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Central Jersey

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Volume 23, Issue 5

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Swimming in Style

Everything you need to know to have the perfect pool this season

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Inspiring homeowners to create their outdoor oasis

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Swimming in Style

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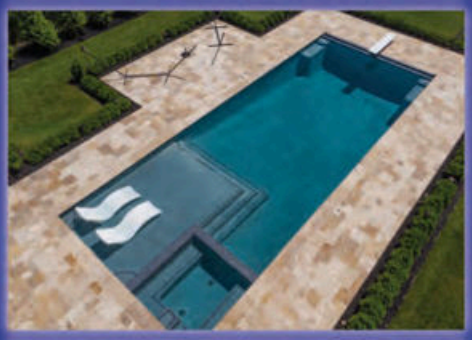
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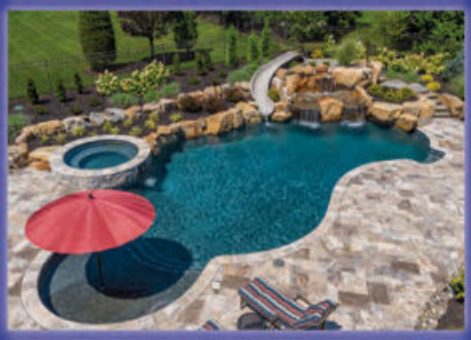
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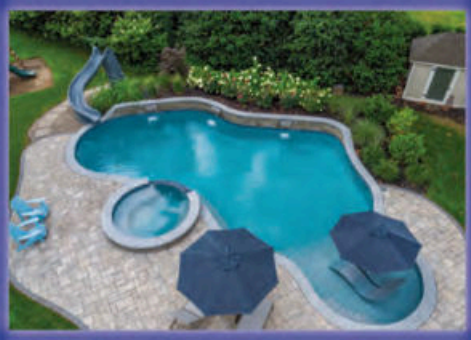


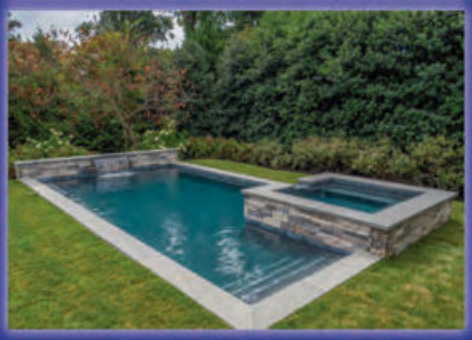


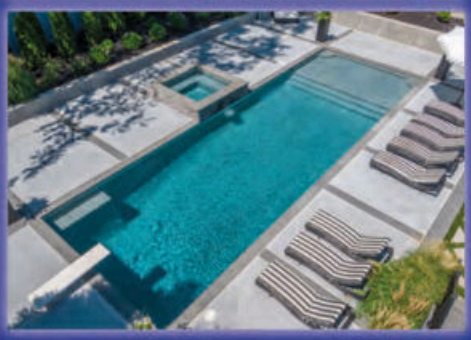


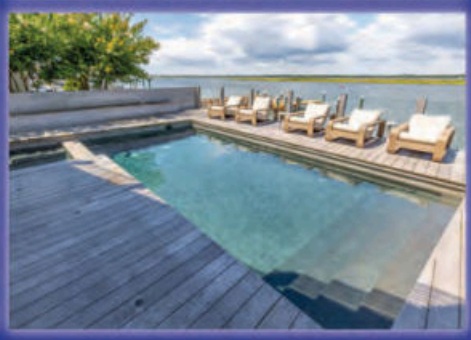












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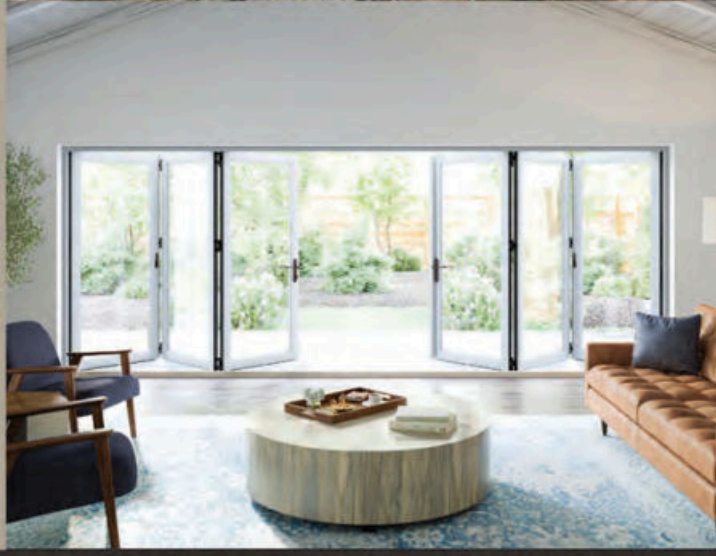
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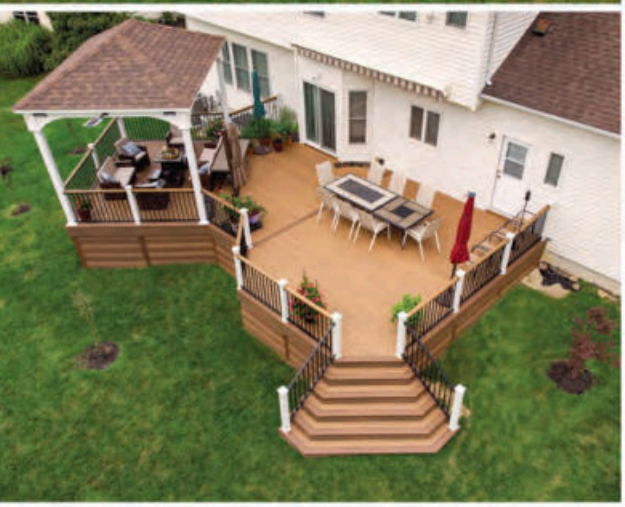
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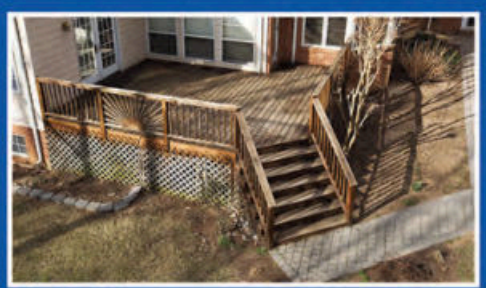


