

THE SECRET TO POOL LIFE SIMPLIFIED

FIND OUT ABOUT THE
MORE FUN - LESS WORK
POOL EXPERIENCE INSIDE

BY BILL BURT

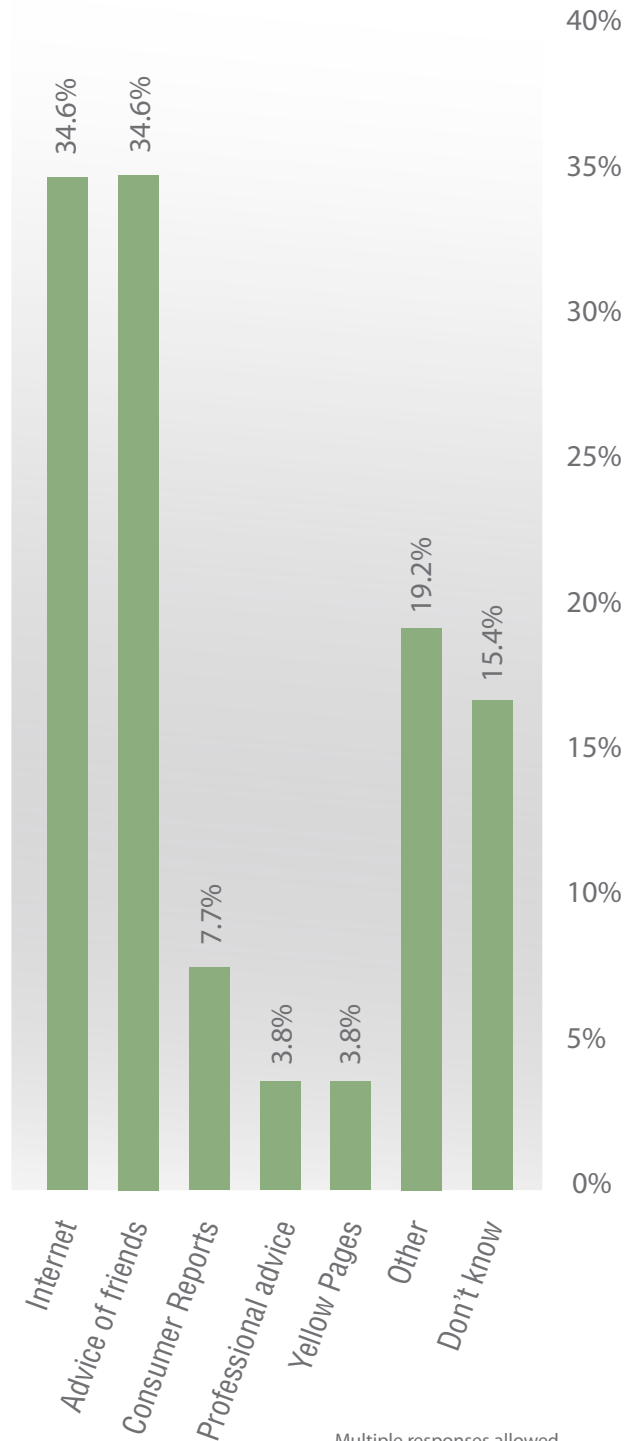
THE SECRET TO POOL LIFE SIMPLIFIED...

Before we reveal the secret let me thank you for visiting our website. Homeowners reading this are probably giving serious consideration to investing in a swimming pool and/or spa or you wouldn't have gotten here. We know that the internet has become the most widely used resource people use to learn more about swimming pools. In a survey conducted by PkData you will see in the chart that follows that the "advice of friends" (referrals) is tied with the internet as the number one resource used by people in their buying decision. And for years referrals were unquestionably the number one resource that people relied upon to guide them in their pool buying process.

This survey was published in 2007 and there is no doubt in our minds that the internet has now surpassed "referrals/advice of friends" as the number one resource. With that in mind we were compelled to try to do our part, as a manufacturer of quality swimming pool products, to assist prospective pool owners in their quest for information.

Chart 37

What resources would you use to learn more about swimming pools?



