



*a passion for splashin'®*



## ABOUT US: THE PREMIER STORY

Since 1988, Premier Pools & Spas founding philosophy has remained: offer the customer the best possible service, selection, quality and value.

This same philosophy has led Premier Pools & Spas to be the largest and one of the fastest growing pool companies in the U.S., having built over 78,000 dream backyards... and still counting!



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## ABOUT US: OUR VALUES



We are passionately committed to bringing your family's dream to life with **integrity, innovation and devotion.**



### INTEGRITY

100% honest, 100% of the time.



### WORK ETHIC

Give your customers, your company and your co-workers maximum effort... everyday.



### TEAM PLAYER

Support and work together with everyone within the organization.



### ACCOUNTABILITY

Acknowledge your mistakes, learn from them and commit to ensuring the same mistakes do not reoccur.



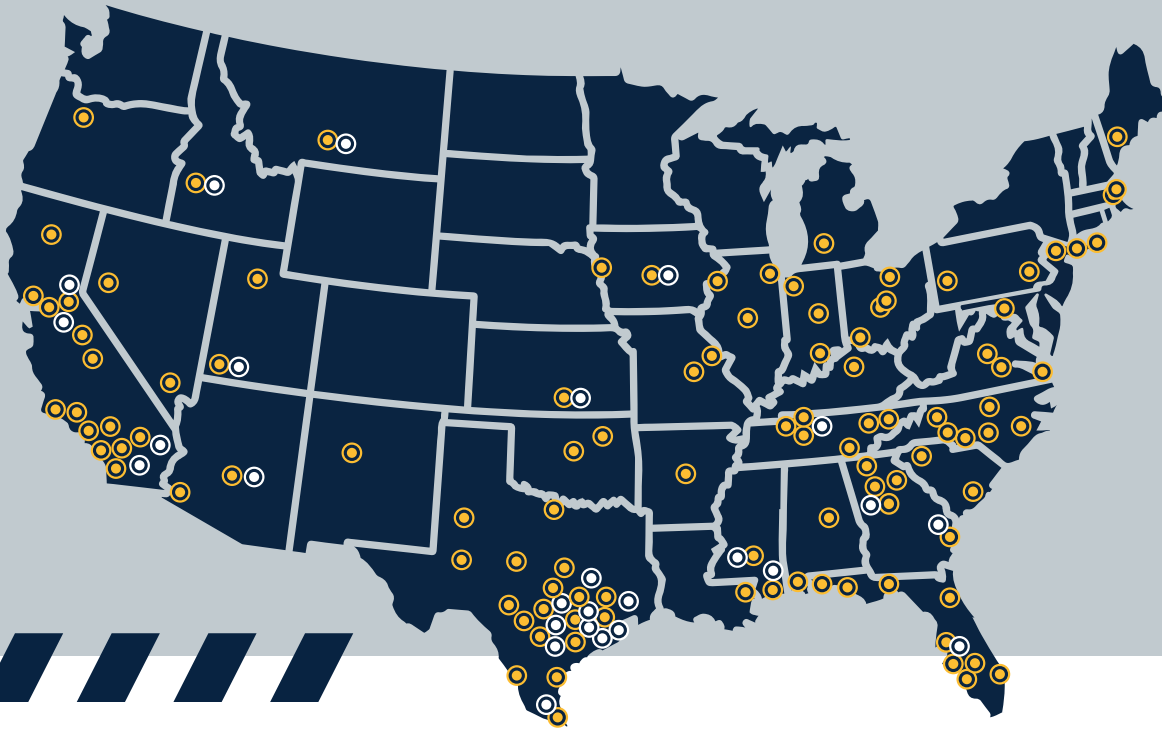
### QUALITY OF WORK

Ensure that your work is completed promptly and void of error.

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## ABOUT US: LOCATIONS NATIONWIDE



Each franchise is independently owned and operated.

