

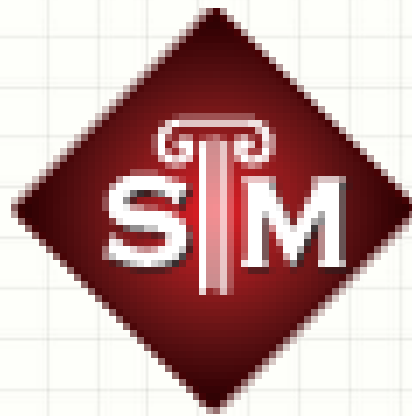


**Fact:**

## Pool Builders

are the #1 customers for **Travertine Pavers**, a natural stone which is primarily used as pool decking material due to its stability, durability, tumbled (non-slippery) surface, weather resistance, natural beauty etc.

 **Pool Builders**  
*...and a little bit about Travertine*



# STONE-MART

- **3,000** travertine and some other natural stone pallets / crates sold past month (approx. **150 containers**) with sales exceeding **\$3,000,000.00 (3 Million)**.
- **Travertine Paver Sales to Pool Builders** makes up a very large portion of these sales.





**ELITE**  
**WEILER POOLS**  
SINCE 1984



**SHARPER IMAGE POOLS**

# Pool Building Industry Statistics

- Pool Builders are among the highest paid construction professionals within the blue collar sector

## U.S. Swimming Pool and Hot Tub Market 2013

Statistic	Inground		Aboveground		Hot Tubs	
Top 10 States (new units)	California	12,085	California	15,296	California	58,922
	Florida	10,402	Texas	12,973	Connecticut	13,396
	Texas	4,414	Florida	11,402	New York	11,536
	Arizona	3,605	Illinois	8,552	Massachusetts	9,520
	New York	2,262	New York	68	New Jersey	8,057
	Pennsylvania	1,419	Ohio			7,260
	Ohio	1,400	Pennsylvania			7,177
	Massachusetts	1,333	Michigan			6,500
	Virginia	1,314	Georgia	31	Washington	6,245
	Illinois	1,144	North Carolina	27	Maryland	4,949
Consumer demographics	Mean age	54	Mean age	46	Mean age	52
	Income <sup>1</sup>	\$133,000	Income	\$76,000	Income	\$134,000
	Percent College Graduate	46%	Percent College Graduate	36%	Percent College Graduate	49%



<sup>1</sup> Restated 2011 estimates

<sup>2</sup> Includes attrition calculations for the residential inground pool, aboveground pool, and hot tub segments; Contiguous 48 states and the District of Columbia;

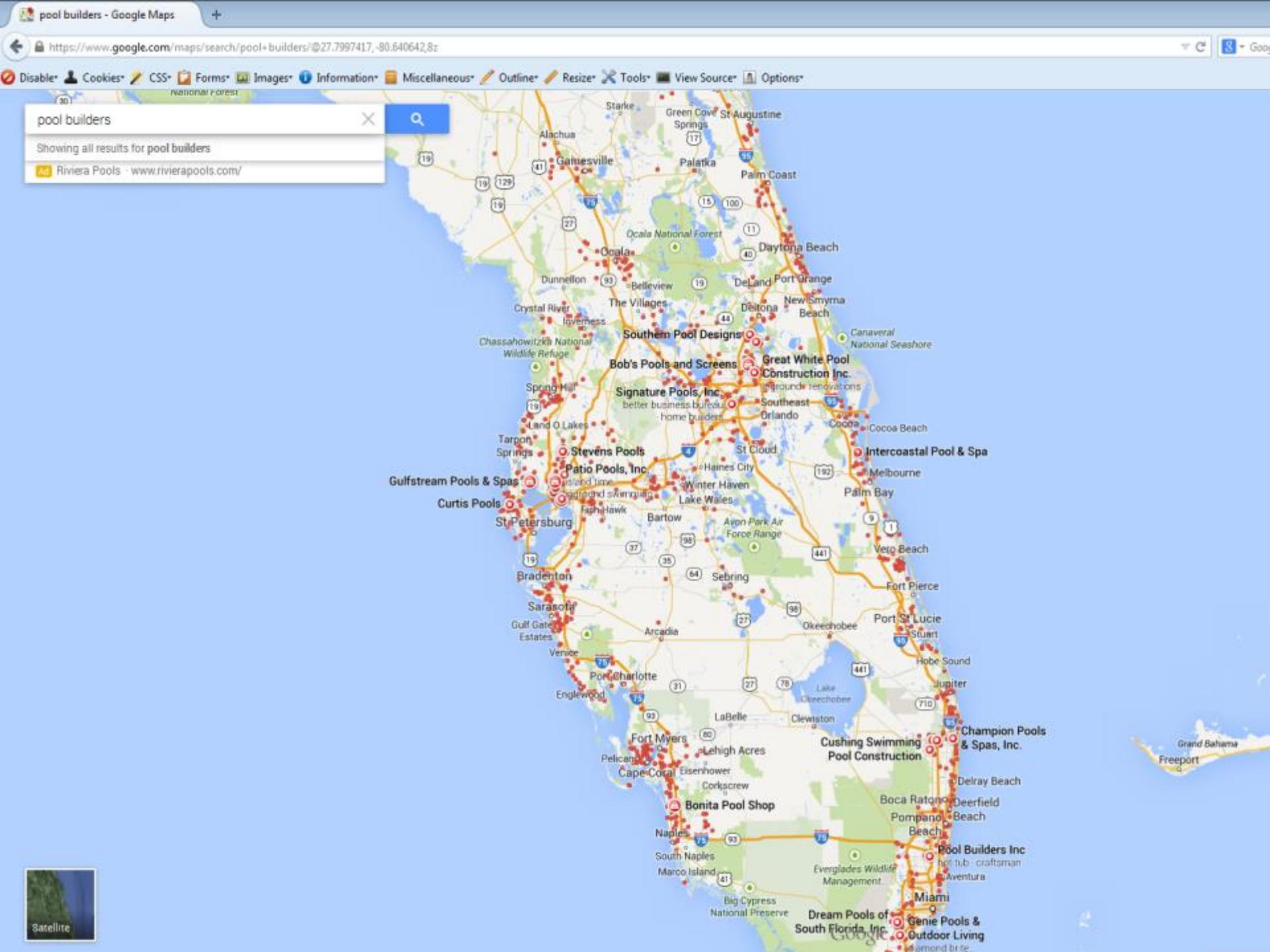
<sup>3</sup> Small base

<sup>4</sup> Mean household income before taxes

© 2013, P.K. Data, Inc.