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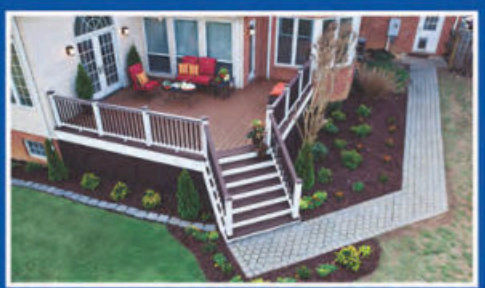
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IN PROGRESS



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PUBLISHER
Edward P. McCartney

EDITOR
Peter Proko

ASSISTANT EDITORS
Matt Cosentino, Madeleine Maccar

CONTRIBUTING WRITERS
Kristen Dowd, Amy Kodrich

CREATIVE DIRECTOR
Hank Alspach

PRODUCTION MANAGER
Brian Mikulski

DESIGNERS
Alex Bianco, Abby Lurty, Lisa Zollinger

ACCOUNTING DIRECTOR
Darlene Versak

SALES DIRECTOR
Lindsay Gonzalez

SALES MANAGER
Jim Romano

NEW BUSINESS DEVELOPER
Chuck McKane

MARKETING CONSULTANTS
Kristine Di Nardo, Rochelle Dodge, Frank Liantonio,
Lori Vorgang, Amy B. Weiss

ACCOUNTANT
Max Haggerty

DIGITAL MEDIA DIRECTOR
Leigh Stuart

PUBLISHER EMERITUS
Bob Doran

EXECUTIVE PARTNERS
Gerry Haggerty, Edward P. McCartney

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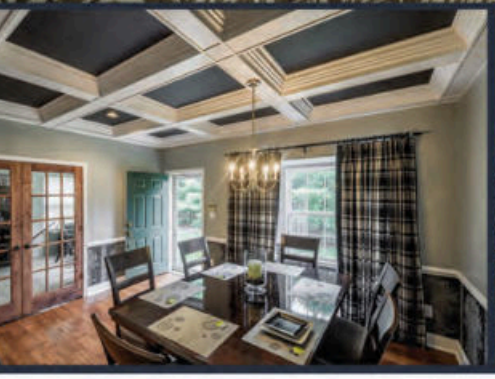
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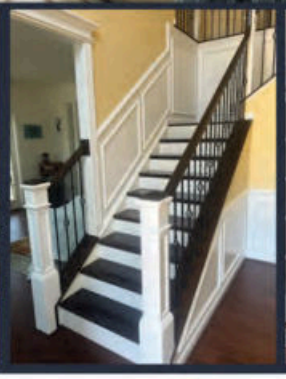


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by **Madeleine Maccar**

Employing a talented team to install premier products has helped **Magnolia Home Remodeling Group** deliver high-quality interior and exterior home-remodeling projects throughout New Jersey for more than 30 years.

Top Quality from Top to Bottom



With an ever-expanding array of available options and today's clients being more tuned into their range of choices than ever, being at the forefront of the construction industry means not only being the best but also supplying the best.

Using materials from the industry's top suppliers is a necessity that Magnolia Home Remodeling Group keenly understands. After all, a company doesn't earn decades of happy, loyal clients without knowing exactly how to deliver the kind of kitchen, bathroom, basement, roofing, siding, window, patio and porch remodels that pack a walloping "Wow!" factor.

"Everybody wants high-quality and low-maintenance products, and there are a lot of options," notes Vic Fiore, who shares the title of Magnolia principal with fellow co-owner Chris Fontana. He explains that James Hardie "is considered to be one of the top brands, along with AZEK," while Ascend Composite Cladding and CertainTeed—all of which Magnolia proudly offers—round out what Fiore refers to as "four of the top brands available today."