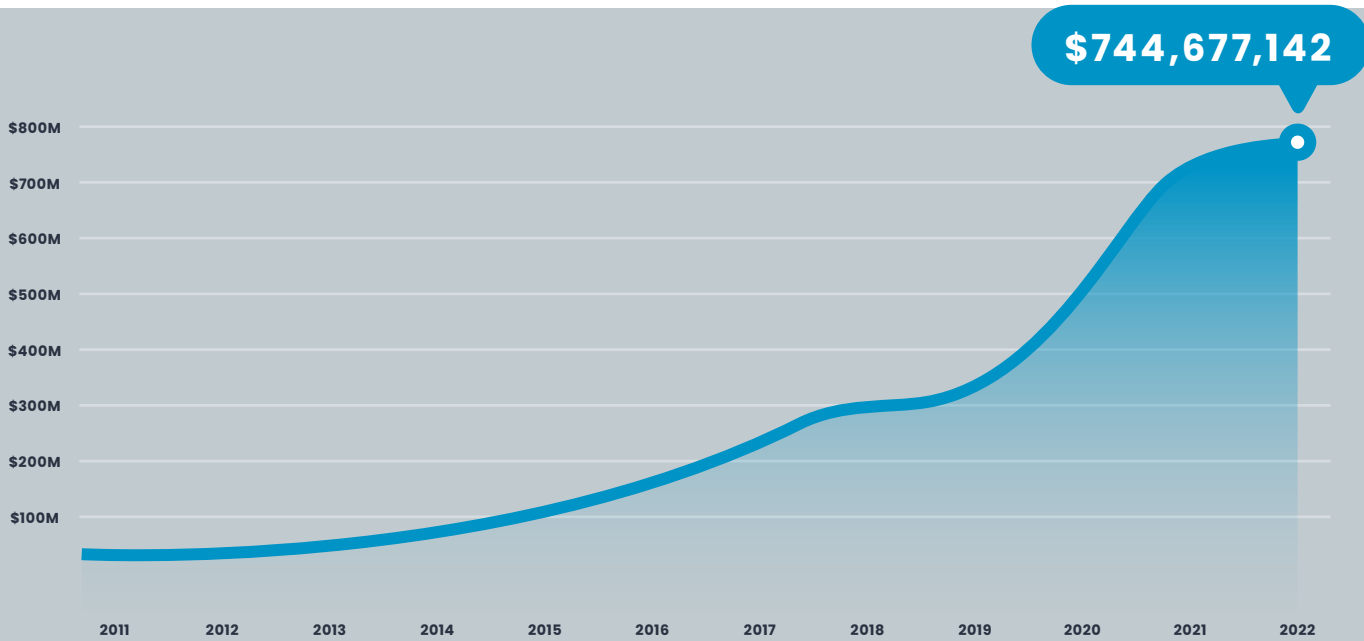
Premier Franchise Management has built over 80,000 pools nationwide. Our size gives us tremendous buying power, which means the best prices for you. And we pride ourselves on being a nationwide company with the kind of thoughtful customer service you'd expect from a family-owned business.

- Premier Pools & Spas
- Premier Pool Service

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## ABOUT US: CONTINUED SUCCESS



