

Tips For Marketing a Home with a Pool

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Swimming pools!! What is the first thing that comes to your mind? It's beautiful—it's gorgeous! I know who will want to buy it. Or, it's nice, but will it help or hinder the sale. That depends largely on the way it is perceived and presented by you.

You can't hide a pool very successfully, and it verges on a sacrilege to consider doing anything else with it. Obviously the people that had it built contemplated and pondered quite a while before making the decision to invest in a liquid asset. People do not buy pools spontaneously or on a whim. There is a considerable amount of time and thought that goes into purchasing a pool.

The advantages of having a pool are as varied as the people that own them. There are many well-founded reasons that justify the involvement and expense. Quality of life for family and friends, the health benefits gained from swimming, aerobics, and workouts are long lasting. The experience of togetherness, and getting away from it all—you choose your time, day or night. There is also the social entertaining and business activities that take place around a pool. And the list goes on.

A pool makes a statement about the owner's commitment to their family and home, neighbors and community. It's a permanent and continuing center for enjoyment, recreation, relaxation and stress relief.

The uniqueness of a home with a pool raises some considerations in the method of marketing and selling it. The pool must be inviting at all times. When people enter a pool area they have to visualize themselves in a clean, clear, sparkling pool. They can't do that if the pool is covered, dirty, off-color or swamp like. It behooves everyone involved to maintain the pool in good working order. Even in the off-season it should be operational and accessible.

There is a certain amount of mystique and apprehension for those that are unfamiliar with pools. It's foreign to them. To help in eliminating that, and assure peace of mind, it may best serve all parties to have it thoroughly inspected and evaluated. A complete survey of the entire pool, equipment, and surroundings could greatly assist in the sale. It's what the concerned and conscientious buyer will want to have performed. It's no different than having a home or other major purchase inspected.

People can make a more positive decision when they have evaluated the condition of the pool. A complete survey should include:

- The structure; condition, type of construction, integrity, walls, floor, slope, depth, interior finish, etc.
- The equipment; pump, filter, heater, chlorinator, automatic cleaner, diving board, slide, ladder and rails, plumbing and mechanical systems, light an electrical systems, covers, etc.
- The deck and patio areas; material, condition, uniformity, slopes, drains, and surrounding grade, etc.
- The fence; adequate height and spacing, self-closing/latching gates, secure and locked, etc.
- Safety and maintenance equipment must also be evaluated.

There is considerably more to surveying a pool than walking around it saying, “Doesn’t the water look nice?” A pool is a very important, permanent, focal point of the home. It becomes incorporated with the home, the surroundings, and a major part of the total grounds and environment. As such, it commands and deserves special attention.

If you would like a presentation on marketing homes with pools, please call.

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Knowledgeable Advice from an Industry Expert

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