

Explore. Plan. Get excited.

Pool Purchasing Guide.



LEISURE POOLS
SWIMMING IN QUALITY AND STYLE

PLANNING

Elevate your life.



LEISURE POOLS®
SWIMMING IN QUALITY AND STYLE®

Start your experience.

Thank you for your interest in the world's best inground composite fiberglass swimming pools from Leisure Pools. Our goal is to help you along the way as you plan the experience of purchasing your own personal swimming pool.



Quality matters.

The first step in buying a pool is exactly what you are doing right now. Do your research. Understand that there is a difference between swimming pool manufacturers and how they build their products.

At Leisure Pools, we use only the highest grade of materials starting with vinyl ester resin. We then intersect this with high technology composite materials like Kevlar®, carbon fibers and basalt fibers. Recently, we added structural support materials to not only provide even greater integrity for your pool but to facilitate easier installation.

We know that using the best ingredients, combined with our experienced production talent, will tend to push our products in a price category above our competitors' products. However, we believe that this is returned to you with greater security and knowledge that you have the best product on the market resulting in less worry and a lifetime of enjoyment.



Find your perfect style.

Your pool choice should reflect your personal preferences in design – such as rectangle, freeform or plunge/classic pool shapes. However, how your pool fits within your backyard is a very important factor as well. Do you have the right size considering the pool itself, the paving, and do you need or want space for additional yard concerns like green space for play, for your pets or for other recreational and entertaining use.



Choose the right pool size for your space.

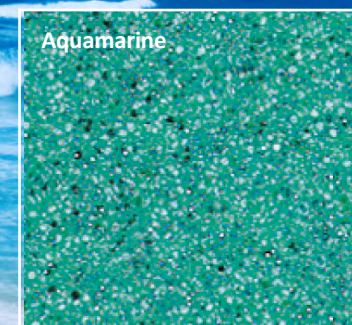
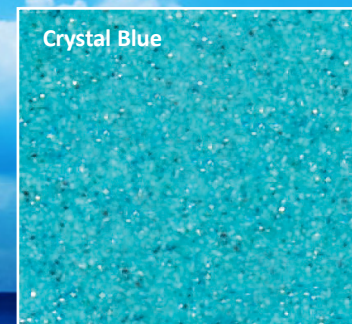
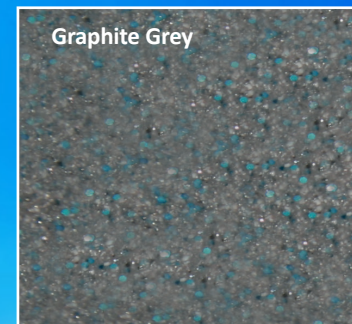
It is generally true that the smaller the pool, the smaller the price. We need to use more raw materials to build bigger pools and that is typically reflected in the price presented to our dealers when they purchase our products. The good news is that if you purchase a pool that includes a built-in spa or a tanning ledge, you are saving money as opposed to buying a pool and then adding on a spa or tanning ledge. That is because we are able to integrate the design and costs to save you money.



Eight stunning colors to choose at no extra charge.

The other great news is that we do not have additional charges for “exclusive” or “special” colors. We offer seven gelcoat options and all are included in our base product costs.

Each color within the Leisure Pools color range include a built-in sparkle that sets off an added brilliance and shimmer effect. No matter what color you choose, when the light shines over your Leisure Pool, it will appear to have millions of diamonds scattered across the pool surface. The Leisure Pools color range not only looks beautiful, but also has excellent UV, blister, and chemical resistance, and is backed by the largest supplier of gelcoats for the swimming pool industry.



Delivery costs will vary.

The vast majority of our swimming pools is built in our global headquarters and manufacturing site in Knoxville, Tennessee. The closer you live to our factory, the less expensive it will be to deliver our products to you because our drivers can get to you faster and more easily. The further away you live, the more time it will require for our drivers (and pilot cars) to get to you and add to the transportation costs (gasoline, permits, and possible lodging/food expenses).

We try to pass along only our actual costs so that our expenses are covered without making money on this part of the business. Please also be assured that we are constantly working on ways to reduce our transportation costs. This includes setting up distribution centers around the country where we can deliver multiple pools at one time allowing us to “share” the costs of delivery among many pools. There may be opportunities to “piggyback” your pool with another delivery in your area, allowing us to lower your delivery cost. If you are flexible with your schedule, it could save you some money.