While Magnolia can service almost any interior and exterior project from basements to hardscape, now's the time when Fiore says homeowners' thoughts are drifting to outside projects—and is also when they should start scheduling those repairs and remodels to maximize their time savoring the outdoors from the comforts of home.

"As we move into spring and people start focusing on the outside of their house again, siding, decking and outdoor living become their focus," Fiore says. "If they're starting the process of getting quotes, that could take four to six weeks to make a decision, and then when it's time to order the materials, that can take another four to six weeks. If you want to get your house squared away so you can enjoy it throughout the spring and summer, the time to start is March."

He adds that more and more clients are coming to Magnolia with a well-informed vision guiding the kind of work they're looking for. "People today have product knowledge. They know, in some cases, as much as we might about certain products because they've done a lot of research before we enter their home—which helps us!"

Plus, Magnolia's clients tend to be well aware that doing the job right the first time means trusting experienced experts to install those top-notch products that will elevate their home's curb appeal.

"Siding used to be a smaller investment: $15,000, $20,000 and that's it," Fiore recalls. "Now you have homeowners spending a lot more money and understanding the benefits, not only in terms of maintenance but also the added resale value to their homes. I think people today have moved toward higher-end products in most home services and are much more willing to invest significant amounts of money, understanding that they're going to use it and enjoy it, and when it's time to sell the house, the added value is there."

For those whose home-remodeling visions need a little inspiration as they plan their spring projects, Fiore is more than happy to explain the payoff of choosing top-tier construction products. He cites James Hardie's fiber cement siding as an example of an option that's as durable as it is customizable, though there are plenty of outstanding options to suit all kinds of budgets, objectives and tastes.

"The most realistic-looking product is the James Hardie, which is molded to look like wood with different grains, different profiles: It is beautiful, it's architectural, there's a wide selection of colors and customized colors," he says. "There are some other brands that mimic wood shake when having the look of wood is the goal. If you need insulation, then there are products that have some insulation laminated to the material; if you need a heavy amount of insulation, there are products that are vinyl that have up to an inch-and-a-half of foam attached to them."

But even the best materials need to be installed by a skilled expert to ensure they're delivering the long-lasting benefits their manufacturer promises.

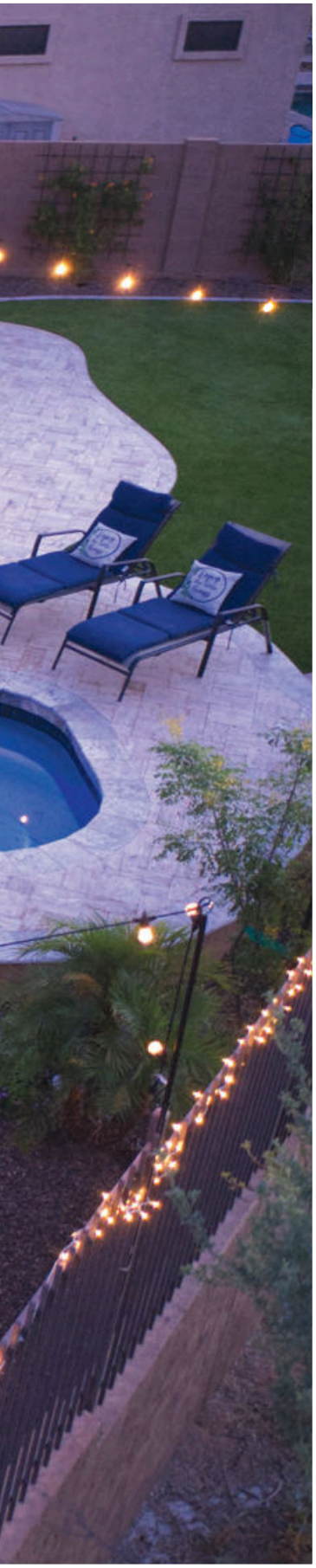
"You can certainly install them wrong and create a crop of negative conditions for the homeowner, so as a company, we're very careful about who's installing what, especially if it's a product that requires a little more know-how," says Fiore.

And that consideration, attention to detail and painstaking care that go into every job is why Magnolia has become the go-to home remodeler for many families up and down the state.

"We want people to feel like they got their money's worth, we want to build relationships where people say, 'When I do my kitchen in two years, I'm going to call you,'" Fiore says. "When people say that to us at the end of the job, or they tell us that they just recommended us to their neighbors, that's the goal." H&H

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SWIMMING IN STYLE

WITH THE RIGHT GUIDANCE, YOU COULD BE ENJOYING LIFE POOLSIDE FOR MANY YEARS TO COME.

BY PETER PROKO

Though it may be hard to recognize after the extremely mild winter we experienced here in the Northeast, spring is in the air. With the flowers in full bloom and the temperatures getting warmer and warmer by the day, we are all looking forward to spending increased time outdoors as we gear ourselves up for the sun-drenched days of summer that won't be far behind.

