

MY POOL GUY

QUARTERLY NEWSLETTER - SPRING 2023

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## Our New Website

We have totally redone our website at mypoolguy.com.

We had the new site design almost completed when the site was hacked with malware and we had to start all over...ugh.

Fortunately, I had all the pictures saved and we were able to get a basic site going within 24 hours thanks to Jonathan's quick actions.

Within 4 days, I was able to get a good working version in place and we have continued to develop it.

Our site reflects our more streamlined focus on doing the things that are outside the focus of many pool service and construction companies.

- Pool Renovation
- Equipment Repair
- Leak Detection
- Pool/Deck Lifting
- Scale Blasting

2022 was a year of training a lot of new staff members and this year we feel really good that our systems and processes are fully up to speed.

We also have our network of pool service partners listed under the Friends link on the top of our webpage.

## Fair Pricing Policy

Check out our pricing at [mypoolguy.com/common-pricing/](https://mypoolguy.com/common-pricing/)

We believe in making a fair profit and we are not into bashing our competition. There is plenty of room for good players in this industry - but we are seeing some pool companies way overcharging customers these days.

The problem began during Covid and the supply chain crisis. Companies had a hard time getting products, but we still maintained a fair pricing structure, even as many others adopted "surge pricing."

Of course, everyone is free to charge what they wish and our prices are a little higher than some smaller independents. That is OK, but there comes a point at which pricing becomes exorbitant.

We have added a page to our website so you can see what our pricing is on most common repairs and products we sell. Even if you do not end up buying from us, you should take a minute to look at this page to see what we think is fair.

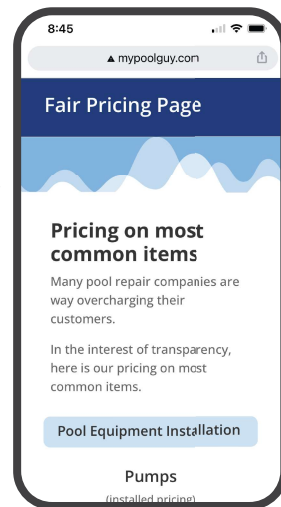
We have a standard markup formula of about 40% on most items. Larger products have lower markups, smaller products have larger markups. This helps cover our overhead costs including trucks, warehouse, office staff, insurance and more.

Can you buy it cheaper on the internet? Yes you can. This is because internet companies often buy it for less than we pay and they drop ship it, avoiding all the overhead costs of a brick and mortar company.

Pool products are way easier to sell than they are to install, both in terms of logistics and in terms of technical knowledge. With everything being web integrated, these items are more than just a "two wire hook 'em up"

Manufacturers also severely limit the warranty on internet purchased items.

See the blue box on the next page for more information.



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#### Pentair IntelliFlo 3

Imagine buying a pool pump and getting a control system for free.

#### Light Up Your Pool World

Great affordable options for adding color LED lighting to your pool.

#### Pool Service Partners

Need weekly service? Check out our list of independent cleaning guys.

## Internet Warranties

If you are buying a pool product on the internet, it is important to understand the limited warranty policy of manufacturers.

### Pentair

Major items which we sell and install (pumps, filters, control systems, heaters) are covered by a full parts and labor warranty of 1-3 years depending on the item.

If these same items are purchased online, Pentair offers just a 60 day limited (parts only) warranty.

### Jandy

Jandy provides a 1-3 year warranty on major equipment.

They prohibit the sale of their trade grade products on the internet and will provide **no warranty** if purchased online.

# Pentair IntelliFlo 3 Pump

Imagine buying a new pump and then getting a web-connected control system included at no additional charge.

Pentair has listened to the industry and to consumers and put everything possible into this pump.

For starters, it is a variable speed pump, which is 92% efficient, which means that it normally pays for itself in energy savings while it is under warranty - three years.

In terms of connectivity, it connects directly to your phone via Bluetooth so you can then connect it via WiFi to the internet and monitor from anywhere

The Pentair Home app can be downloaded to your phone and this allows you to remotely monitor your pump programming, energy consumption and operation. If there are any issues connecting to your wifi, you can reposition the wifi antenna with a simple cable you can get for \$10 on Amazon.

But there is more . . . this pump is offered with an option that allows you to control not just the pump, but also two additional circuits (like a poolsweep or lights or salt system) directly from the Pentair Home app connected to the pump. It can handle on 5A and one 15A circuit.

This is a great option for most standard pools where you need to control the pump, the lights and a poolsweep pump. It is not designed to control spa operation.

The current cost is \$2850 installed plus \$150 for each extra connected circuit. We will install the pump and extra connected circuits, then help you get the app on your phone and show you how to use it.