- The Pool Building industry is a multi-billion dollar construction industry and growing. The number of new residential inground pools built in 2013 exceeds 40,000 new units. With an estimated average pool building cost of **\$25,000 this equals \$1,000,000,000 (1 Billion Dollars)** in new residential construction alone not including commercial construction or remodeling which a lot of the local pool building companies specialize in as well.
- Side note:** Commercial Pool Building requires a slightly more advanced license than residential pool building and additional classes may need to be attended by the applicant in order to obtain the certification. Most likely there are different industry rules and regulations concerning commercial pools which the applicants need to be educated on.
- In their 2013 yearbook the APSP reports that for the first time since the 2010 pool season, the in-ground pool, aboveground pool and hot tub segments all grew in sales. The increase in new unit sales resulted in a roughly **17 percent increase in combined sales revenue of the three segments.**





pool builders

Showing all results for pool builders

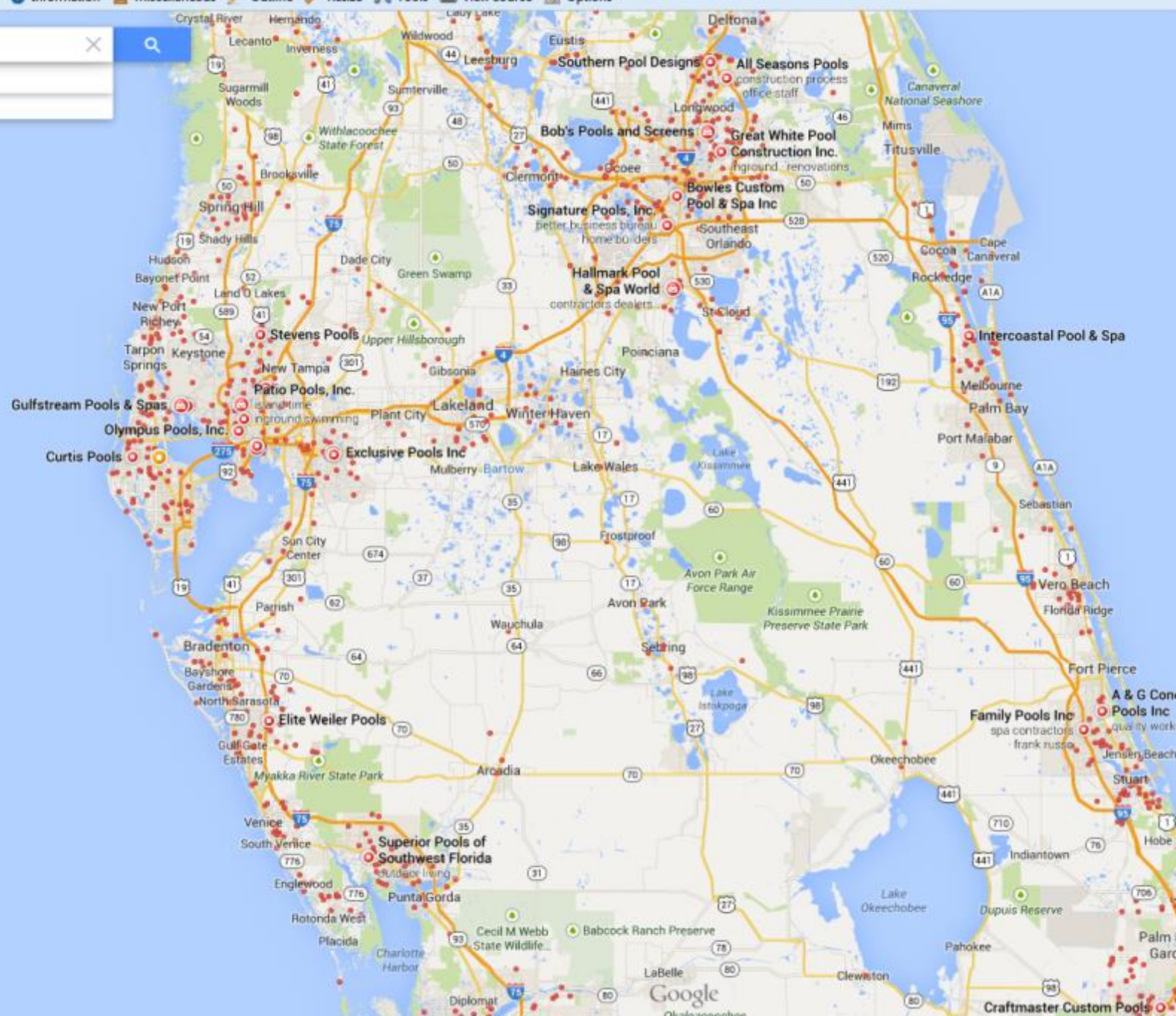
Riviera Pools - www.rivierapools.com/

Satellite

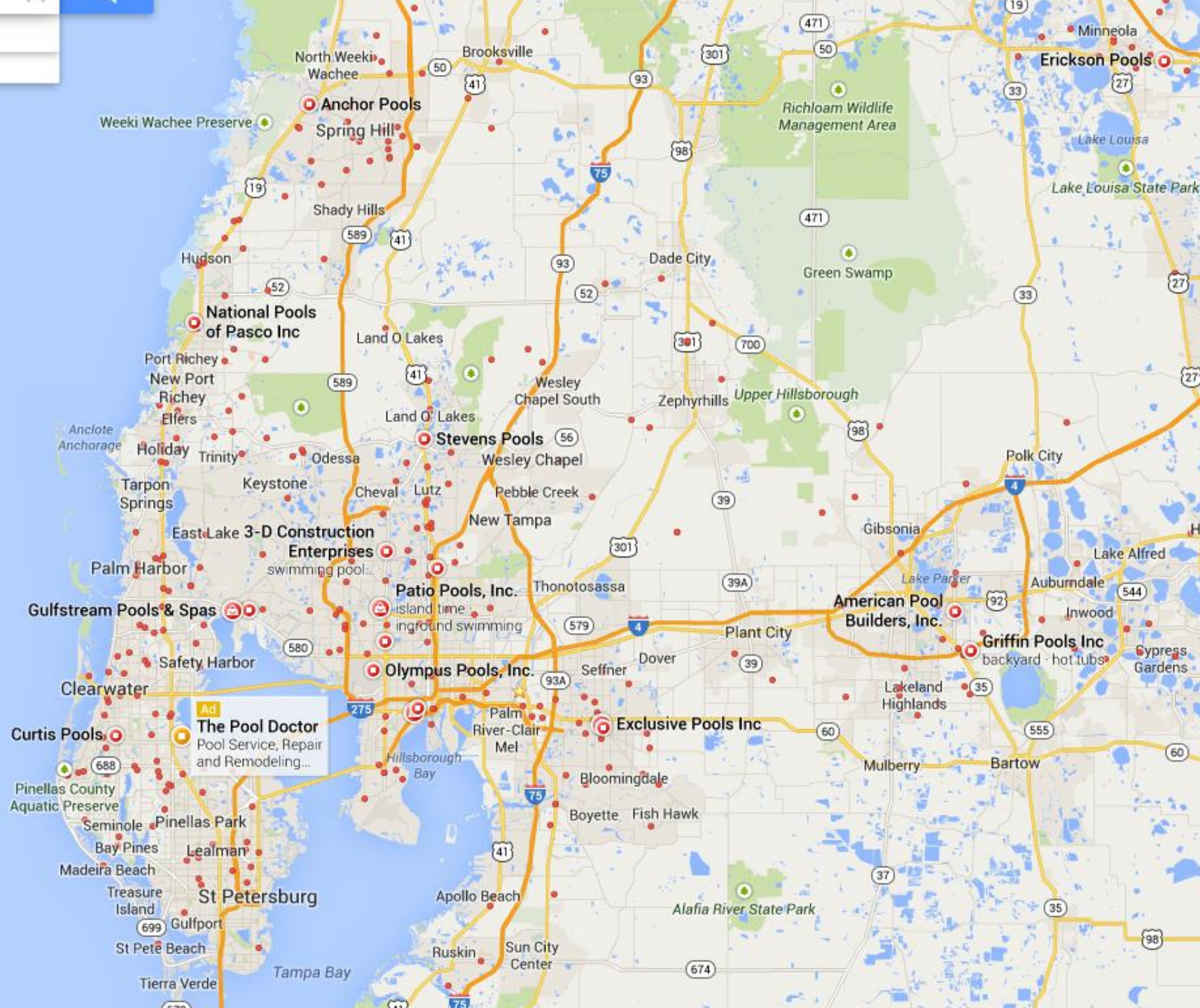
builders

all results for pool builders

Riviera Pools · www.rivierapools.com/









### More Facts:

- Pool Builders employ sales people who visit home owners at their residencies. Pool building sales commission on average is right around 4-5%
- The average home owner interviews up to 5 different pool building companies prior to making a decision and signing a contract.
