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## Why a Fiberglass Pool?

### THE LOCAL POOL INDUSTRY

In this part of the country (SE Florida), fiberglass pools only account for approximately 3% of all installed residential pools. North of Georgia that percentage increases dramatically until in the mid-west fiberglass pools account for up to 70% of all residential pools.

Fiberglass pools are classed as a high tech product that requires high tech materials, high tech facilities and skilled techniques. Concrete pools are made of a very low tech, ancient mineral-based materials many of which can literally be found on the side of any major highway as road sweepings.

The main reason concrete pools account for 97% of pools in this part of the country are:

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- Highly competitive industry
  - There are many established pool contractors and Gunite suppliers which help drives competition, which in turn helps keep costs down. This means that in this part of the country, the initial cost to install a concrete pool is typically cheaper than a fiberglass pool.
- Native Raw Materials:
  - A number of the raw materials are readily available directly from this part of the state, again helping keep costs competitive.
- Tradition:
  - Concrete is traditionally the material that comes to mind when thinking of constructing a swimming pool, and while it has remained a popular selection for decades, other more modern choices are now available.
- Versatility:
  - Concrete pools can be any shape and any size. This satisfies the small 'custom pool' high-end market who want the pool and any water features custom designed and made.

## A DIRECT COMPARISON: Pros and Cons - Fiberglass Vs Concrete

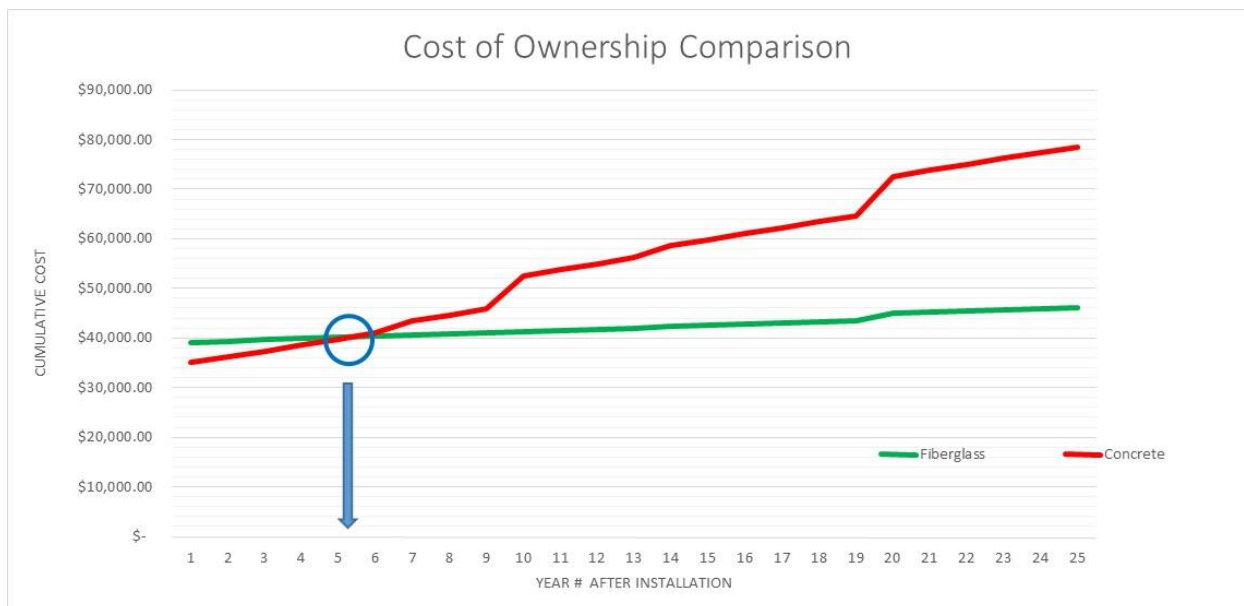
The below table is based upon a popular pool industry blog that illustrates the advantages and disadvantages of both fiberglass and concrete pools.

