



Aquatech makes the difference

Although not exactly a fable, this tale has a marvelous ending and proves that dreams do come true.

Ed and Julie Carroll spent a lot of time reading through magazines that featured photography of beautiful backyards. Most often, the photographs that caught their eyes had swimming pools as the focal point of the design. Julie wanted to create a similar environment in her backyard: a peaceful sanctuary for their growing family and a special place for gatherings with friends.

To Ed, nothing was more important than finding a pool builder that he and Julie could trust with their dream. He knew that reputation and experience were essential, because the last thing he wanted to do was to take a chance with such an important purchase. So he and Julie did extensive research and discovered that the one

happened to be an Aquatech builder.

Lisa could not repeat it enough times, “We learned that an Aquatech builder is among the elite.” John agreed and said that he learned from reading and surfing the web that Aquatech is just another way of saying the job will get done right—the first time.

John related to the Carrolls what he discovered about Aquatech. Founded in 1962, Aquatech is neither a franchise nor a corporate chain, but rather a group of independent pool-building professionals who have come together to take their craft to a higher level. Aquatech pool builders have set the standard in their quest for excellence. The materials that are used, the state-of-the-art systems that control the pools and the service that is given to each and every customer—before, during and after the



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name that was repeated over and over as a name they could believe in was Aquatech

They began their search by accident, at a wedding, of all places. To their surprise, Ed and Julia were seated next to another couple, John and Lisa Knowles, who had just completed a project that was similar to what the Carrolls envisioned for themselves. After much discussion, the couple recommended that Ed and Julie meet with their builder, who just



sale—all make Aquatech the best.

Lisa explained, “You see, what’s important to understand is that Aquatech must issue an invitation to join the society, not the other way around. And it’s based on the pool builder’s reputation, experience and expertise. As an Aquatech builder, it means a commitment has been made to continuously train in the elements of design, construction and in the systems that operate the pools and spas. It’s how the builders stay at the top

of their game and current with all of the changes that impact the industry. Everyone reaps the rewards.”

When Ed asked about experience, John said, “being associated with Aquatech means that customers can enjoy the total resources of a national organization, with its wealth of knowledgeable builders who are there, ready and willing to share what they already know.”

When they returned home from the wedding, Ed and Julie felt a little more confident and a lot less overwhelmed about finding the right pool builder. Talking with the Knowles had given them a starting point. As they continued to do their research, both Ed and Julie kept coming upon Aquatech as the hallmark of excellent work. When they finally made their decision to hire an Aquatech builder, they knew that they made the right choice.

Today, they could not be happier with the fabulous

oasis that now sits in their backyard. It is everything Julie and Ed wanted.

If there is a moral to this story, it is about never taking short cuts, and about feeling comfortable with your choices. Aquatech builders know that integrity, reliability and quality are what make any company a success—and make a pool builder a company that can be trusted.



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