

## Pricing

### How much does a Leisure pool Cost? – Something for Everyone!

Adding a Leisure pool to your home will bring endless hours of enjoyment and entertainment. Whether your tastes run from simple to sophisticated, or you're spending goals from inexpensive to extravagant, there is a Leisure pool to match your needs. Leisure Pools offers a wide selection of pool and spa models in many sizes, styles and colors.

One of the first questions potential pool owners want to know is: **How much does a Leisure fiberglass pool cost?** This is a very difficult question to answer because the same pool model can be sold to the entry-level, mid-level and high end budget ranges depending on what options are added to the pool project. That being said we will do our best in explaining some general pricing guidelines.

The purchase of a swimming pool is much like the purchase of a vehicle or even a home. With so many options available, price ranges can vary greatly. Just as an average vehicle equipped with a basic package can start around \$20,000, it can quickly cost well over \$30,000 when fully loaded with all the options. The reason most consumers buy vehicles with various upgrade options are that they understand the importance of getting what they want on the front end. They want to make sure their vehicle will provide them comfort, quality, longevity and ease of use. These same principles should also apply when purchasing an inground swimming pool. Picking the right pool with the right options the first time is critical as to ensure maximum enjoyment with minimum maintenance.

The immediate concern for many consumers is the initial cost of the pool; thereby sacrificing low-maintenance, quality, warranty and aesthetics which usually lead to regret. A Leisure pool installation can be as simple as the pool being installed with a basic equipment package and minimum amount of deck to installations that include some or all of the following options to name a few:

- Expansive Decks
- Decorative concrete decking
- L.E.D. or Fiber Optic Lighting
- Salt Chlorine Generators
- Heaters or Heat Pumps
- Automatic Vacuum Cleaners
- Automatic Covers
- Water Features
- Spas
- Security Covers

- Slides
- Landscaping

As you can see there are many options available. When a consumer receives a quote from a Leisure Pools Dealer, the dealer thoroughly examines each option benefits with the homeowner in efforts to both educate and to ensure customer satisfaction.

So to answer the question on how much does a Leisure pool cost; the best we can offer is a range of pricing for small, medium and large pools:

**Small – Low \$20,000 to Low \$30,000 and up**

**Medium – Low \$30,000 to Low \$40,000 and up**

**Large – Low 40,000 to Low \$50,000 and up**

As you can see the price ranges vary quite a bit due to a consumer's needs, wants and budget in purchasing and having a pool installed.

### **How much does a Leisure pool cost compared to a Concrete or Vinyl Pool?**

When considering the cost of a swimming pool you should think about two issues; the initial cost and then the cost of ownership. In many areas of the country the initial cost difference between a Leisure fiberglass pool, concrete and vinyl liner pool varies. There are many regions in the country that the initial cost of a fiberglass pool is less expensive. However, there are also regions of the country where the initial cost of vinyl liner pools and in some cases even concrete pools are less expensive.

As far as fiberglass pools cost of ownership comparison with the other two types of pools, one might expect to find the following:

#### **Vinyl Liner Pools**

Although in some parts of the country the initial cost of a vinyl liner can be less than fiberglass or a concrete pool, its cost of ownership is often much more. With the average life expectancy of the liner to be between 5 and 10 years at best and the average liner replacement cost to be at least \$4,000, one can easily make up any price difference on the first replacement. This combined with the additional chemical costs year to year versus a fiberglass pool makes this type of pool not a good long term investment.

#### **Concrete**

Concrete pools typically cost more initially than both vinyl liner and fiberglass pools in most areas of the country. When one analyzes cost of ownership against a fiberglass pool they will find a huge difference. Concrete pools typically have to be resurfaced every 8 to 12 years at a cost of \$7,000 to \$10,000. There is also a substantial difference each season on chemical and maintenance costs.

### **Why Fiberglass Pools have the lowest cost of ownership?**

- Fiberglass pools use less electricity (up to 30%) and chemicals (up to 70%) than other types of pools which will save you time and money.
- Fiberglass pools are the easiest to maintain. They require little time and effort which should offer you more free time to enjoy with your family.
- Fiberglass pools have a smooth satin surface finish which resists staining and repels bacteria and algae. They do not require expensive acid washes, re-plastering or liner replacements as do other types of pools.
- Fiberglass pools smooth satin surface is more comfortable to swim in and enjoy.
- Fiberglass pools can be installed much faster than other types of pools. The pools are built at a factory to precise specifications and delivered to the job site finished. This allows minimal time for the construction process and results in you being able to enjoy your pool much quicker.

**Whatever your budget, there is a Leisure Pool that will fulfill your dreams and enhance your family's quality of life.**