And while countless folks will enjoy tending to their landscaping or perhaps spending time enjoying a glass of wine on the back deck while watching the sun go down, many others will be eagerly awaiting the return of swim season and the chance to cool off by taking a dip in the pool.

It's no secret that pool ownership skyrocketed during the onset of the pandemic, with homeowners opting to create their own backyard resorts rather than travel on vacation. While the industry has seen that intense demand lessen somewhat, the fact is with each passing year, more and more people are looking to transform their outdoor living space into a staycation destination, and in many cases it all starts with the pool.

But there's a lot to consider and know about pool ownership, and if you're not fully prepared you could find yourself treading water as you desperately search for answers. Luckily, this region is full of skillful pool builders who can guide you through each step of the process, and in turn help make your visions of an outdoor oasis a reality.

We spoke to several industry experts to get some tips and advice on what you need to know to make a real splash this summer, no matter if you're considering a new pool for your yard or are simply looking for ways to enhance your current swimming experience.

SETTLING ON A STYLE

When it comes time to picking out a pool, the first place to start is deciding on what style is right for you between vinyl, fiberglass or concrete. Each one has their pros and cons—and price point for that matter—and what may be appealing to some may not necessarily be so for others.

Vinyl liners, which come in a variety of colors and styles, are by far the least expensive avenue to becoming a pool owner. As a result, vinyl pools remain popular and the advancements made in recent years have only increased their favorability in the marketplace.

But while the cost may be initially lower, depending on several contributing factors, the lifespan of a vinyl liner can vary dramatically and thus may need to be replaced more frequently. That could mean shelling out another $5,000-$6,000 periodically throughout the course of owning the pool.

"The cons of a vinyl pool is the liner is temporary. It could last 15 years or maybe five years," says Scott Payne, dubbed as the chief backyard fun specialist with Scott Payne Custom Pools. "At some point, what happens here in the Northeast with the freeze and thaw is that the liner is going to shift a little bit. And it's going to deteriorate [over time]. The sun's UV rays are going to degredate it and at some point

SWIMMING IN STYLE



you are going to have to replace it."

Meanwhile, fiberglass pools come in preformed shells allowing for a quicker installation process than other styles, with many pools being able to be completed in a just a day's time as opposed to the much lengthier process to install a vinyl or concrete pool.

Derek Blasker, president of (Fiberglass) Pool Designs, says the lifetime structural warranties and relatively low upkeep make fiberglass pools an attractive option for many.

"With a vinyl liner pool, you will always have the concern that you could tear the liner or the liner rots within five to 10 years. With concrete, you need to acid wash, paint, patch and resurface the masonry work. This usually runs at least $15,000 over a 10-year span. With the Latham fiberglass pools we install, you do not touch the surface," he says.

Blasker adds that fiberglass pools are a natural insulator, reducing the energy costs to heat and maintain the pool.

Jon Wilson, director of operations at Ordini's Best Fiberglass Pools, also touts the benefits. "Fiberglass pools are installed in one day, while vinyl and concrete pools can take weeks or months to build. The smooth gelcoat finish of our fiberglass pools are much easier to clean than the rough, porous surface of concrete pools."

With regard to concrete or gunite pools, while they are the most expensive choice for pool owners, they also offer the most customizable options in terms of freeform shapes and added amenities.

"With concrete pools, you can really go from mild to wild in terms of shape. And you could add sundecks, spas, loveseats; it's really only limited to your imagination," says Payne.

Speaking of shapes, the rumors of the death of rectangular pools have been greatly exaggerated, according to Andrew McFarlane, president and owner of California Pools Philadelphia.

"I thought [rectangular pools] were kind of a dead thing, but a lot of our higher-end customers are bringing them back," McFarlane says.

Payne has also seen an uptick in rectangular pools making a strong comeback, saying it's a matter of history repeating itself.

"Twenty-five years ago, people were tired of seeing rectangles and you saw the kidney bean and other freeform shapes, but I'd says we are close to 50-50 between installing rectangular and freeform pools now," he says.

Ultimately, the right shape should be dictated by each individual client's desire. Are they looking for a pool to swim in or is it more of a social gathering place? Do they want a diving pool? What will create a more seamless transition with the rest of the backyard?

"If clients want a clean look, they go with rectangles. And if they want more of the natural resort-type feel, then you see the freeform pools with the rock grottos and waterslides and that sort of stuff," says McFarlane.

A TOUCH OF SALT

Think back to your childhood days spent at the pool and you're likely to invoke memories of the smell of chlorine on your skin and irritated red eyes. And so it's no wonder that the industry has evolved over the years and in doing so has seen salt-generated chlorinator systems become the prevalent choice for pool owners. With benefits ranging from making the water gentler on the skin to reduced maintenance costs, salt systems have become the standard in the industry today.

"Just about every pool I install is saltwater; I haven't probably put in a chlorination pool in five years," says Walter Beyer, owner of Stardust Pools. "There's a lot less upkeep and the temperature doesn't affect it. It could be 105 degrees or 65 degrees; it could be sunny or it could be rainy; your pool is always going to have the same level of chlorine. … As long as the pool is running, it will be crystal clear all the time."

