



# Pool "Salesman Cheat Sheet & Guide"

- Questions To Ask Your Pool Salesman -

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## **#1 Most Important Question To Ask Your Salesman**

**"What is included with your pool package and what brand are the components (pump, filter, skimmer etc.)?"**

( Ask for a sheet or print out with all of the pool package items as well as what the brand names of these items are.)

*This is a very important question to ask when shopping for your new pool. If all of the pool dealers sold the same brand items in our packages, then we would all be very close if not the same in our prices. The difference in price between us is mostly found in what is included with your pool package and the brands used. Some of the top brand names included in our package are Hayward, Bioguard, and Garden Leisure for example. We choose these brands for their high quality, longevity, and the simple fact that we very rarely see any issues or returns. Our goal is to give you the best product and not have to deal with quality issues just to save money in our package.*

*Also ask questions about the components as well:*

**1) Does the package include a sand, D.E., or cartridge filter?**

*( How much does replacement sand, D.E., or new cartridges cost?)*

*(How often do I need to replace the sand, D.E., or cartridge?)*

**2) Is the liner beaded or overlap?**

*( Beaded liners cost the store more, but are much more visually appealing as you do not see any liner material hanging on the outside of the pool. Beaded liners are also usually thicker and of higher quality)*

*( What is the MIL thickness of the liner?)*

*\*Tip- If a salesman talks about the gauge of their liner then understand that this is not the same as the mil of their liner. For example: Liners measured in MIL are 6-12% thicker than a Gauge designated liner for the same number. A 25 MIL liner is roughly 12% thicker than a 25 Gauge liner. Some stores like to offer their liners in Gauges because it sounds higher in thickness than if they offered them in terms of MIL.*

*To help you understand this here are some measurements in MIL to compare with:*

*Human hair = 2 MIL*

*Standard sheet of paper = 10 MIL*

*Dime = 49 MIL*

## "Does your pool package include anything proprietary?"

*For example each year we have pool owners that come to us that purchased their pool from another store and either had a bad experience after their purchase, just happen to be in our area and stop by for the occasional water test, or live closer to us than where they purchased their pool. Some of these pool owners have chemical feeders on their pools that take "bac pacs" or cartridges that feed the chlorine or minerals into their pool. Quite often we are unable to help these customers because to their surprise, the "bac pacs" or cartridges that the system requires is proprietary to the store that the pool came from. Some stores have a special agreement with the manufacturer/ distributor of their systems to have them custom keyed so that the customer can only buy the replacement items from them, that fit that special feeder. More often than not these customers are upset that they weren't told about these proprietary items when they were purchasing their pool.*



In the next section we will go over some advice about pool installation. This area can be a financial pitfall for consumers out there shopping, so please be thorough and probe your salesman so that your shopping experience stays a positive one.

We will stress this one piece of advice over the next page when discussing the installation of your new pool : **Speak to the store's installer first to get an accurate quote before you put down a deposit or purchase a pool.** We hear a lot of negative buying experiences from pool owners out there that were quoted one price in the store, and then that price changed dramatically on the day of install. Everyone says " Well Id tell them to take their pool back and refund my money". But the reality is that if its hot and humid out, you've been waiting weeks and weeks for your install, and the kids are hounding you, "where's our new pool?"

Most consumers will end up paying the additional costs instead of starting the process over again and further delaying their swimming season. That way of doing business is not by accident. In those situations stores and installers count on your patience being worn thin and caving to hidden costs. We want to help you avoid all of that by helping to educate you.

# Pool Installation:

## "What is included with the installed price ?"

*Trust your instincts here. If your being told that the pool install is \$99 and that seems too good to be true then your instincts are correct. There are only a handful of pool installers in the Greater Rochester and Finger Lakes area and none of them install pools for \$99 dollars. The price you are quoted in the store vs. the installed price will most likely vary depending on where you shop. Here is a small list of key questions to ask about the installer the store is using:*

- 1) Does the installed price include all of the sand, block, and labor to install my pool?**
- 2) How many inches of excavation are included with the installed price and what is the cost per inch for any excavation required above and beyond that price?**
- 3) Does the price include removing the dirt and spoils from the excavation? If not how much to have them removed or relocated on the property?**
- 4) Does the installed price include any travel or fuel charges?**
- 5) Does the price include the electrical work and digging required for the grounding wire that goes around the pool?**
- 6) Does price include filter set up, and building the ladder or steps?**
- 7) Does price include "dishing out" the pool or installing main drains?**

*The purpose of all these install questions is to try and get an idea of the total cost of your pool project. We recommend speaking to the installer directly about your property and installation before even considering putting down a deposit on your new pool. At our store we put you in touch with the installer, and electrician before you buy so that you know exactly what kinds of costs are involved before you spend any of your hard earned money. Unfortunately baiting customers with an unbelievable low pool price followed with a too good to be true install price is common practice in this business. Consumers that fall victim to such practices usually put down their deposit, wait weeks, sometimes even months for their install, and then find the price is significantly higher when install day comes. Our Summers are too short and your money is too hard earned to go through such "bait & switch" schemes, so we inform you in advance on every expected cost when shopping us for your new pool.*

**" What is the warranty coverage on your pool, liner, and package components? Are there any fine print exclusions, or pro-rated terms? Does the warranty coverage include labor and or water replacement costs?"**

*Tip: Ask specifically about the labor coverage and how long that lasts. Ask them their labor rate outside of warranty and if that includes any extra fees for travel and fuel. Also focus on any exclusions or terms that would void the warranty such as chemical neglect or "acts of God". Pool and liner warranties usually carry terms from 25-50+ years but are pro-rated and exclude everything except manufacturing defects, seam separations and such. These warranties do not include labor or the cost of water when an issue occurs. Most times, pool owners are expected to deal with the manufacturer directly when there are issues. We feel very strongly that a customer should not be neglected when something goes wrong and the dealer themselves should do everything in their power to help. That is why we offer the areas only "Krossber Brothers 100% Guarantee" on your filter system, pump, and liner. These are the most common areas that warranty issues can arise so we offer a guarantee that does not cost you any additional expenses up front when purchasing your pool from us. Under our guarantee it doesn't matter if your pump or filter goes 10 years from purchase. When it does, you come to us and get a new one absolutely free. The same goes for your liner. The guarantee details are included in our pool package folder. We want our customers to know that when they commit to us, we commit to them. Its the only way we do business.*



**These are just some helpful questions and points to touch on with your salesman when shopping for a new pool. We will be adding and expanding this guide as time goes on. If you want some more advice or help shopping please don't hesitate to ask. It's our hope that by helping to educate consumer before they buy we will help families out there to know how rewarding pool**

ownership can be. Helping families build wonderful memories in their own back yard is what we are all about.

Thank you for your time and good luck shopping!

Mike Krossber- Co-Owner

Krossber Brothers Pool and Spa  
5984 State Route 96  
Farmington NY 14425  
585-742-3207  
[www.KrossberPools.com](http://www.KrossberPools.com)