	Pro	Con
<b>Fiberglass</b>	<b>Low maintenance:</b> The gel coat surface of the fiberglass pool shell is nonporous. This inhibits the growth of algae and reduces the amount of sanitizing chemicals required to maintain the pool.	<b>Limited shapes and designs:</b> Because fiberglass pools are built from a mold, the consumer is limited to the shapes and sizes offered by the various fiberglass pool manufacturers.
	<b>Little or No lifetime cost:</b> 99% of the time there is never any money invested in the shell of fiberglass pools. No vinyl liner to replace and no resurfacing.	<b>No wider than 16':</b> Fiberglass Pools are shipped via the road. Shipping restrictions limit the width of the fiberglass pool shell to 16'.
	<b>Non-abrasive surface:</b> The gel coat surface of fiberglass pools is smooth to the touch.	<b>Higher initial cost:</b> Fiberglass pools are more of an initial investment; usually \$5k more than a large concrete pools.
	<b>Manufactured in controlled environment:</b> Fiberglass pools are built in the controlled climate of a factory.	<b>More complex logistics:</b> Fiberglass pools are a single structure that needs to get to the back yard. Clearance is key otherwise a crane is needed to set the pool in place.
	<b>Quick installation:</b> Because the shells of fiberglass pools are built off site, the installation occurs more rapidly....3-5 weeks on average.	
	<b>Long warranties:</b> Because of the high tech nature and the inert properties of the material, fiberglass pool shells and surfaces come with far superior warranties to concrete pools.	
	<b>Repairs/Leaks:</b> Because fiberglass is very strong, yet flexible, it is rare that fitting crack and leak and almost unheard of for the shell to crack.	
<b>Concrete</b>	<b>As big as you want:</b> Concrete pools can be any size, shape, or depth.	<b>High lifetime cost:</b> Concrete pools will need to be renovated every 10 years. This involves resurfacing and re-tiling the pool at an expense of \$8k-\$15k or much higher depending on the pool.
	<b>More flexibility with design features:</b> Vanishing edges, beach entries, tanning ledges, etc. are all just a sketch away from reality with concrete pools.	<b>More chemical use:</b> Because the surface of concrete pools is very porous, more chemicals and filtration are required to prevent algae. The alkaline pH of the pool shell also constantly raises the pH of the

		water, requiring the frequent adding of acid to counteract the effect.
	<b>Works of art:</b> Concrete Pools can be integrated into design as a literal work of art in the landscape.	<b>More maintenance:</b> Concrete pools also need to be frequently brushed or swept with a pool brush to remove algae from the pores of the plaster or aggregate surface.
		<b>Longer install time:</b> Concrete pools take longer to install.... usually 2-4 months.
		<b>Repair/Leaks:</b> Concrete has no flexibility and both shell and fitting leaks are very common.

## COST OF OWNERSHIP

As explained previously, the initial cost to install **a large fiberglass** shell is typically \$2-5k more than its concrete equivalent. However, it is important to look at the total cost of ownership. This takes in to account the initial installation, the cost to maintain the pool and the cost to keep the pool looking attractive over a long period of time. This is where the true financial advantage of a fiberglass pool shows through.



The graph above shows that the initial premium of a large fiberglass shell (via a traditional contractor model) Vs the cost of a large concrete pool (via a traditional contractor model). **This initial premium is cancelled out by the 5<sup>th</sup> year.** From that point on, the fiberglass pool is cheaper to own than a concrete pool. By the 10<sup>th</sup> year, the concrete pool has cost the homeowner more than \$11k than the fiberglass pool and by the 20<sup>th</sup> year the concrete pool has cost more than \$27k than the fiberglass pool.

The graph below illustrates the cost to install that same fiberglass shell using our revolutionary CAP program. This program means in general that the initial installation costs are now the same, or slightly lower than the concrete equivalent. Therefore, providing you, the pool owner, with a much better product at a better price. A true win for you.