"Salt will also reduce your ownership costs dramatically. Instead of spending $500-$600 a year on chlorine, you might spend $40 a year on salt and achieve the same benefits," says Payne.

But while the salt systems make pools easier to balance and maintain, there can also be some negatives associated. "The upside is that you do not need to play with tablets and powders, the salt will be gentle on your skin, you can open your eyes underwater without the burn, the salt will not bleach anything, and blonde hair will not turn green," says Blasker. "The downside is that the salt will produce an alkaline effect that raises your pH and salt will have an adverse effect on steel railings, ladders, etc."

Also something to take into consideration is that "homeowners like the 'set it and forget it' aspect of a saltwater system, but it is an added expense, and the salt cell requires maintenance and eventually will need to be replaced every handful of years," says Wilson.

And no matter if you have a salt or chlorine pool, maintaining proper water chemistry is crucial. While some DIY-ers may attempt to handle balancing things on their own, it is truly best to get your water tested by a professional to assure you don't cause damage to your pool.

Tracy Bond is the president and owner of Great Valley Pool Service and says at the very least, weekly water testing is recommended. Sometimes even more frequent tests are needed if the pool is heavily used or has been recently built or refinished.

"There are many different things that can impact your water chemistry from the weather to the number of people using the pool to things like pets, pollen, fertilizer drift, grass clippings, etc.," says Bond. "It is important that your water is regularly tested and adjusted to avoid damage that can occur to your pool's finish, to your pool equipment and to ensure that your water is properly sanitized for your bathers to prevent illness. Proper balancing also prevents problems from occurring like algae and cloudy water as well."

And for those who don't have the time to wait in line at the shop, Bond's crew will come to you. "We offer a recurring service where we clean and chemically balance the pool each week. This includes testing and balancing your water; emptying all skimmer and pump baskets; backwashing and cleaning the filter as needed; as well as skimming, brushing and vacuuming the pool," she says.

ENHANCING THE EXPERIENCE

While seeing the kids do cannonballs into the deep end or waking up early each day to swim laps may be a welcomed aspect of owning a pool, these days owners are looking to up the ante with plenty of bells and whistles.

"Maybe someone doesn't have kids and they want their backyard to be a place to gather with other adults for happy hour or dinner, and so they want a sitting area. And perhaps they don't want to have giant waterfalls, but would like to hear the sound of water, so we'll add a couple deck jets so they can hear the water trickle,"

Image courtesy of Scott Payne Custom Pools

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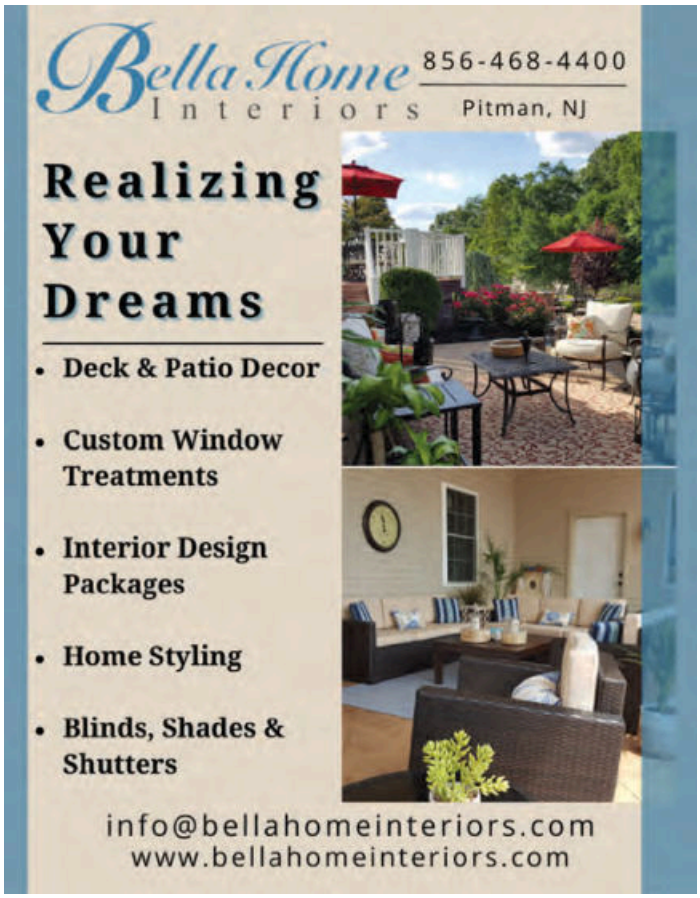
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SWIMMING IN STYLE

McFarlane says. "And then you have other people who say they want to have a water slide and a jumping rock for the kids."

And technology is playing a big part as well. Robotic cleaners, variable speed pumps and LED lighting have become the norm and growing automation capabilities are allowing folks to control many aspects of their pool's upkeep right in the palm of their hand.

"Automation is probably the most popular added element today. [These] systems allow the homeowner to control pumps, lights, heaters, deck jets and other pool accessories from their smart phone," Wilson says.