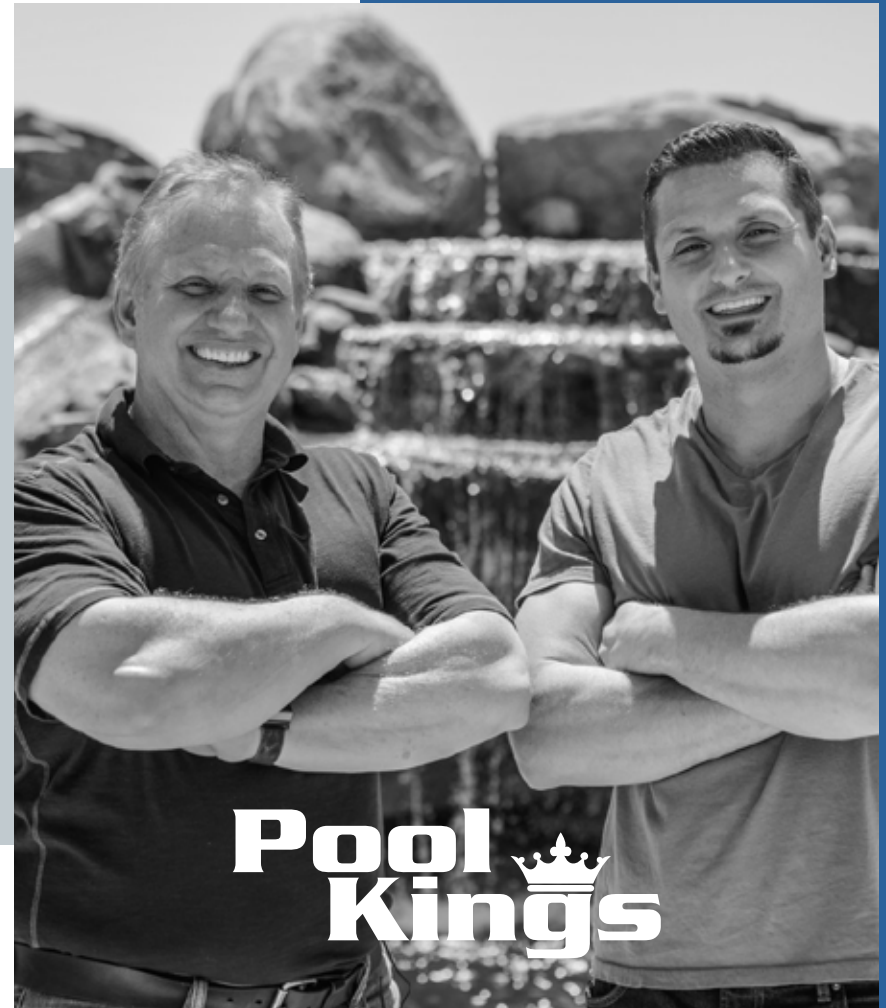
Since 1988 our philosophy has been to value our customers through excellent service and quality selection.

That's why we're the world's leading pool-building franchise!



## ACCOLADES & REFERENCES: PREMIER IN THE MEDIA

Premier Pools & Spas was selected by DIY Network to host their hit TV show, Pool Kings, due to the size and experience of our company. Our founder Paul Porter and his son Brian hosted for two seasons, showcasing the incredible talent we have at the numerous franchise locations within our organization. From lazy rivers and grottos to infinity edges and acrylic panels, we have been able demonstrate both the skill and creativity of our teams and prove there are no limits to what we can accomplish together. Be sure to check local listings for show times.