- Pool Builders often engage heavily in online and offline marketing to obtain new customer leads. Almost all of them are equipped with websites; only some of these websites are built professionally.
- While smaller, local marketing agencies may offer Pool Builders a chance to market their services, the search engines are predominantly populated with individual pool building companies competing for local leads.



About 10,400,000 results (0.48 seconds)

### Riviera Pools - RivieraPools.com

Ad [www.rivierapools.com/](http://www.rivierapools.com/) ▾

Creating Backyard Dreams For Over 30 Years. Give Us A Call Today!

### Pool Construction In - sharperimagepools.com

Ad [www.sharperimagepools.com/](http://www.sharperimagepools.com/) ▾

New **Pool Construction**, Remodeling, Service And Repair. Call Today!

📍 1202 West Carmen Street, Tampa, Florida - (813) 513-0377

### Natural Springs Pools - naturalspringspools.com

Ad [www.naturalspringspools.com/](http://www.naturalspringspools.com/) ▾ (813) 639-8895

Professional **Pool Builders** Who Are Committed To You. Contact Us Now!

A + Rating – Better Business Bureau

Contact Us - Financing - Testimonials - Renovations

### Pool Designer South Florida | Pool Builders Inc in Davie

[www.poolbuildersinc.com/](http://www.poolbuildersinc.com/) ▾

**Pool Builders Inc** in Davie, FL is the premier pool designer in South FL and has been in business since 1966.

### Challenger Pools: Swimming Pool Builders Tampa

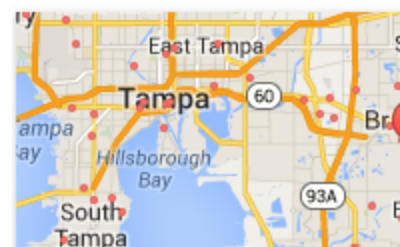
[www.challengerpools.com/](http://www.challengerpools.com/) ▾

Challenger Pools is Tampa's choice for custom **pool construction**, spas, hot tubs and pool remodeling services. We've been in business for more than 20 years ...