THE SECRET: INVESTING IN AN IN-FLOOR CLEANING SYSTEM. *THAT'S RIGHT, WE SAID IT!*

Now you may be thinking that we are biased because we manufacture these products – and quite honestly, I would be a little surprised if you weren't thinking that. But, you really have to understand our perspective to appreciate why we would say this. You see we come from a pool construction company heritage. Paramount Pool & Spa Systems evolved from one of the

largest pool construction companies in the world and many of us worked in the pool company business prior to Paramount. And, just as another point of reference, most of us own our own swimming pools. This gives us the rather unique perspective of: Pool Ownership, Pool Construction Company experience and Pool Products Manufacturing experience. We know that with pool ownership come many years of enjoyment and family memories. Owning a swimming pool provides many wonderful benefits in addition to the time spent with family and friends. The same Pkdata survey listed the top benefits as follows;

Chart 66
What would you expect to be the top 3 greatest benefits of owning a pool?

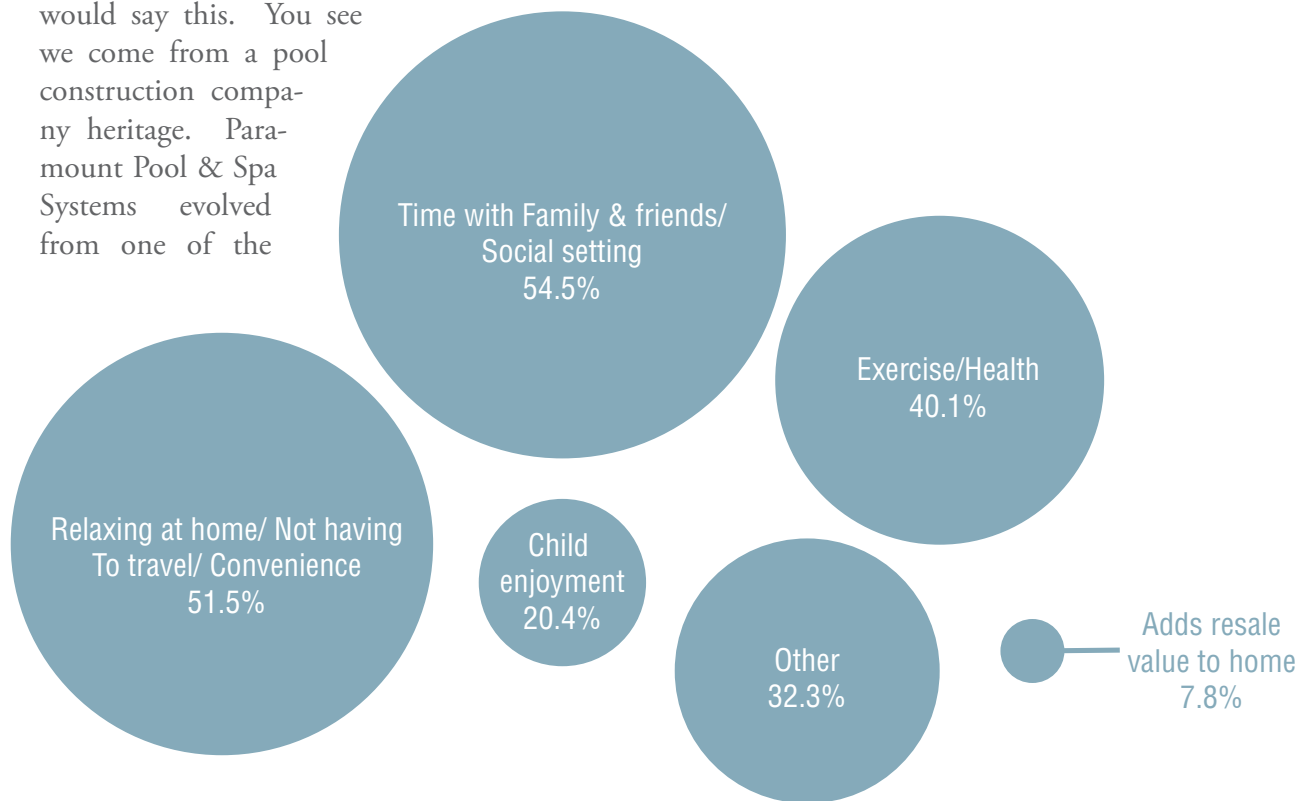


Chart data supplied by: P.K. Data, Inc.