COVERING THE BASICS

Another area not to be overlooked is whether a mesh or solid safety cover is the right choice for you. Mesh covers—the less expensive of the two options—are lighter, easier to maneuver, but do allow some light and small debris into the pool, although recent advancements have increased their effectiveness in combatting these issues. On the flipside, solid covers do not allow any water, debris or UV light into the pool. This eliminates all algae growth during the winter, so you need less winterizing chemicals and the spring cleanup is easier.

Ultimately, it comes down to the preference of the homeowner on the level of maintenance they wish to take on.

"Solid covers are a little more expensive and there's also a little bit more maintenance involved. You have to manage the water on top of that cover because it's not going to go through it, so you have to maintain a surface pump on there and through the winter you have to make sure the pump is working," says McFarlane.

"The solid covers have a lot of benefits in that the way you close the pool is typically the way you open the pool," says Beyer. "When you have a mesh cover, when the leaves fall off onto the cover and they disintegrate and it rains, that filters through the cover and so the pools don't open up as clear."

Bond cautions that owners of solid covers remain vigilant on keeping an eye on their pumping system to make sure that all of the excess water is being funneled off of the cover.

"Excessive weight will cause the cover to sag," she says. "A saggy safety cover is more likely to fail over time."

No matter what kind of pool you purchase or what extra elements you consider, the key is to do your homework before you put pen to paper on a pricey contract so you feel confident you are hiring the right contractor instead of finding yourself with a money pit in the backyard for years to come.

"No company is perfect, but the difference in contractors is made when an issue arises, and how that contractor handles that issue," says Blasker. "You want a contractor who is going to take your call, present you with a plan and execute upon that plan in a timely manner." H&H

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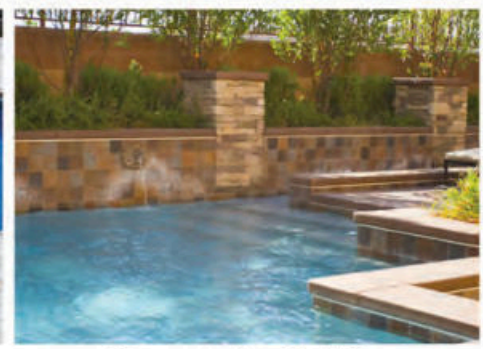
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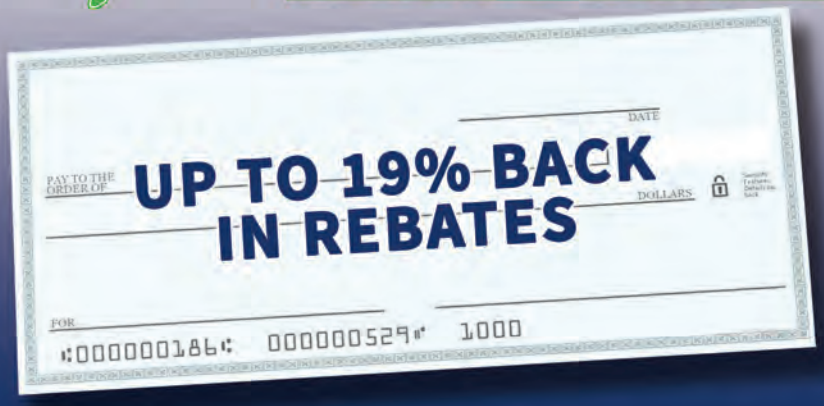
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More Than a Pool

Swim-Mor Pools & Spas elevates backyard atmospheres with quality custom designs

by **Kristen Dowd**

Swim-Mor Pools & Spas partner and general manager Mike McCool recognizes that there is a lot more that goes into a new pool than there used to be.

"The backyard has transformed over the last 10 years or so away from being just 'your yard' and into another room of your home with the same care and detail put into it," McCool says. "Because of this the design of your pool has become more than just a pool but the focus of the outdoor living room. There is a lot of coordination with creating what a customer's backyard haven is going to be."

Fortunately, the family-owned South Jersey business is more than up to the challenge of bringing a customer's backyard pool vision to life. In its 55 years of business, Swim-Mor Pools & Spas has helped to create thousands of backyard paradises throughout the region.

And what's more, they make the process as easy as possible for their customers.

"We're a start-to-finish gunite custom pool company—the design, the build and the service afterward," McCool says. "We have our own crews that handle the work which helps us control quality and makes the process go smoother."

There are six designers at Swim-Mor Pools & Spas who can help guide customers on a new pool design. The company's countless photos and 3D drawings can provide inspiration, and the final design is what best suits the backyard, according to McCool.

"Size, setbacks, elevations. We're here to help you work through that," he says.

Finding the right pool

"The first step is to give us a call. From there we'll set up an appointment to come out to your home," McCool says. "That way we can see all the aspects of the property. What the contours of the yard are. What the access is like. Even the best location based on where the sun rises and sets."

The timeline to get started is largely based on the homeowner and how decisive they are, McCool adds. Once everything is confirmed, things move to contract and Swim-Mor Pools & Spas starts working on permits.

"Time is of the essence. Permits can take from two weeks to several months, all depending on the municipality," McCool says.