### Tampa Bay Swimming Pool Builder : Exclusive Pools ...

[www.exclusivepools.com/](http://www.exclusivepools.com/) ▾

Exclusive Pools in Brandon, FL is Tampa Bay Area's finest swimming **pool builder** and



Map for **pool builders**

Ads ⓘ

### BBB Pool Companies

[westflorida.bbb.org/SwimmingPools](http://westflorida.bbb.org/SwimmingPools)

Search The Better Business Bureau

For A Pool Company You Can Trust

### Swimming Pools

[www.yellowpages.com/](http://www.yellowpages.com/) ▾

Invest In Your Staycation W/ A Pool

Find **Pool** Installers On YellowPages.com

### Curtis Pools

[www.curtispools.com/](http://www.curtispools.com/) ▾

Tampa Bay's Oldest-Since 1951

Custom **Pool** and Spa Construction

### Swimming Pool Contractors

[www.allseasonspools.com/](http://www.allseasonspools.com/) ▾

(813) 302-1072



**EVEN IF...**



## TRAVERTINE COPING & WATERLINE TILE



## MOSAICS, WALLS, BULLNOSE and more...



## COLORS FOR INDOORS & OUTDOORS



# ALL ABOUT TRAVERTINE

### Products

- Travertine Tiles
- Travertine Pavers
- Travertine Copings
- Travertine Mosaics
- Travertine Ogees
- Travertine Pencils
- Travertine Firepits
- Travertine Split Face
- Travertine Back Splash

### Available Sizes

- French Pattern
- Jumbo Pattern
- 24x24, 18x18, 16x24, 16x16, 12x24, 12x12, 6x12, 4x4, 6x6, 2x2, 1x2, 1x2, 3x6, 4x8, 6x6, 8x16, 8x8 and more...

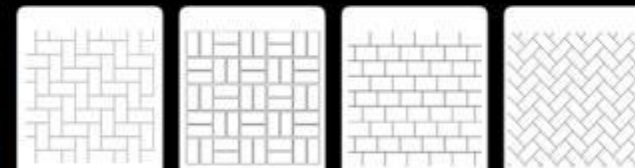
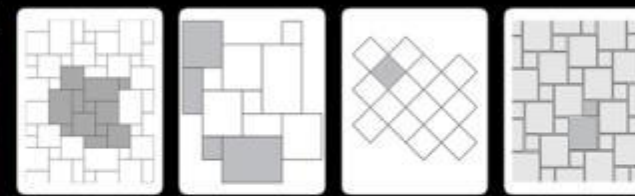
### Available Finish

- Brushed & Chiseled
- Chiseled & Honed
- Honed & Field
- Tumbled
- Polished



TOLL FREE (888) 964-3899

6913 Sheldon Rd., Tampa 33615 Fax: (813) 888-8801



## TRAVERTINE SUPPLY

Largest Variety of Travertine Tiles and Pavers





# Problems / Barriers of Entry

- Lack of established industry specific brand
  - Lack of established work relations
  - Lack of trust
- Primary level of competition would have to be based on:
- **Product Price**
    - Quality of Product (*secondary*)
    - Customer Service (*secondary*)
- Since Pavers implies high volume, but low profit margins:
- **Limited Ability to Compete**
  - **Slow Growth**
- Other problems arouse due to nature of the product (porousness, density, color variations etc.)
- Possible Supply Chain / Infrastructure / Equipment difficulties & problems.

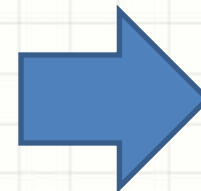
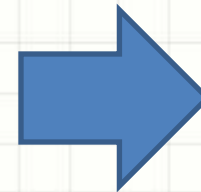
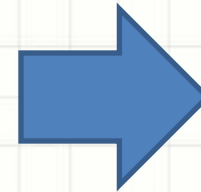
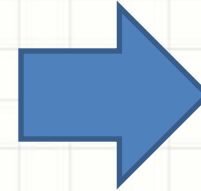
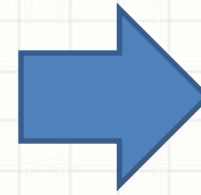




# Cheaper?



Why should we buy from you, Chris?





Strategy?





