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Swimming Pool Construction Industry Keeps Afloat by Chris Hall

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Bridghampton - The swimming pool construction industry is learning how to thrive in the new economy in much the same way as real estate brokers. Nationwide there is an active debate regarding the value of a home for sale with a swimming pool as opposed to a home without a pool. Is the value increased? Decreased? Does it pay to renovate an existing swimming pool?

National studies, trends and predictions do not apply to affluent areas of Long Island. The estate sections of our area, the value of homes and their swimming pools are married in a way that is not common in other parts of the country. The primary difference is that an estate home in our area, whether it is a primary or secondary residence, demands a pool of a specific caliber.

There are only a limited number of top pool professionals. (Courtesy Photo: Casual Water)

Despite differences, one similarity is the fact that we cannot conduct business the same way as we did before the bubble burst. Just as not all real estate brokers have adapted, not all pool companies are able to adapt. Only a select few Northeast swimming pool construction companies are qualified to build or renovate the finest pools in the world. The proper training, experience and certifications can be found in precious few Long Island firms. Many real estate professionals find these companies and foster a relationship that benefits them and their clients. A "go-to" pool company, also known as a "pool partner," has become an essential tool.

The edge of the top real estate professional often comes down to their team. One essential resource is the relationship between the pool professional and the real estate broker. Finding an elite pool partner requires research. The best pool companies have been in business for many years, with experienced owners with tenure of 20 to 30 years in the industry. These pool professionals have stood the test of time and have a track record that can be researched. When assembling this part of your team, require that they provide you with their cell phone number and e-mail address. The elite pool firm should have a strong resume that includes membership in the APSP (Association of Pool and Spa Professionals), National Association of Home Builders, and area Chambers of Commerce. They must also have mastered energy efficiency and employ the latest swimming pool technology. The use of this technology requires that your go-to pool company possess detailed knowledge in the fields of pool safety, energy efficiency and water purification. They must also provide referrals from the finest home builders and top architects. Their portfolio must be strong and include a large gallery of magnificent pools they have built.

A recent article on Zillow.com entitled "The Ten Most Tantalizing Indoor Pools" chronicles a market we know very well. The top 10 list clearly illustrates the importance of the go-to swimming pool company. Although there isn't a mention of a specific Long Island swimming pool; the types of pools analyzed are pools that are similar to pools built by a few elite Long Island swimming pool builders. These elite pool builders are very familiar to top Long Island real estate brokers. The marketability of homes with high-end pools is consistent with the philosophy of increased value and a unique appeal that sets the high-end home apart from the competition. Imagine the homes mentioned in the Zillow article without a swimming pool or with a pool in disrepair?

The new economy provides opportunity to thrive. The best brokers know go-to professionals and have done their homework. These partners provide the elite broker with a significant edge over their competitors.

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