Pools Inc.
Adam Traugott
Community:

We sponsor more than 12 school athletic teams in Katy, including four swim teams..

We also support the Boy Scouts Association.


Easton Pool & Spa
David Hobaica
Hottest trends:

We've gone from building traditional to more custom pools with water features, sun

benches, automatic covers and salt systems. I'm sure automation is going to become more and more popular, especially systems that use handheld personal devices as controllers.


Outdoor Living Pool & Patio
Lance Hill
Awards:

We are actively involved in our local community and have been voted the Best

Pool Builder in Denton County for two consecutive years, in 2011 and 2012.



These companies received the highest possible score for community service. High marks were earned by those that organized fundraising efforts or donated their handiwork. "It is always such a gift to give back to those in need," said Puryear Pools in its Top 50 entry materials.

CIPRIANO LANDSCAPE DESIGN Awards \$10,000 in scholarships to Rutgers students through the Cipriano Keeping It Green Foundation.

CLAFFEY POOLS Provided a pool through the Make-A-Wish Foundation to a young lady in need.

CONCORD POOLS Provided vehicles, funding and organizational efforts to help Hurricane Sandy victims with supplies and assistance.

MONOGRAM CUSTOM HOMES AND POOLS Organized a Habitat for Humanity fundraiser that netted \$100,000 for hurricane victims.

NYBLU INC. Has for 16 years funded and maintained websites for all local swimming and diving leagues.

PULLIAM AQUATECH POOLS Holds a yearly golf tournament to raise funds for local causes, including up to \$15,000 for a local children's charity.

PURYEAR CUSTOM POOLS Performed its annual "Project Puryear," in which it organizes the rehabilitation of a family's home.

RISING SUN POOLS Provided a pool to a local girl suffering a debilitating immune disease, through Make-A-Wish.

ROSEBROOK POOLS Donated basements and walkways for two Habitat for Humanity homes in the Chicago area.

SHASTA INDUSTRIES Built a backyard pool for the Wounded Warrior Project; provided office space and support for a local youth charity.

WHO'S ON THE LIST


Wildwood Aquatech Pools Inc.
Jeff Kearns
Economy:

The one-percenters are coming out of the woodwork. Of course, there are still a lot of cash buyers out there, there's not a lot of financing. But, I think the overall feeling is that, "We're getting older, might as well spend the money while we have it."


American Pools & Spas
Ben Evans
Technology:

iPad-equipped employees receive up-to-the-minute information on projects. Customers can map out their dream pools with 3D drawings and the company's research and development department tests the latest pool materials and processes.


A & G Concrete Pools Inc.
Art Allen
Lesson:

The easiest thing I do is build pools. I can do that all day long. The hardest part is the paper end of the business: dealing with architects, engineers, and homeowners' associations. You have to remember not to take everything personally. It's just business.


Swim Things Inc.
Chuck Baldwin
Hottest trends:

I think for us, as far as design goes, it's shallow-water sunning ledges for putting chez lounges in, or for laying around in about six inches of water. Adult ladies especially like this a lot and it's great for kids.