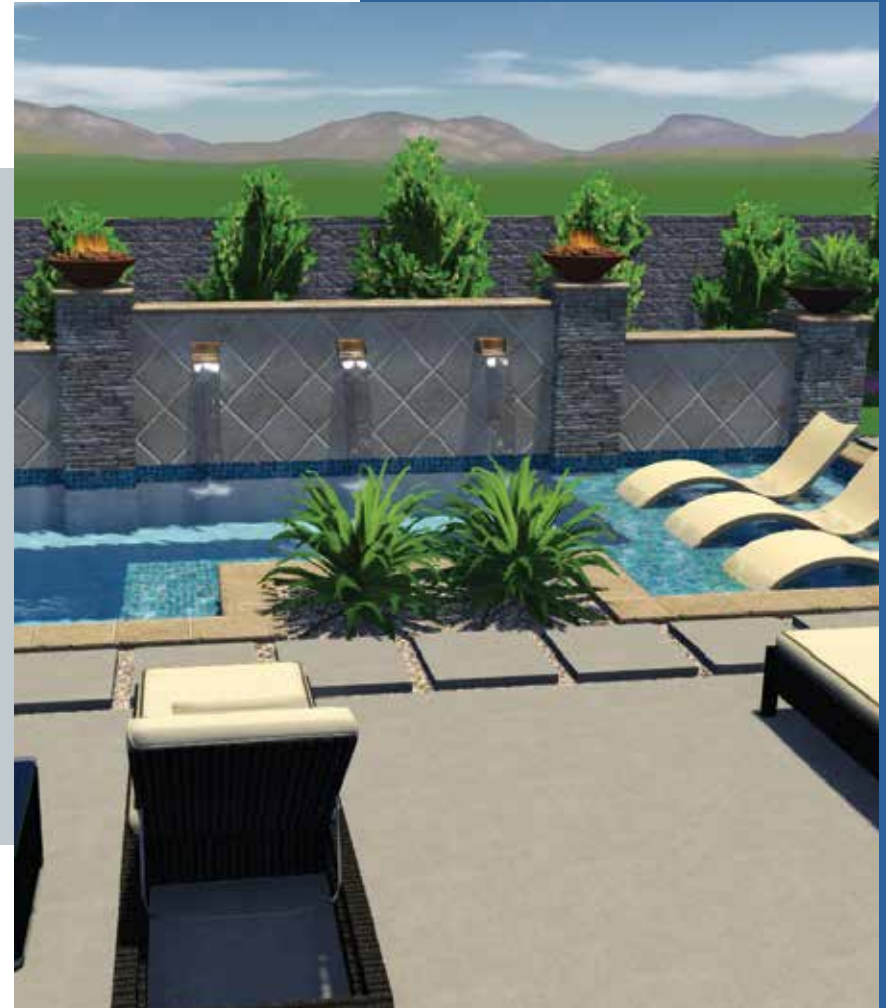




## THE BUILDING PROCESS: DESIGN

This is the fun part! A Premier Pools & Spas design expert will help you to determine the pool design that not only complements your yard and home, but best suits your lifestyle.

- A 3D or hand-drawn design is presented to help you visualize your new backyard.
- The design brief clearly explains goals, needs and any design elements that have to be part of the final product.
- We make sure to include all options for you to look at, including amenities like an outdoor kitchen, a BBQ, a fireplace, and other landscaping elements.