Offer Pool Builders true value other than  
having to compete on product price

## Pool Builder needs?

### Business

- More branding
- More leads
- More customers
- More pools built
- More business

### Material & Equipment

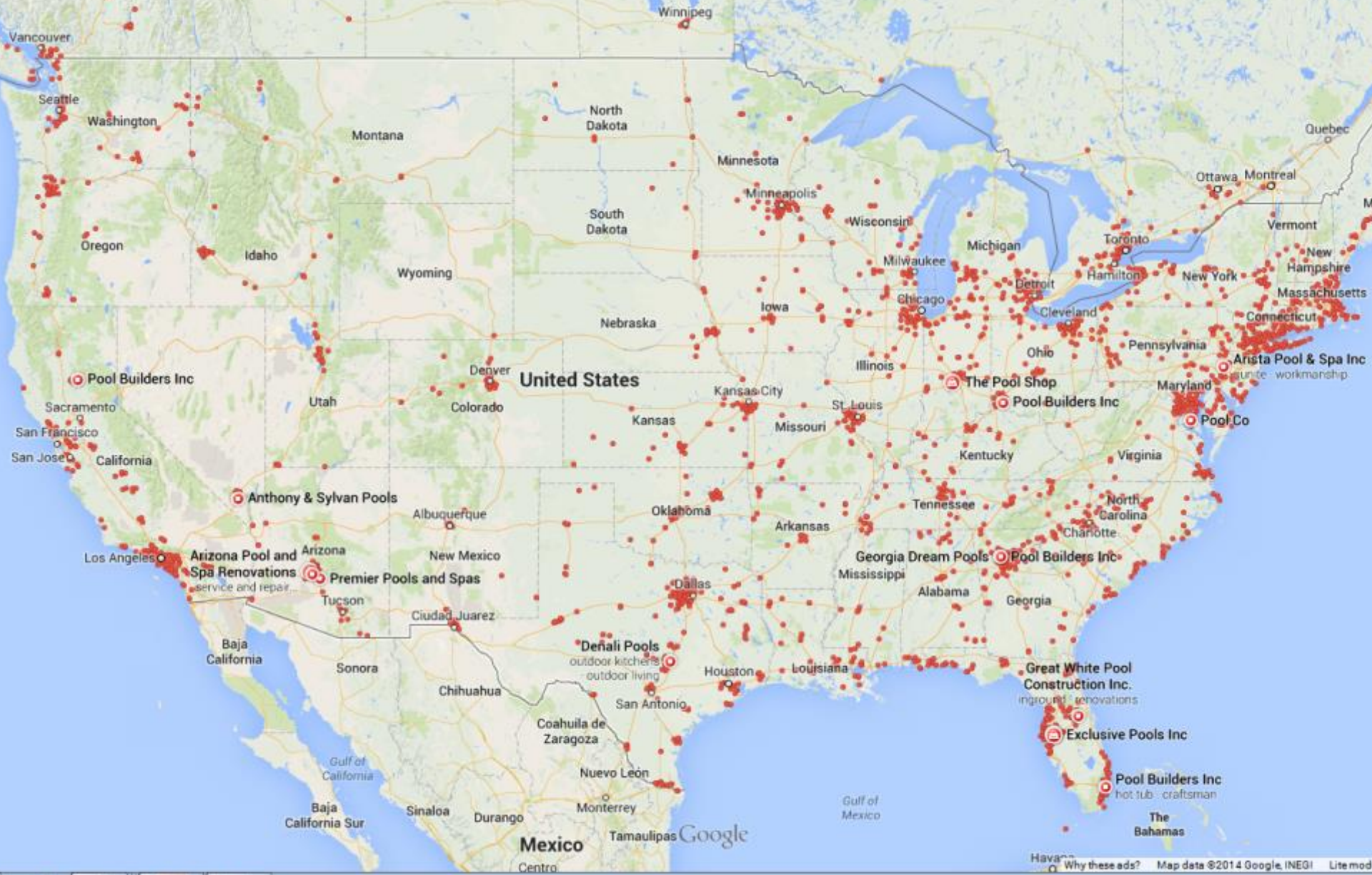
- Concrete
- Flagstone
- Brick stone
- Travertine
- Stone Cutting Tools

### Services

- Tree Removal
- Hole Digging
- Sandblasting
- Clean-up
- Pebble / Aqua Tek

### Products

- Pump
- Filter
- Pipes
- Wiring
- LED Lights



Manage 1000s of pool builder accounts without too much overhead while providing everybody the same chance for exposure, more leads, customers, more business...



# ...the home owners point of view

- Homeowners who are interested in having an in-ground pool built interview on average 5-6 different pool companies before making a decision and signing a contract
- Prior to scheduling interviews with individual pool building companies, home owners conduct extensive online research on each pool building company which includes company information such as past and current projects, reputation and online reviews, building expertise, special deals etc.
- Extensive amount of time is spent by home owners navigating from one pool builder website to another in order to conduct proper research on each company. Other things home owners are possibly interested in other than cost includes warranties, financing, future maintenance & weekly cleaning plans etc.
- Among other risks home owners are also concerned with the risk of incomplete construction and capital loss in addition to disputes, breach of contract, risk of notice to owners and a lien being placed on their property.
- i.e. Florida Attorney General Pam Bondi's office filed a lawsuit in June 2013 against a pool builder and its principals for allegedly violating Florida's Unfair and Deceptive Trade Practices Act. Nationwide Pools Inc. and Stuart allegedly failed to pay subcontractors which caused liens to be placed on the homes of consumers, made misrepresentations regarding manufacturer warranties and rebates, made misrepresentations related to pool financing, charged illegal credit card fees and failed to complete the construction of pools.

# so...what's the game plan?

- Create a trusted online market place for Home Owners & Pool Builders
  - Provide valuable, educational information to home owners and pool builders
  - Provide pool builders the ability to extensively feature their business by allowing them to create a company profile
  - Provide Pool Builders the ability to show off their work by uploading pictures
  - Provide Pool Builders with advertisement opportunities
  - Provide home owners with ease of use and ease of access to vital pool building company related information. In other words, provide a pool company search engine for home owners which will allow them to narrow down their search to specific companies. Home owners should be able to search by location incl. specific company attributes i.e. find all registered Residential Pool Builders in Clearwater who install travertine decks and have completed over 500 projects in the past 6 months with at least a 4.7 star rating.
  - Provide home owners with other useful tools such as pool building company comparison functions and the ability to schedule interviews with multiple pool building companies conveniently with just a few mouse clicks.
  - Enforce contractual arrangements with pool building companies to obtain a certain sales commission percentage if the referred home owner lead converts into a sale.
  - Reward home owners for contributing to the content of the site by sharing their experience with the pool building company via testimonial / review.
  - Offer home owners certain incentives to contract builders featured on the site via offering:
    - ☐ Free assistance in locating a proper pool builder for their project
    - ☐ Cash back or other bonuses / financial incentives
    - ☐ Non-competing maintenance / replacement or service plans
    - ☐ Warranties / Guarantees and/or Insurances
    - ☐ Provide possible financing plans to qualifying home owners
    - ☐ Other non-competing free services, package deals or related discount programs i.e. fencing, patio, lanai, outdoor kitchens
    - ☐ Free Pool Cleaning products or discounts on accessories (free travertine sealer, chloride tablets)
    - ☐ Free Pool Towels (with our company name embroidered)
- For profit maximization purposes, the concept should be easily applicable to multiple US cities





# **12 VITAL COMPONENTS**

# 1. Search / Location Component



**PoolBuilders** in Tampa, FL

I am looking for  in



## 2. Picture Upload & Administration

### ■ Pool Builder Pictures

1 2 [Next >>]



Submitted by:  
[Riviera Pools](#)

Concrete Pool Deck



Submitted by:  
[Natural Springs Pools](#)

Travertine Pool Deck with  
4x8 tumbled pavers



Submitted by:  
[Posh Pools](#)