Multiple responses allowed

WE KNOW THAT ANOTHER ASPECT OF POOL OWNERSHIP IS THAT SOME MAINTENANCE IS REQUIRED. IN FACT, "TIME TO MAINTAIN" IS THE NUMBER ONE...

reason cited by people who opted not to purchase a pool. Most homeowners do this maintenance on their own while some others are in a position to pay for pool service. Even a pool service company will not be there everyday to clean up after

a storm or windy day. You've worked hard to get to the point where you considering investing in a swimming pool. Doesn't it make sense to invest in a system that guarantees minimal maintenance and maximum enjoyment?

Chart 2

Why do you not currently own a pool?

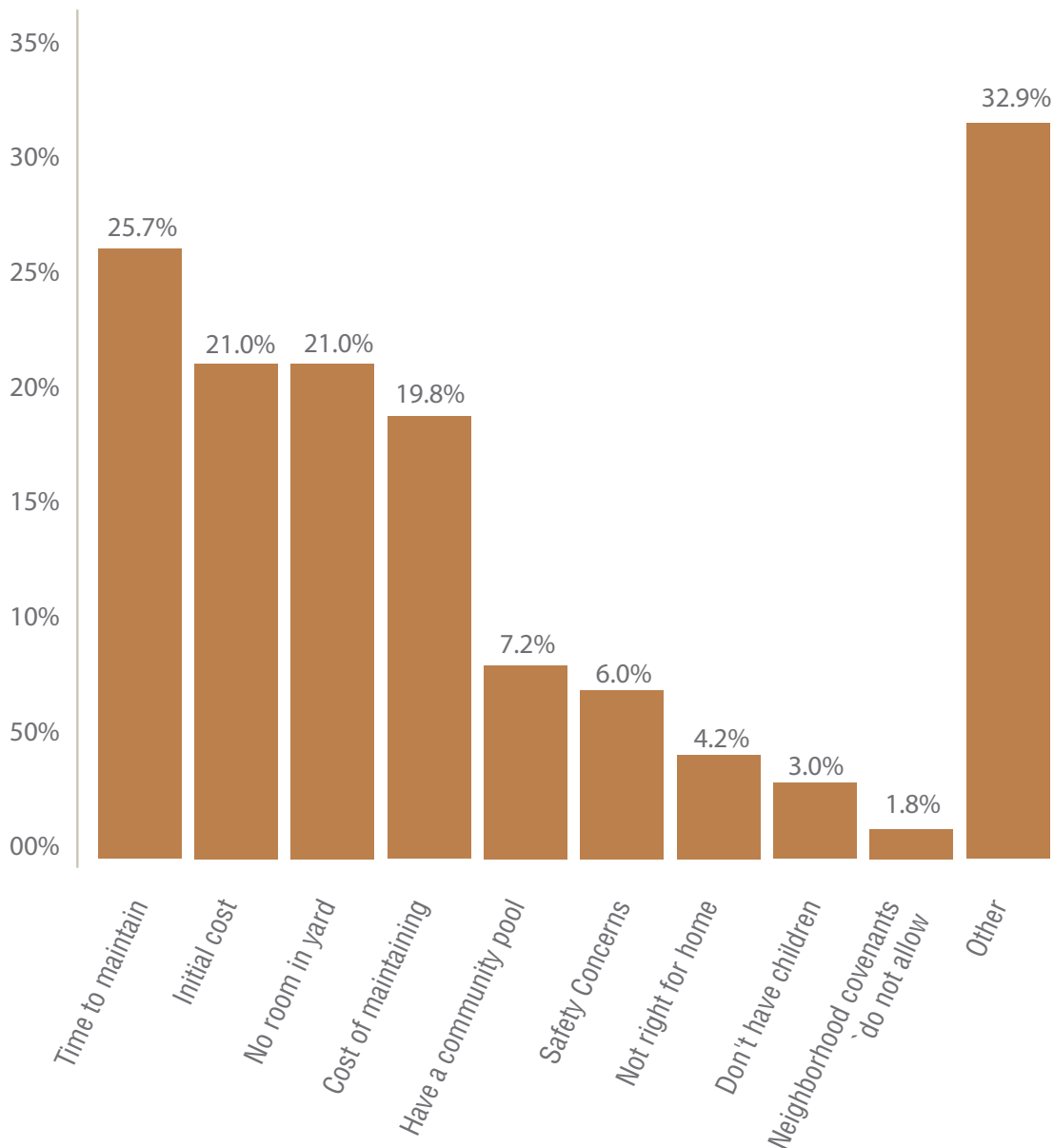


Chart data supplied by: P.K. Data, Inc.