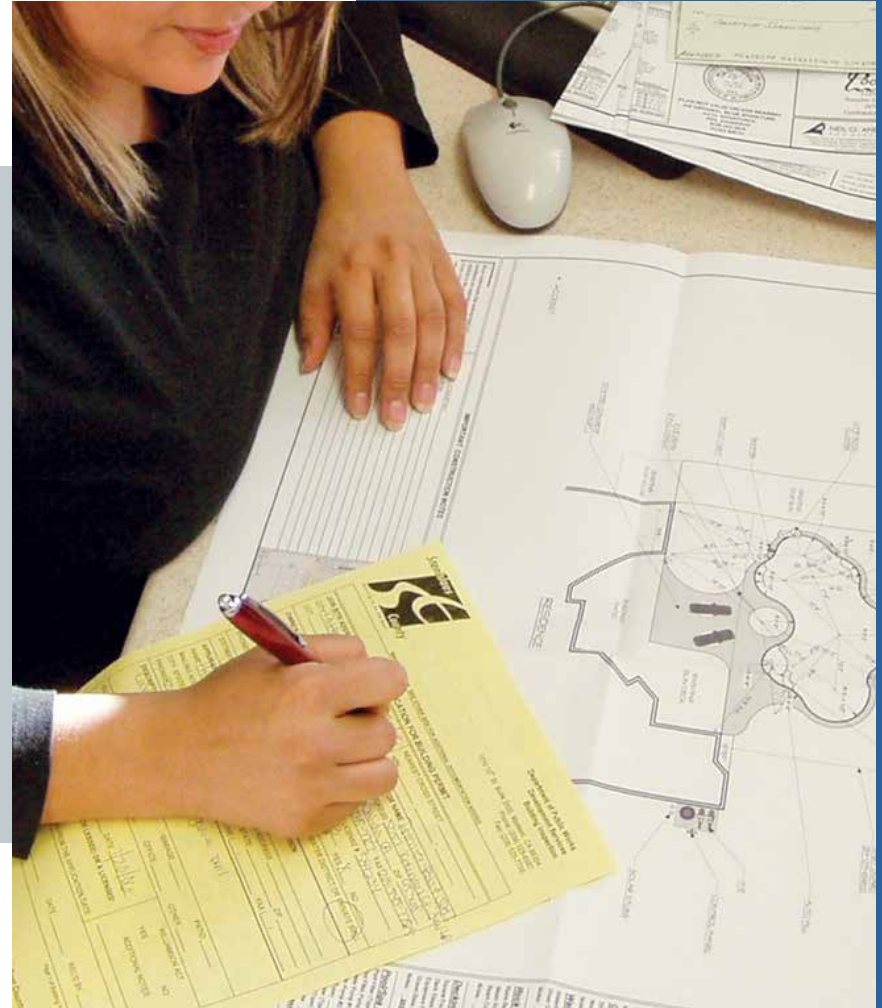




## THE BUILDING PROCESS: PERMIT PROCESS

We take care of all the groundwork—obtaining pool permits, electrical permits, plans or any applications needed by your local jurisdiction.

- Comprehensive plans are submitted with all information required by governing municipality.
- Local service providers are alerted prior to excavation to ensure that underground utilities are not disturbed.







## THE BUILDING PROCESS: LAYOUT

Once the permit is approved, our crews will do a precise layout ensures that your new pool is built per your approved construction plans. Once you approve the location, we are ready to dig!

- Your pool design is painted on the ground, allowing you to better visualize the shape and position of your pool in your yard.
- This gives you the ability to make design and pool location changes prior to excavation.
- Pool elevation, or height, is established to ensure proper water drainage.





## THE BUILDING PROCESS: EXCAVATION

The excavation equipment is brought in and the digging begins. This is an exciting part of the building process as your pool begins to take shape.

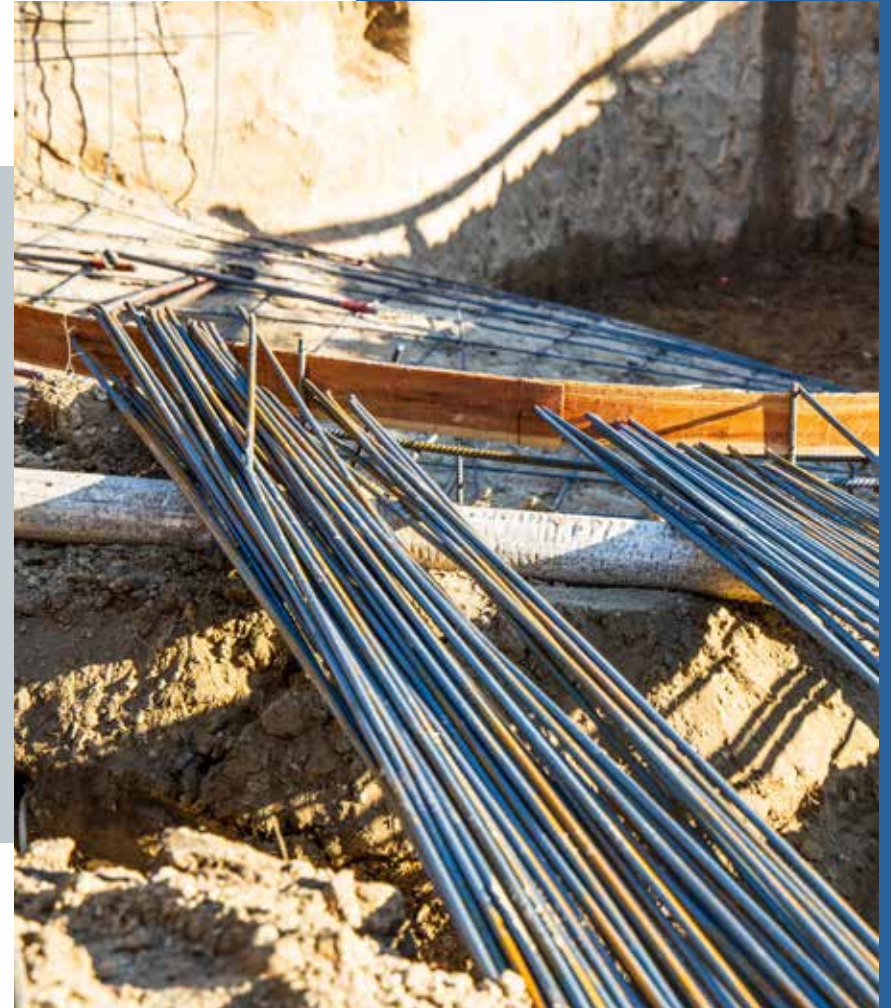
- Excavation equipment to fit almost any size access.
- An excavator, skidsteer, or combination of both are typically used to excavate the swimming pool.
- Your pool is hand contoured to ensure a smooth transition from your vertical walls and radius coves to the floor of your pool.
- Our digging crews specialize in swimming pool excavation.