Concrete Pool Deck

### 3. Basic Advertising Component

▪ Popular Pool Builders in Tampa, FL



• Posh Pools of Florida



• Ultra Custom Group



• Trendsetter Pools



• Larsen's Pools



• Landmark Pools





## 4. Industry Specific Educational Information

### ▪ Pool Builder Articles

1. [How do I find the right Pool Builder for my project?](#)
2. [How much does a new pool cost?](#)
3. [Which pool shape is best for kids?](#)
4. [Where to buy a pool fence?](#)
5. [Are Pool Heaters safe?](#)
6. [How do I find the right Pool Builder for my project?](#)
7. [How much does a new pool cost?](#)
8. [Which pool shape is best for kids?](#)
9. [Where to buy a pool fence?](#)
10. [Are Pool Heaters safe?](#)
11. [How do I find the right Pool Builder for my project?](#)
12. [How much does a new pool cost?](#)
13. [Which pool shape is best for kids?](#)
14. [Where to buy a pool fence?](#)

## 5. Area for Featured Ads

■ Featured Listings



[Compare selected](#)



[Contact selected](#)



[Pool Doctor](#)



## 6. Pool Companies within the current location

### Other Pool Companies in Tampa, FL

- [Landmark Pools](#)
- [ABC Pools](#)
- [PoolsRUs](#)
- [Florida Pools](#)
- [Tampa Bay Pools](#)
- [Riverview Pools](#)
- [Orange Pools](#)
- [Sharper Image Pools](#)

- [Landmark Pools](#)
- [ABC Pools](#)
- [PoolsRUs](#)
- [Florida Pools](#)
- [Tampa Bay Pools](#)
- [Riverview Pools](#)
- [Orange Pools](#)
- [Sharper Image Pools](#)

1 to 24 (of 34 records)

1 2 [\[Next >\]](#)

## 7. List other Pool Companies in other locations

### Swimming Pool Builders in other Florida cities

[Pool Builders in Miami](#)

[Pool Builders in Orlando](#)

[Pool Builders in Sarasota](#)

[Pool Builders in West Palm Beach](#)

[Pool Builders in Miami](#)

[Pool Builders in Orlando](#)

[Pool Builders in Sarasota](#)

[Pool Builders in West Palm Beach](#)

[Pool Builders in Miami](#)

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[Pool Builders in Sarasota](#)

[Pool Builders in West Palm Beach](#)

[Pool Builders in Miami](#)

[Pool Builders in Orlando](#)

[Pool Builders in Sarasota](#)

1 to 24 (of 34 records)

1 2 [\[Next >>\]](#)



## 8. Draw in home owners with irresistible offers

• Home Owners



- ✓ Save time & money
- ✓ Find the right builders

Learn More

• Pool Builders



- ✓ Get more customers
- ✓ Build more pools

Learn More

**HOME OWNERS**

GET **2.5%**  
**CASH BACK**

Learn More



## 10. Possibly offer other marketing services to Pool Builders

 Ready-made & Affordable Pool Company Website Templates for your Pool Business





11. Provide and enforce buttons which are placed on the individual Pool Builders' company websites (= link back to our website)



## 12. Possibly provide industry specific products

### ■ Pool Products



United Chemical No More  
Problems Algaecide Algae  
Swimming Pool Chemical  
1 Gallon



United Chemical No More  
Problems Algaecide Algae  
Swimming Pool



United Chemical No More






**IF ALL 12 COMPONENTS ARE ADDED TOGETHER ...**


[illegible]




**PoolBuilders** In Tampa, FL

[I am looking for](#) **Pool Builders** in **Tampa, FL**


[Facebook](#) [Twitter](#) [Google+](#) [LinkedIn](#)



**Home Owners**

Save time & money  
Find the right builders


[Learn More](#)



**Pool Builders**

Get more customers  
Build more pools

[Learn More](#)



**POOL DOCTOR**  
Serving Tampa Bay for 22 years.  
Florida State License #0000000001

[Pool Doctor](#)

**Home Owners GET 2.5% CASH BACK**

[Learn More](#)

**Pool Builders in other Florida cities**

Pool Builders in Miami  
Pool Builders in Orlando  
Pool Builders in Sarasota  
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Pool Builders in Sarasota  
Pool Builders in West Palm Beach  
Pool Builders in Miami  
Pool Builders in Orlando  
Pool Builders in Sarasota  
Pool Builders in West Palm Beach

[View All \(24 Results\)](#)

**Popular Pool Builders in Tampa, FL**

**Pool Pools**  
Pool and Deck Renovation

**ULTRA CUSTOM**  
Pools & Spas

**LARSEN'S POOL & SPA**

**Landmark Pools**

**Pool Pools of Florida**


**Ultra Custom Group**

**Trendsetter Pools**


**Larsen's Pools**

**Landmark Pools**


**Pool Products**



United Chemical Inc. More Products: Maxima, Max, Intermix, Pool Chemical, S-Balton



United Chemical Inc. More Products: Maxima, Max, Intermix, Pool Chemical, S-Balton






United Chemical Inc. More Products: Maxima, Max, Intermix, Pool Chemical, S-Balton

**Reviews of other Pool Companies in Tampa, FL**

Landmark Pools Reviews  
Landmark Pools Reviews  
Landmark Pools Reviews  
Landmark Pools Reviews  
Landmark Pools Reviews  
Landmark Pools Reviews  
Landmark Pools Reviews  
Landmark Pools Reviews  
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Landmark Pools Reviews

[View All \(24 Results\)](#)

**ADVERTISE | FAQ | BLOG | ABOUT | CONTACT**

**CPCL 1457072**

FLORIDA STATE LICENSED

**Professional Pool Contractor**

**HP 1457072**

FLORIDA STATE LICENSED

**Professional Pool Contractor**

**CASH BACK 2.5%**

**PoolBuilders**

REGULATORS | TERMS & CONDITIONS | PRIVACY



 In Tampa, FL

10271-10275 • J. Neurosci., September 24, 2008 • 28(39):10271–10275

I am looking for **Pool Builders** in **Tampa, FL**








Ⓢ Teaching and Communication in the Classroom, H

**Travertine Pavers Clearance**

- **Material Type:** 4' x 8', 4' x 12' Travertine Brick Pavers
- **Color / Grade:** Light Walnut / Premium Select
- **Thickness:** 1 3/4" as low as
- **In Stock:** 5,000 sqft **\$1.89** /sqft

**767A BAT EXPRESS MOFFETT**

**1 PALLET / CRATE UP TO 20 MILES**

Moffett Pickup / Delivery **\$88.00**

Same Day Service Available! Contact us!