Pool popularity

Prior to March 2020, business was strong for Swim-Mor Pools & Spa. That was only boosted when the COVID-19 pandemic hit the region.

"The pool business was never busier than it was in COVID," McCool says. "The lockdowns forced people to stay at home and they immediately focused on the backyard."

Although that business boom has settled down a bit, things are still busy. But pool trends, according to McCool, have held fairly steady.

Hampton-style pools have long been a customer favorite, but equally popular are the freeform designs, which can be customized to fit into any backyard environment.

"Through COVID there have not been many significant changes in the industry," McCool says, "other than the increased popularity of adding more bells and whistles to the pool."

Natural stone is popular for the coping along the pool's edge, McCool says, as well as darker finishes in the pool. A majority of Swim-Mor Pools & Spa customers are using a salt sanitation system and automated controls in their new pools, as well as choosing to add water features—waterfalls, fountains, deck jets and plenty more. The company also offers many in-pool fixtures for lounging—bar stools and benches that can tie into your outdoor kitchen or can run inside the pool, along with table areas, sundecks for your lounge chairs and custom fire features. Color LED lighting packages come with every pool, too.

The majority of customers also choose elements to lengthen their pool-enjoying season, such as heaters and spas. "It will extend your pool season by a few months," McCool says.

Why Swim-Mor Pools & Spas?

Being a local family-owned independent business makes Swim-Mor Pools & Spas a smart choice for customers, according to McCool.

"We're not national. We're not a franchise. And we do not try to sell everything. Our expertise has been building custom gunite pools for 55 years and that's what we focus on," he says.

Save for a few aspects that are legally required to be outsourced to independent licensed contractors, Swim-Mor Pools & Spas uses all of their own crews for the pool construction, which McCool says is unique for the pool business.

In addition to building new pools, Swim-Mor Pools & Spas also specializes in renovating gunite pools. The experienced team can handle everything from your standard renovation of replacing your coping, tile and plaster finish, to adding features such as raised water features, sun decks, and even spas that were not originally built with the pool. McCool says, "Even though your pool may not have originally been built with the more current popular features doesn't mean that Swim-Mor cannot add them now."

The 2023 pool season is already underway for the business, which thanks to the mild winter meant they were able to start construction early. Pool openings and service will ramp up from mid-April to Memorial Day.

But, for those looking to add a pool to their backyard this summer, it's not too late. "We're still building for this year. We're still selling for this summer," McCool says. "But don't waste time. Get in!" **H&H**

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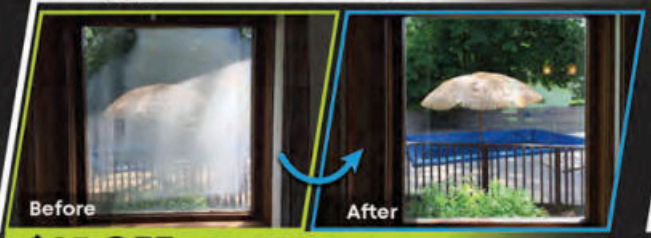
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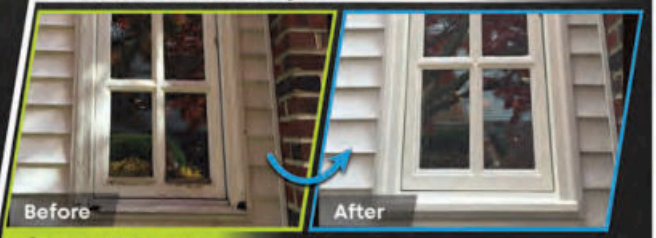
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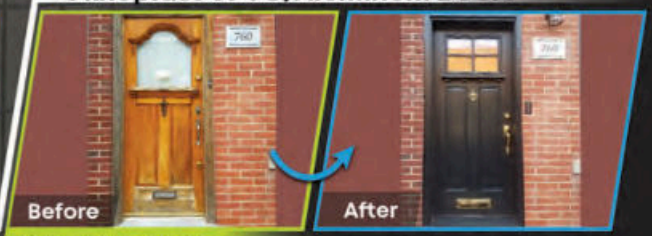
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by **Lindsey Getz**

Set Up Your Space for Summer

At **Sequoia Out Back**, customers can find endless inspiration for their outdoor dreams.



It's safe to say that the pandemic has taught us to appreciate the outdoors even more. While backyard outdoor living areas have been soaring in popularity for years now, for many, the stay-at-home orders and the experience of being stuck indoors for so long have made homeowners absolutely crave these spaces more than ever. They are truly a must-have—a fact that's been increasingly evident at Sequoia Out Back, where owner John Keller says that he's seeing even more people come into the showroom than ever before.

From the moment that homeowners walk through Sequoia Out Back's front doors, the experience is really unlike any other. The 30,000-square-foot showroom has everything you could want for your personal oasis on display so that you can envision it in your own backyard.

When you walk through a typical patio store or a big-box store, items aren't usually set up or paired together the way they would be in your backyard so it can be difficult to visualize your finished space. At Sequoia, you can see an entire outdoor living space the way that you might set it up on your own patio. It inspires so many ideas.