## THE BUILDING PROCESS: STEEL

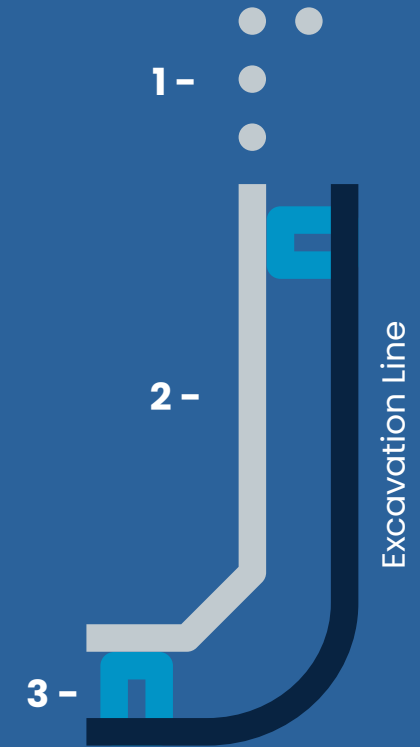
Our steel crews place heavily reinforced steel rebar inside the newly excavated pool at the bottom, sides, and top and wrap it around the perimeter of the structure to create what is called the bond beam.





## THE BUILDING PROCESS: STEEL

1. A 4-bar bond beam, using 1/2" steel will be installed at the perimeter of your pool to increase the strength at the top of the structure. We add more steel than an industry standard pool structure, exceeding building code requirements.
2. Increased steel added to the walls and floors of the pool offers protection from expansive soil conditions on the outside and water pressure from the inside.
3. Concrete dobie blocks for spacers are used in the bottom and sides, providing a thicker, sturdier pool structure.



**Premier Pools & Spas**  
4-Bar Bond Beam



**Industry Standard**  
3-Bar Bond Beam



## THE BUILDING PROCESS: PLUMBING

Plumbing crews will install plumbing and equipment to efficiently circulate and clean your pool water.

- When appropriate, two 45-degree elbows are used instead to increase water flow.
- Split main drains covered with anti-syphon drain covers provide safety for your family.
- Larger suction lines come as a standard measure to ensure a quieter, more efficient pumping procedure.
- Main drain and skimmer suction lines are plumbed and valved separately.
- A hose bib is installed at the equipment pad for draining the pool during heavy rainfall.
- All plumbing lines are under pressure throughout construction to ensure there are no leaks.





