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Bridgethampton - I received some wonderful feedback on an article I wrote for Hamptons.com earlier this year. The topic was "The Power of We" and the practices of business as outlined the brilliant book written by Jonathan Tisch.

Seemingly the polar opposite of "The Power of We" is another business book entitled "The 4-Hour Workweek." "The 4-Hour Workweek" is equally interesting. Author and business expert, Timothy Ferriss explains in great detail the ability to utilize resources that had been previously unavailable to an entrepreneur to make far more efficient use of his or her time. One of the key components of the book is a lesson on outsourcing. There is a great debate that continues in the business community about the need, practicality (or some case cases) ethics regarding outsourcing.

Having been involved in a variety of businesses, outsourcing and subcontracting had once been a part of everyday life. However, when it comes to the construction industry, in particular the swimming pool industry, subcontracting can be the Achilles heel of well intentioned entrepreneurs.

When choosing a swimming pool builder, ask questions about who will be performing specifics tasks. The series of proper questions and answers can stop the all-too-common finger pointing that occurs when a job goes awry.

Here Is A Check List Of Important Questions That May Help:

- Are you dealing directly with the owner of the company?
- Who is responsible for each item in the contract?
- Which of the guarantees is ultimately the responsibility of the swimming pool contractor? (Beware of the 40 year warranty from a pool builder that has only been building pools for a year or two).
- Will the swimming pool company be using their own equipment for excavation and other services?
- Who is performing the tasks of design/engineering, form building, gunite work and marbledusting?
- When the completed pool is delivered to you, what does the contractor consider "a finished pool? Will he be there to account for all of the work that has been done with the same attention that was paid to you before the signing of the contract?

Find a pool builder that doesn't outsource without full disclosure. If you are a home owner, a builder, an architect, or a real estate broker representing a home owner; it is essential that you know who will be responsible for all tasks performed.

For swimming pool contractors, with all due respect to Ferriss, there is no such thing as a 4-Hour Workweek. Don't fall prey to the "professional sales person" that is too comfortable selling and less comfortable answering the important questions. There are honest, qualified swimming pool contractors on Long Island. They will be transparent in their description of services and how they will be performed. When you find that contractor, he will remind you of Sy Syms more than Timothy Ferriss. An educated consumer is indeed their best customer.

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<http://www.articleside.com/gardening-articles/the-four-hour-work-week-not-in-this-business.htm> - [Article Side](#)

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Chris Hall began his career in the swimming pool industry over 30 years ago. He is currently a consultant to Casual Water; the premiere swimming pool construction and service company in the Hamptons. a [Casual Water](#) has locations in Bridgehampton and Southampton. To learn more about Casual Water and the importance of choosing the best gunite swimming pool construction, please contact Chris at chris@casualwater.com and 1-631-537-5475

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