• Reliable • Punctual • Affordable



[Tennessee Wildlife Dept Unleashes Pictures](#)



100%



...the ...

Upload Your Pictures



Copyright Clearance Center, Inc.



— *Journal of the American Medical Association*



— *Quercus pubescens* Ehrh.

1. [Go to the top of the page](#)

Phred Phredette & his friends from his class

[Good Builders in Miami](#)  
[Good Builders in Orlando](#)  
[Good Builders in Sacramento](#)  
[Good Builders in West Palm Beach](#)  
[Good Builders in Miami](#)  
[Good Builders in Orlando](#)  
[Good Builders in Sacramento](#)  
[Good Builders in West Palm Beach](#)  
[Good Builders in Miami](#)  
[Good Builders in Orlando](#)  
[Good Builders in Sacramento](#)

- Paul Rudolph in Miami
- Paul Rudolph in Orlando
- Paul Rudolph in Sarasota
- Paul Rudolph in West Palm Beach
- Paul Rudolph in Miami
- Paul Rudolph in Orlando
- Paul Rudolph in Sarasota
- Paul Rudolph in West Palm Beach
- Paul Rudolph in Miami
- Paul Rudolph in Orlando
- Paul Rudolph in Sarasota

• [Email Us](#)

• **Investment decisions**

5. How do I find the right Final Builder for my project?
6. How much does a run cost?
7. Which agent shows in the test table?
8. Where to buy a good fence?
9. Are Final Builders safe?
10. How do I find the right Final Builder for my project?
11. How much does a run cost?
12. Which agent shows in the test table?
13. Where to buy a good fence?

Post your Article for **FREE**

### 8.3 Effect of $\alpha$

Visit [www.pearsoned.com](http://www.pearsoned.com) to review your offer.

[Florida Pool Builders: Get Your License Verification Status](#)



Enter your PL License ID#

1

La. CP#1453072

[Create My Button](#)

**TABLE 9**

- |                |            |                 |               |
|----------------|------------|-----------------|---------------|
| * NAME         | * SURVEY   | * POST ADDRESS  | * TERM OF USE |
| * HOME ADDRESS | * BLOOD    | * UNIFORM PRICE | * DISCOUNT    |
| * TELEPHONE    | * SEX      | * POST ADDRESS  | * FREQUENCY   |
| * USER ID      | * HEIGHT   | * SET PASSWORD  | * COLOR       |
| * USER         | * LANGUAGE | * SIGN OFF      | * CONTACT     |



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# PoolBuilders

## Home Owners



- Save time & money
- Find the right builder

Learn More

## Pool Builders



- Get more customers
- Build more pools

Learn More



Learn More

## Pool Builders in other Florida cities

Pool Builders in Miami  
Pool Builders in Orlando  
Pool Builders in Sarasota  
Pool Builders in West Palm Beach  
Pool Builders in Miami  
Pool Builders in Orlando  
Pool Builders in Sarasota  
Pool Builders in West Palm Beach  
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Pool Builders in West Palm Beach  
Pool Builders in Miami  
Pool Builders in Orlando  
Pool Builders in Sarasota  
Pool Builders in West Palm Beach

1 to 20 of 20 results

1 to 20 of 20 results

## Pool Builder Articles

1. How do I find the right Pool Builder for my project?
2. How much does a new pool cost?
3. Which pool shape is best for kids?
4. Where to buy a pool fence?
5. Are Pool Heaters safe?
6. How do I find the right Pool Builder for my project?
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13. Which pool shape is best for kids?
14. Where to buy a pool fence?

1 to 20 of 20 results

1 to 20 of 20 results

## Featured Listings



## Pool Builder Pictures



## Popular Pool Builders in Tampa, FL



## Pool Products



## Reviews of other Pool Companies in Tampa, FL



1 to 20 of 20 results

1 to 20 of 20 results



Industry Leadership & Authority obtained through highly marketable & brand able Domain Name:



URL: **<http://poolbuilders.in/tampa>**

**[www.PoolBuilders.in/Tampa](http://www.PoolBuilders.in/Tampa)**

- <http://poolbuilders.in/clearwater>
- <http://poolbuilders.in/naples>
- <http://poolbuilders.in/miami>
- ...

- Directory URL:
- <http://poolbuilders.in/florida> (Map / Directory)
  - <http://poolbuilders.in/texas> (Map / Directory)
  - ...





## Company Mission?

- Build a brand that is so dominant that among consumers - whether residential or commercial - Pool Building or Pool Renovation is automatically associated with PoolBuilders.in/<city>, in order to increase market share and secure commission on as many pool construction / renovation projects as possible while contributing to the community by enforcing ethical building practices & licensing / certification standards.

**“Do you want a pool built? Go to Poolbuilders!”**

# **PoolBuilders** in Tampa, FL

I am looking for  in

## Popular Pool Builders in Tampa, FL

**Posh Pools**  
Pool and Deck Renova

• Posh Pools of Florida

**ULTRACUSTOM**  
HOME | OUTDOOR | POOL

• Ultra Custom Group

**TRENDSETTER**  
POOLS

• Trendsetter Pools

**LARSEN'S**  
**POOL & SPA**

• Larsen's Pools

**Landmark Pools, Inc.**

• Landmark Pools



**STONE-MART**



**Stoneline**  
Group LLC

**harmony**  
stone





## Other Bargaining Tools

- Logos, Ads, Banners, Flyers
- Brochures
- Business Cards
- Post Cards
- Websites
- Website Marketing
- Email Campaigns, Hosting etc.



