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69

features

- 22 AQUA CHOICE AWARD** **By Scott Webb**
A glass natatorium surrounds a long, narrow fiberglass pool in North Carolina.
- 45 THE DEALER'S LITTLE HELPER** **By Scott Webb**
APCs are helpful around the pool and to a retailer's bottom line.
- 61 CALMING INFLUENCE** **By Mike Popke**
Research is lending support to the notion that warm water does a body good.
- 69 UNDER CONSTRUCTION** **By Jenna Danninger**
Renovations offer builders an opportunity to expand their businesses.
- 74 A FAREWELL TO THE AQUA 100** **By Barrett Kilmer**
AQUA lowers the curtain on the venerable AQUA 100 program after 21 years.



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UNDER CONSTRUCTION

THE RENOVATION MARKET
OFFERS BUILDERS AN OPPORTUNITY
TO EXPAND THEIR BUSINESSES

By JENNA DANNINGER

The past year and a half has brought some major changes in the pool and spa industry, including the growing popularity of renovations. AQUA spoke with a couple of builders to get a better understanding of the role renovations play in the market and how the industry is adapting.

Island Pools & Spas | Edgartown, Mass.

Ted Rosbeck, owner of Island Pools & Spas, helped build this pool nearly 20 years ago, back when his father was running the company. He says he's beginning to notice that many renovation calls are coming from Island's original customers.

"Our first generation of pools are about 20 to 30 years old," Rosbeck says, "and they are starting to turn over. It's

interesting to be rebuilding pools because we're a small market here on Martha's Vineyard and the competition has become a lot more difficult on each pool bid. Fortunately, we like to stand by our product, so we have a good reputation and history when it comes to new pools."

Rosbeck says the company has been looking to increase renovation jobs since new builds are slightly down, and he's finding that rather than straight replastering, he's more or less rebuilding entire pools.

"We went into this project and found that their pool was starting to have some issues with the decking and the coping, and it was starting to get a little older so they wanted to do something different. We were going to just replaster and work on the decking, and when we started to do that, we uncovered some more issues.

"We kind of had to change the game plan throughout construction. They were very open to just getting a very good



OUR FIRST GENERATION OF POOLS ARE ABOUT 20 TO 30 YEARS OLD, AND THEY ARE STARTING TO TURN OVER. IT'S INTERESTING TO BE REBUILDING POOLS...



The Island Pools & Spas crew at this home originally thought the pool would only need some new tile or coping and a little decking work. After chipping away at the plaster, they found that it had delaminated from the surface and that they would ultimately need to reshoot the shell. The finished project (above) also features a new multi-colored bluestone deck, baluster fencing and a slightly higher elevation.

finished product that was going to last them another 20 years.”

As Rosbeck began chipping away at the old plaster he found that it had delaminated itself from the surface leaving numerous voids, and over time, the voids deteriorated the gunite leaving too many gaps to fix.

“When we uncovered that problem, we went back to the drawing board and thought about what to do next. Our op-

tions were take the whole shell out and start from scratch or, what we decided to do, use the shell because it was intact enough that it would remain and wasn't going to deteriorate further.”

The crew decided to basically use the old shell as a form, and they shot a new shell, leaving the clients with a 4-inch loss. “We didn't change the shape of the pool that much,” says Rosbeck, “We switched the [placement] of the

spa so it's a little higher and spills into the pool, so it gives it a nice effect.”

In the end, the clients also went with a multi-color bluestone deck for “something a little different” and brought in a new baluster fence, leaving the project slightly elevated from its original position, as well as allowing access to the waterfront.

Continued on page 72 →