

## Just How Much Does A Swimming Pool Cost?

Some companies will go to any lengths to get in front of a potential customer. For example, over the past six weeks several local pool builders have advertised pools at under \$28,000, showing pictures of pools that could never be built for the advertised price. This is an ideal example of the "Used Car Salesman" approach. Why? Well, in order to build an in-ground gunite (concrete) pool at under \$28,000 in today's market, the builder would have to downsize the pool to under 375 sq.ft. of water surface area and have a perimeter footage of less than 80 feet. They would have to limit the amount of concrete decking to about a two foot wide walkway around the perimeter of the pool. The grade, quality, and amount of steel re-bar, as well as the amount and PSI of the concrete used for the pool walls and floor, would definitely be minimized. The total amount of material and labor for electrical and plumbing would also have to be limited. The equipment needed to operate the pool's hydraulics would be of an acceptable quality, not a better quality, and certainly not as energy efficient as the equipment Pool Concepts uses, which is of the best quality.

In addition, the pool design would be chosen from a template and not custom designed with your backyard dynamics in mind. Your choice of waterline tile, coping stone, and plaster color would be limited to just a handful of selections. Lastly, what about ground and soil conditions? If you have a flat yard with no rock, then you are one lucky home owner and don't live in the Helotes area. If not, this is where these companies will have you reaching for your checkbooks once again. Rock excavation and trenching can become extremely expensive, increasing the price by thousands of dollars. For Pete's sake, you might as well buy an above ground, vinyl liner pool! Ultimately, what these companies are trying to do is up-sell, Up-Sell, UP-SELL!!!

The truth of the matter is this: Quality in-ground gunite swimming pools have a starting price in the low 30's, and depending on added features such as spas, waterfalls, beach entries, rock slides, vanishing edges, grottos, etc., the cost will elevate into the 50's, 60's, 70's and up. Don't be misled by these companies' advertisements. Pool Concepts has built its reputation as one of America's top custom pool builders. We have done so by being a fair priced company and by committing ourselves to excellence in design, hydraulics, and engineering. We are a family owned and run business that consistently operates with integrity, while, at the same time, maintains a competitive edge price-wise with those companies that also consider themselves to be custom pool builders.

Take the time today to call the City of Helotes's own Pool Concepts by Pete Ordaz Inc., the premier custom pool builder of San Antonio and surrounding areas. Our design team will provide you with all the necessary facts you need to know about pool construction, cost, and design.

We don't sell price. We sell quality.

Sincerely,

Pete R. Ordaz  
President/Owner