Establish fruitful collaborations with Pool Builders and make arrangements to support their marketing efforts in exchange for letting us cover all of their i.e. travertine deck material needs







**WHAT IS THE PROFIT POTENTIAL?**  
**AND HOW MUCH \$\$\$ CAN WE EVEN MAKE?**



**REVENUE POTENTIAL AND  
POSSIBILITIES ARE ENDLESS...**

## Basic Advertising

- With an advertisement fee of i.e. **\$50 per company per week** for a top 5 spot within a city \* 100 fully booked cities, that's  $\$50 * 5 * 100 * 4 = \textbf{\$100,000.00 / mo}$  profit.

# REVENUE POTENTIAL AND POSSIBILITIES ARE ENDLESS...

## Featured Advertising

- With an advertisement fee of i.e. **\$250 per company per week** for 1 out of 2 featured spots within a city \* 100 fully booked cities,  $\$250 * 2 * 100 * 4 = \textbf{\$200,000.00}$  / mo profit.





# REVENUE POTENTIAL AND POSSIBILITIES ARE ENDLESS...

## Residential Pool Building Sales Commission

- If we can negotiate **2% sales commission** for each lead that converts into a new pool construction sale and if we are able to obtain commission on **10%** of all new in-ground pools sold throughout the US, that's an estimated  $40,000 * 10\% / 12 = 333$  **new pools / mo.** With an average cost of **\$25K** per pool, that's  $\$500 * 333 = \$166,500.00$  **/ mo** profit in residential pool building sales commission alone. **Not including renovations or commercial projects!**



**IF WE ARE ABLE TO CAPTURE  
60% OF MARKET SHARE...**

## **Residential Pool Building Sales Commission**

- If we can negotiate **2% sales commission** for each lead that converts into a new pool construction sale and if we are able to obtain commission on **10%** of all new in-ground pools sold throughout the US, that's an estimated  **$40,000 * 60\% / 12 = 1998$**  new pools / mo. With an average cost of **\$25K** per pool, that's  **$\$500 * 1998 = \$999,000.00$**  / mo profit in residential pool building sales commission alone.  
**Not including renovations or commercial projects!**



# ONCE WE DEVELOP SOME PURCHASING POWER AND INDUSTRY LEADERSHIP...

**We can attend to other profitable builders' needs**

## Material & Equipment



- Concrete
- Flagstone
- Brick stone
- **Travertine**
- Stone Cutting Tools

## Services

- Tree Removal
- Hole Digging
- Sandblasting
- Clean-up
- Pebble / Aqua Tec

## Products

- Pump
- Filter
- Pipes
- Wiring
- LED Lights

**...and focus on other areas of the industry.**



# IF WE DON'T SELL IT ...

Partner with companies such as...




*...has 220 stores.*



## Or we can ...

- Open Pool Builders walk-in locations.
- Possibly combine them with i.e. Travertine Showrooms.
- Set the standards for Travertine Pool Decking.
- Associate Travertine with Pool Builders.
- Attract Home Owners and Pool Builders.
- Provide Home Owners with a true, positive Pool Building experience
- Provide other useful tools for pool builders i.e. job search / staffing





**OR WE CAN DO EASILY DUPLICATE  
THE CONCEPT AND TARGET OTHER  
INDUSTRIES...**

<http://fenceinstallers.in/tampa>

<http://electricians.in/tampa>

<http://contractors.in/tampa>

<http://plumbers.in/tampa>

<http://hvac.in/tampa>

<http://sod.in/tampa>



# FINAL REMARKS 1

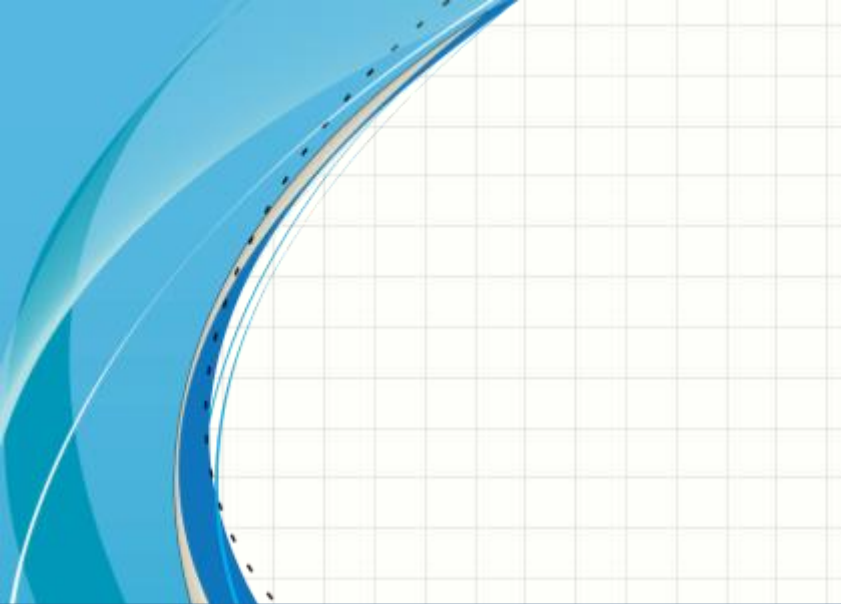
- The more Pool Builders we are able to sign-up, and make sales commission arrangements with, the more pool building market share will be captured eventually.
- Possibly Pool Builders may need to be given the option between lower commission & higher advertisement fees vs. higher commission but lower advertisement fees.
- If cash back is going to be utilized, cash back should be issued by us opposed to the builder and the time it took the pool building company to issue us the commission / cash back for the home owner may be taken into the home owners review / testimonial consideration.



# FINAL REMARKS 2

**How does the community benefit from this?**

- Less scams & rip-offs due to licensing enforcement
- Pool Builders are more likely to do a good job when their reputation is on the line
- Therefore customers referred to via PoolBuilders.in are more likely to receive top service
- Much less time spent by home owners researching and finding the proper Pool Building / Renovation company



 **PoolBuilders**

*... Lets Dance*