## THE BUILDING PROCESS: PLUMBING



45° Pipe



Sweep



90° Pipe

**Premier Plumbing**



**Premier Standard**  
3" PVC, 7.07 sq. in.  
140 gpm\*, 125% larger  
\*for large projects

**Premier Standard**  
2.5" PVC, 4.91 sq. in.  
80 gpm\*, 56% larger

**Industry Standard**  
2" PVC, 3.14 sq. in.  
55 gpm\*

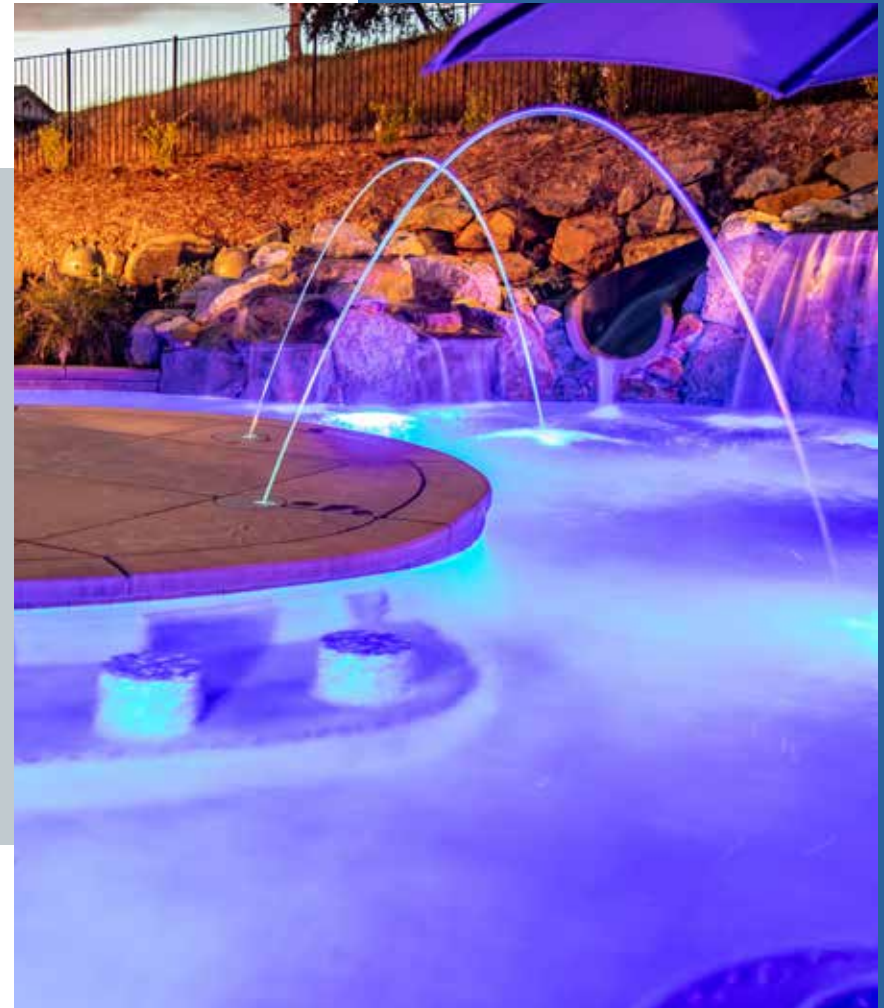
Gallons Per Minute (gpm), \*based on 6 feet per second maximum water flow.



## THE BUILDING PROCESS: ELECTRICAL

Our experienced electricians will install your underground wiring, lights, and power your equipment.

- A power panel is installed at your equipment pad, providing electricity to pool pumps and lights.
- All electrical is installed per local codes and requirements.
- GFI protected outlet is added for homeowner's safety.





## THE BUILDING PROCESS: GUNITE

The shell of your pool is made of a concrete mixture called gunite. Using high pressure, the gunite is blown on, forming a tight bond around the steel rebar structure.

- Our nozzlemen are experts in pool gunite application.
- We use a rich mixture of concrete and sand, providing additional structural strength to your pool.
- We shoot from the ground up. Rebound, or loose material, that doesn't stick to the surface after application is removed to ensure structural stability.
- Specialized gunite trucks are used to ensure equal mixing. Sand and cement are kept separate until right before application, creating the strongest material when applied.







## THE BUILDING PROCESS: SHOTCRETE

The shell of your pool is made of a concrete mixture called shotcrete. Using high pressure, the shotcrete is blown on, forming a tight bond around the steel rebar structure.

- We shoot shotcrete at a higher PSI than the industry standard.
- It is ordered from a cement plant to ensure mixture and quality.
- The shotcrete has rocks in the mix to provide added strength.





## THE BUILDING PROCESS: VINYL LINER

Vinyl Liners are typically the least expensive to maintain and have the lowest initial cost as compared to other types of inground pools.