The other important part of the equation – your Dealer.

The swimming pool, itself, is a very important part of a successful swimming pool buying experience. The second most important part is making sure that it is installed properly so that you and your family can fully enjoy it for the future.

That is why we partner with local, independent dealers across the country (and around the world) to provide you with the best opportunity to make sure that your installation is performed well and at a high standard that matches your high-quality swimming pool.

Notice regarding independent Leisure Pools® Dealers: Leisure Pools® products are supplied primarily through a network of independently owned and operated dealers authorized to sell and install various products under a license from Leisure Pools®. These dealers are not owners, employees or agents of Leisure Pools® and Leisure Pools® is not responsible for the actions of these dealers or liable for any related damage to persons, property or Leisure Pools® products. For further information regarding the relationship between Leisure Pools® and its dealers and for related advice to purchasers, please refer to the Terms and Conditions portion of the Leisure Pools® website at www.leisurepoolsusa.com/terms-and-conditions.



Local Dealers have local knowledge.

The reason why it is so challenging for us to provide a “general estimate” is that there are so many factors that come into play when it comes to proper installation of your pool. That is why you need the expertise, knowledge and talents of your local builder/ installer. They can guide you through the following considerations which will affect your pricing package.



Permits.

Many dealers will take on the arduous process of working with local municipalities on presenting permits and getting inspections on your project(s). This could include developing 3D artwork, presenting engineering drawings and other documents to gain approval for your project.



Access.

It is important to make sure that once your pool is delivered to your property, we can easily move it into your backyard. There may be costs for a crane to pick up and set your pool upon delivery if necessary. There may be costs for taking down fencing and resetting it after pool installation. There may be costs to remove trees in your backyard to get the pool in and get it properly installed.



Landscaping.

Your installer will want to make sure that your pool is placed in an area where water will not run down into it and that you are not interfering with utilities and existing sewer lines. It is possible they might suggest excavating costs to remove rocks, clay or other materials in your backyard. They will also want to be sure to not only dig a hole for the installation of your pool but also ensure to properly grade the yard for additional possible landscaping needs you may decide on. Those could include adding in shrubbery, new trees, gardens, rain barrels and, of course, new irrigation to make sure that your pool is properly protected from underground water and drainage concerns.



Paving.

The most common expense is using cement around your pool to not only help set it in the ground but to also serve as pavement for walking around your pool and setting up lounge chairs and tables. If you would like to use more decorative materials, such as paver stones or granite, that will tend to drive your costs higher.



Equipment.

Once you have decided on the right swimming pool for your backyard, you need to know what the right equipment is to make sure it runs properly and safely. Every pool will need a pump/motor, a cleaning system (filters/cartridges), and appropriate piping to connect it all together. The right equipment will depend on which pool you buy, if there's a built-in spa or tanning ledge, and what type of cleaning system you prefer. If you would like a heater for your pool, that will be an additional investment, and your pool size may have an impact on what the right heater is for you.



Lighting & Accessories.

There are a number of options to consider to make your swimming pool more visually stunning and enjoyable. Typically, this includes adding two to three lights to your pool. While they are not expensive to add, you do need to plan this as they should be installed when your pool is placed in the ground. Today's technology allows you the opportunity to control your lights remotely via your smartphone or laptop.

Other accessories to consider include handrails, water spray jets, bubblers, fire pits/stands or just additional returns to move water around more strongly and visibly. You could even add a stand-alone spa or tanning ledge to your project. Talk to your local dealer about these options and the associated prices which should include installation.



Maintenance & Cleaning.

Prior to delivery of your pool, we recommend that you have a conversation with your dealer about making sure that your pool will be clean and healthy in the future. Many dealers offer a session called "Pool School" which provides an overview on pool maintenance. We encourage you to have this conversation prior to having your pool delivered and then, once again, upon the handover of the pool to you.