The goal of the showroom has always been to make homeowners feel like they're stepping into a real-life outdoor space. This helps homeowners to make the best choices when it comes to furniture and decking supplies that will work for their own projects.

Pair these gorgeous displays with the knowledgeable and helpful team members who are ready to assist—and homeowners can really appreciate the showroom visit



At Sequoia, you can see an entire outdoor living space the way that you might set it up on your own patio. It inspires so many ideas.

experience. Customers always leave Sequoia with a lot of great ideas and information.

Of course, in general, inventory has been a major issue since the start of the pandemic. Homeowners who have tried to purchase furniture and decking may have noticed limited stock. But Sequoia Out Back has been fortunate to be able to keep a lot of inventory in stock thanks to its relationship with manufacturers and its purchasing power, as well as having a large quantity from the start. Even so, with so many people coming through the doors, now is the time to start planning for the spring while inventory is still available.

After all, before you know it, the weather will be consistently warm, and we'll all be spending even more time outdoors. Homeowners want to make sure their space is ready now!

"The sooner you can start planning, the better," urges Keller. "The number of visitors coming to the store right now is higher than ever for this time of year. It's definitely not too early to start thinking about setting up your outdoor space."

As you start planning, Sequoia Out Back has all of the amenities that you might want to consider. This includes fire pits, patio furniture and all of the material supplies including decking and railing and hardscaping. Sequoia works with all of the leading manufacturers including TimberTech, Wolf, Trex, Zuri and Fiberon—all of whom continue to offer innovative products.

Whether you're a do-it-yourselfer or someone who was sent by their contractor to look for materials, Sequoia's showroom can accommodate everyone.

It's all about making the experience as easy and as enjoyable as possible for homeowners. As the true outdoor living experts, Sequoia and its team are ready to help make homeowners' backyard dreams come true.

"Outdoor living has been a trend for a long time but it's hotter than ever," Keller sums up. "I think we're all ready to start spending more time outside." **H&H**

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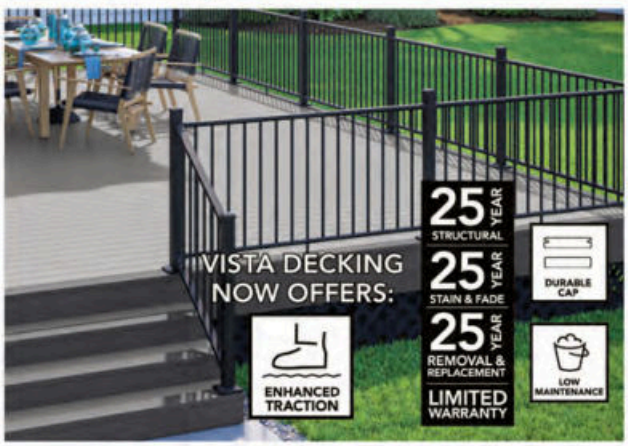
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Two Companies, One Vision

CLC and **The Pool Boss** are proving to homeowners across New Jersey that two is better than one!

by **Madeleine Maccar**

RICHARD CORDING SR. DOESN'T WANT TO TOOT HIS OWN HORN, SO THE OWNER OF CLC LANDSCAPE DESIGN CAREFULLY CONCEDES THAT THE DIFFERENCE BETWEEN AN ORDINARY COMPANY AND AN EXTRAORDINARY ONE STARTS AT THE TOP. A stellar operation, he says, is shaped by leadership's passion, high standards, a willingness to try others' great ideas, and trusting and empowering employees to do what's best for their clients.

"One of our core values is service," Cording says. "Everything revolves around service, and service means we're here to help people. Most people who call our company call us for a backyard design with a swimming pool, and most people don't just want a swimming pool: They may also want a pergola, an updated deck and/or new plants, etc. Our specialty is the design portion because our niche is designing beauty—and we have a saying at our company that 'Great landscapes start with great design ideas.'"



Master Pool Builder Chris Argenziano (left) and Rich Cording Jr., Master of Landscape Design, Columbia University

The Pool Boss' Christopher and Terry Argenziano, who Cording describes as an invaluable extension of the CLC family since 2011, specialize in building deluxe vinyl pools and are considered among the premier pool builders in all of New Jersey. The same great service that Chris has provided to many of the state's most famous clients, such as members of the New York Giants and TV celebrities, is what he gives to each and every client!

"Every job we do has a project manager assigned to it, and the reason Chris loves working with us is because our project managers work hand in hand with their project managers, and everything runs so smoothly," says Cording. "We work together in harmony so the client is getting not only impeccable service but getting it as timely as possible.

"That's why I like to deal with specialists like The Pool Boss: He has his own processes to make sure that the pool is built to the highest standards, and we have our processes in place for both the design and build portions of our company," he continues. "Form follows function: You have to place a pool where it's going to be able to be integrated into the entire landscape, which means designing for things like traffic flow, different amenities, sun and shade, and privacy."

And both Cording and Chris agree: "Our joy comes from helping our clients. We install high-end residential projects in beautiful settings, so our clients get their money's worth with the best design and the best results—and the process is always going to be fun and easy!" H&H

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