- Customizable shape and size: there are no limitations of length, width, and depth of vinyl liner pools.
- Durable and flexible material: durability possibly is the best feature of vinyl liner pools. Vinyl offers a very forgiving structure, while maintaining a high level of quality. There are an abundance of design options, colors and array of patterns to choose from. With proper maintenance it can last for 20 years.





## THE BUILDING PROCESS: VINYL LINER

Vinyl Pools consist of multiple components, including wall panels, adjustable turnbuckle braces, steps that are engineered as ready-to-assemble kits designed to fit together.

The steel we use is the highest quality G-235, triple bend, zinc coated to withstand extreme conditions guaranteed with a limited lifetime transferable warranty.

Vinyl installation is very quick and predictable in nature, we typically can tell when construction will start and finish. You can build any shape and size and have tighter radius corners for those difficult projects. Steel wall pools can be backfilled easily with or with out water and can always be expanded.





## THE BUILDING PROCESS: VINYL LINER

Concrete vinyl liner pools are constructed with 10" thick concrete walls. A concrete vinyl liner adds value to any lifestyle, and can be customized to fit any size, shape or depth. Concrete will not rot, mold or deteriorate, and has the strength, durability, and energy-efficiency to make it an environmentally friendly material.





## THE BUILDING PROCESS: TILE, ROCK & MASONRY

Our talented design team can artistically recreate waterfalls, decorative installations, mosaic effects and more to create a custom and soothing backyard environment for you.





## THE BUILDING PROCESS: DECKING

Decking is an important part of your backyard design, as it frames and accents the pool. The addition of a swimming pool dramatically enhances your outdoor living space, in addition to providing a wonderful area around the swimming pool.

- Strategically placed expansion joints are used in our concrete decking to reduce stress fractures.
- Due to soil conditions, many locations install paver decking.





## THE BUILDING PROCESS: EQUIPMENT

Premier Pools & Spas uses the highest quality and most energy efficient pool equipment – Jandy Pool Products. Because of our size and buying power, we are able to secure the best warranties in our industry.

- We install top of the line pumps, which have the largest pump basket capacity. They are designed for quiet and energy efficient operation.
- Often, an energy efficient LED light is included in your pool package, using 90% less energy than tradition pool lighting.



Premier's straight-line plumbing system with sweeps dramatically improved water circulation.



## THE BUILDING PROCESS: CLEAN-UP

At the end of the construction process, our conscientious clean-up crew ensures that no debris or construction material is left behind in your backyard or driveway.







## THE BUILDING PROCESS: INTERIOR FINISH

Your pool is covered with the highest quality interior finish that seals, protects and enhances the look of your pool. Our applicators are the best in their field, and you can be sure that your interior finish will last for years to come.





## POOL MAINTENANCE: POOL SCHOOL

Now that your pool is complete, a dedicated staff member will explain the features, benefits, and maintenance instructions for your pool equipment.

- Equipment is turned on and start-up chemicals are added after your pool is full.
- A complete customer orientation is given on pool operation and chemical maintenance.
- A customer service performance evaluation is given out to provide feedback on your experience. We are committed to providing an excellent product and service and share this feedback with our whole team.





## POOL MAINTENANCE: PREMIER POOL SERVICE

A swimming pool is a large investment for both your family and your property. As such, we want to be your trusted partner for not just the construction, but also for the ongoing care and maintenance of your backyard pool project. Doing so will ensure that your investment remains well-protected.

Premier Pools & Spas built the pool, and we hope you will also consider allowing Premier Pool Service to maintain the project and continue to serve you and your family. From regular weekly pool service and filter cleans to warranty calls, we are here to provide any services you may need.

Not all Premier Pools & Spas locations have access to a Premier Pool Service franchise. Please ask your local representative for more information.





## POOL MAINTENANCE: WARRANTY

Our warranty department provides you with the security of knowing you're going to experience the same quality service you received throughout the building process. Plus, our strong relationship with our trade partners allows us to offer the longest and most comprehensive warranties in the industry. Our goal is to provide you with excellent customer service before, during and after your project is completed.





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