Leisure Pools offers a basic maintenance kit for a small price but you may want to make your maintenance program even less stressful by purchasing a robotic cleaner. Costs vary and the right equipment may also need to reflect the design of your pool. You should also consider what cleaning program you plan on using within your pool. Many families are moving to a salt water system which typically costs a little more for equipment but will save money on the purchase and use of chemicals. Talk to your dealer about their recommendation. Your dealer may also offer pool cleaning and service programs. This will make it even easier to take care of your pool for a small weekly, monthly or annual fee.



Safety Considerations.

Having a pool is fun but you also want it to be a safe experience for everybody. We strongly recommend that young children take swimming lessons – it is also always a good idea to know how to perform CPR and have basic medical knowledge. Talk to your dealer about local swim programs that are available. We also recommend that you purchase safety gear and accessories for less experienced swimmers who may want to enjoy your pool.

In addition, your dealer should be able to provide you with fencing solutions and present options on additional safety options like an automatic swimming pool safety cover.



Why your local dealer is important.

As you can see, there are many considerations that go into purchasing a new swimming pool. Your local dealer has the expertise and the experience to help you navigate through all these decisions so that you have the best possible pool buying experience with the fastest timeline.

We understand this is a big investment and that is why we advise you to work with someone who understands the process and can make a valuable contribution to your pool buying decisions.



Financing.

Leisure Pools does not offer direct financing programs. However, there are a number of companies that specialize in outdoor living / home improvement projects. This includes companies like HFS (www.hfsfinancial.net) who offer financing in all 50 states with a rapid review for those applying for loans up to \$300,000. Please note that we do not have any financial arrangements with HFS or any other loan company / program. We simply suggest them as a service to those looking for possible options.



How much does it cost?

As you can see, there are many factors that go into providing an estimate for your outdoor living project. However, selecting an inground composite fiberglass swimming pool has become very competitive compared to installing a concrete pool. In many parts of the country, fiberglass pool installation is now less expensive than a gunite pool especially when you consider the savings in time.

While vinyl liner pools continue to be less expensive to install, we are finding that these costs are climbing higher. When you consider that these pools need to be replaced on average every 7-10 years, the long term investment may actually be higher than an inground composite fiberglass swimming pool. When you take into account worries about damage and the needed out-of-pocket investments, purchasing a Leisure Pools composite fiberglass pool makes more economic sense.



As with any major investment - like the purchase of a car or a home - the pricing of a new inground composite fiberglass swimming pool can have a wide range. It could be as low as \$25,000 for a basic installation and up to \$250,000 for your new swimming pool surrounded in luxury with up-scale landscaping and additional enhancements like pagodas, fire pits and outdoor kitchens.

On a national average, a nicely executed hardscape project will tend to be in the \$50,000 - \$75,000 investment range*. We encourage you to talk to your local Leisure Pools dealer and describe your outdoor living vision plus reveal the budget that you are working with. This way, working together, you will ensure to create your own personal backyard paradise.

Investing in a Leisure Pool is an investment in you, your family and the value of your home. Create your own Life of Leisure for as little as \$4 a day.

One additional note: Having your own swimming pool is now an even bigger asset. We certainly expect that this can increase the value of your property and provide you with a wonderful return if/when that time ever arises.

* National average based on Leisure Pools statistics as of June 2020.



Get a free estimate now.

We welcome the opportunity to provide you with a free estimate for your high-quality, inground composite fiberglass swimming pool and installation. We encourage you to call us at **855-857-7527** or complete the form on our website **leisurepoolsusa.com** to be connected with your local dealer. If you have specific questions, please connect with us at **info@leisurepoolsusa.com**

Thank you for your consideration and we look forward to helping you experience your Life of Leisure.





LEISURE POOLS®
SWIMMING IN QUALITY AND STYLE®

Notice regarding independent Leisure Pools® Dealers: Leisure Pools® products are supplied primarily through a network of independently owned and operated dealers authorized to sell and install various products under a license from Leisure Pools®. These dealers are not owners, employees or agents of Leisure Pools® and Leisure Pools® is not responsible for the actions of these dealers or liable for any related damage to persons, property or Leisure Pools® products. For further information regarding the relationship between Leisure Pools® and its dealers and for related advice to purchasers, please refer to the Terms and Conditions portion of the Leisure Pools® website at www.leisurepoolsusa.com/terms-and-conditions.