Multiple responses allowed

The good news is that we manufacture some wonderful technology which allows a pool to be almost maintenance free. A properly installed, properly operating *In-Floor Cleaning and Circulation System* will allow you to spend far more time enjoying your pool and far less time maintaining it. That's why the tagline in our logo reads...*Pool Life. Simplified.* The independent data strongly supports what we are saying and our own company mission (since Paramount's founding in 1964) is based on this premise.

If you are wondering if an In-Floor Cleaning System is something that can be added later – after your new pool is constructed – it could be added, but with significant additional expense.

In-floor Cleaning and Circulation Systems will allow you to spend far more time enjoying your pool

Let's talk a bit about the history of pool maintenance. In the past this required routine manual vacuuming of the pool – a process that involved quite a bit of time and effort. Utilizing a pool vacuum attachment (connected to the skimmer or a vacuum port via a rather long unwieldy hose) on the end of a telescoping pole you manually pushed the pool vacuum over as much of the pool floor as you could reach. Automatic cleaners (also referred to as robotic or mechani-

cal cleaners) became available many years ago that do a good job of cleaning the pool floor.

The typical automatic cleaner attaches to the pool with its own hose and moves around in the pool cleaning a path along the way. These cleaners have some drawbacks; they should be removed from the pool whenever you want to use the pool - requiring them to be stored somewhere and then returned to the pool. This is generally not all that difficult or time consuming, but a bit of a nuisance and an eyesore. Another drawback is that these cleaners do not clean pool steps, benches, swim outs, etc., necessitating manual brushing on a regular basis. They also will not work in spas.

These types of cleaners are also prone to mechanical problems at some point in their life-cycle and typically only carry a one-year warranty. Venture into any pool store and you will most likely find a wall of replacement parts for these cleaners, a service desks for repairs and/or new placement cleaner for sale. You should factor in some ongoing repair/maintenance or replacement costs for these cleaners.



THE PARAMOUNT IN-FLOOR CLEANING & CIRCULATION SYSTEM.

The latest evolution in automatic pool cleaning systems was pioneered in the late 60's. The In-floor Cleaning and Circulation system, is a much better, more complete solution to clearing your pool of debris. Similar in some aspects to a pop-up sprinkler system, cleaning jets are strategically located throughout the pool. These cleaning jets are flush mounted making them nearly invisible. They are activated by water pressure and "pop-up" during their cleaning cycle. They rotate to a new position each time they are activated ultimately completing a complete 360 degree pattern. Cleaning jets not only clean the pool floor and walls, they can also be placed in steps, benches, swim outs, spas, etc. A complete in-floor cleaning system can keep the pool better than 99% clean*...GUARANTEED.

*Keep your pool better
than 99% clean**

Some additional advantages of In-floor Systems are that your pool is always "swim-ready" – no mechanical cleaner to move out of the way, rendering the pool more aesthetically pleasing. And because they provide "bottom-to-top" circulation they enhance the heating of the pool and maximize the chemical distribution within the pool which saves you money for the life of the pool. The cleaning jets carry a *lifetime warranty* to the original pool owner.

*See Paramount's System Cleaning Performance Guaranty for more details



And, in our humble opinion, no one does In-Floor Pool/Spa Cleaning Systems better than we do. A statement backed up by the fact that 72% of the top 50 Pool Builders (Pool and Spas News Top 50 Report) are Paramount Dealers. We work closely with our Authorized Dealers to help them learn the proper methods to install and support our systems. We maintain a staff of passionate field personnel, our Regional Sales Managers, as well as a dedicated in-house team to insure our Authorized Builders get the support they need. In conclusion, we hope you move forward and invest in a swimming pool for all the reasons discussed earlier. And, we genuinely hope you give our product serious consideration...so you can enjoy Pool Life. Simplified.

[TO LOCATE AN AUTHORIZED PARAMOUNT
DEALER PLEASE CLICK HERE.](#)




Paramount
Pool Life. Simplified.

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Charts provided by:
P.K. Data, Inc.
3675 Crestwood Parkway
Suite 220
Duluth, GA 30096
(770) 931-9677