With standard variable speed pumps costing 2650.00 and control systems costing \$1000 - 2000, this unit is the best value out there.



## Is your pool ready for the swim season?

Our seasonal maintenance program is tailored to your pool. Every six months, we come out and perform the requested maintenance along with a 16 point inspection.

If you are interested, you can call our office and we will send you a seasonal maintenance agreement. You can choose which services you need.

We will put it on a regular schedule and contact you before we come out.

Filter Clean - \$125.00  
Salt Cell Cleaning - \$50.00

Backwash Valve Lube - \$25.00  
16 Point Inspection - NO CHARGE

**BORATE TREATMENT AVAILABLE** - if you struggled with algae this past year, consider having us do a borate treatment in the spring for \$225.00.

This makes the water softer and makes it virtually impossible for algae to grow. We did several this past year with rave reviews and a 100% success rate.

## A Better Filter Clean

When we clean a cartridge filter, we use an auxiliary pump which provides much higher pressure and flow than your typical garden hose.

This does a great job of flushing out the dirt that is embedded deep in the folds of the cartridge.



# Light up your (pool) world

## SO MANY GREAT OPTIONS AVAILABLE

Back when I started in the pool business in 1983, there was basically only one option for pool lights - the blinding 500 watt incandescent pool lights.

We have gone through several stages since then.

### Fiber Optic Lighting

The fiber optic lights which were pretty cool but never did produce enough light, and by now every one of them has failed.

We can replace them with much brighter 12 volt pinpoint LED lights. They do require some kind of controller. We show all the control options on our website under the lighting category.

### Early Color Lighting

Next came the color lights that had either a series of different bulbs in it or a color wheel that spun in front of a bulb to create the illusion of colors. Thankfully they were replaced by LED lights.

### LED Pool and Spa Fixtures

These are the present trend in lighting. Pentair has by far had the most dependable units. Our only problem with them is that they are SO EXPENSIVE.

I just hate installing an LED fixture for \$1200 - \$1400 and then having them go out 2-3 years later and having to ask the customer to spend that again.

You can get replacement modules for the lights but they are so expensive it is not worth it.

### Replacement LED Bulbs

We love this option because we can put a color changing LED in a standard pool or spa fixture.

Even if we replace the bulb and fixture, it is still only 2/3 the cost of a OEM LED fixture and when the bulb fails, the cost is about \$350 to replace.

These bulbs have a 2-3 year warranty and have proven to be very dependable.



### Pinpoint LED Lights

If you are renovating your pool, we can replace the lights with smaller LED. Usually we put 2-3 in the pool and 1 in the spa.



It requires core drilling through the wall of the pool. We can adapt the spa fixture to a pinpoint LED usually. They all sync up with each other and provide a more evenly dispersed form of lighting.

### STANDARD LIGHT FIXTURE + LED BULB

We install a standard Pentair AmerLite or SpaBrite fixture and take the regular bulb out and replace it with an aftermarket LED bulb with 2 or 3 year warranty.



### We have two options on the bulbs

If you have an electronic control system like an EasyTouch or an AquaLink, that can control IntelliBrite lights, we can install the ColorSplash bulbs.

You can tell your system that you have IntelliBrite lights and it will control the colors and light shows directly.

If you do not have an electronic control system, we install a different type of bulb that plugs into any AC outlet and controls the light via the neutral line.





## Tim's Corner

*Every week, I have an employee ask me why we do not charge more.*

*Most of them have worked for other companies in the past and they know what the other guys charge.*

*For instance, we are at \$2650.00 on variable speed pumps for a while when our competitors were charging up to \$4000.00. We are selling heaters installed for \$4150.00 when others were selling the same thing for \$5000.00 - 6,000.00.*

*Its not that we like leaving money on the table, its a matter of fairness and trust. We don't need to overcharge.*

*We keep our debt and overhead costs very low. I even do the lettering on our trucks myself.*

*Thank you for believing in us.*

## Pool Service Partners

We do not do weekly pool cleaning or pool construction. We have chosen to specialize in certain challenging and technical areas that are outside the scope of most pool construction and pool cleaning companies.

- Pool Renovation
- Equipment Repair
- Leak Detection
- Pool/Deck Lifting
- Scale Blasting

We have built a great network of other companies who handle pool service and construction. You can go to our website and click on the "Friends" link in the top bar or click the link below.

<https://mypoolguy.com/friends/>

We have a brief bio and contact info for each of these companies. As always, you need to do your due diligence when hiring any of our referrals. We do not accept any money for our referrals.

## Contact Us

There are many different ways to reach us.

**Phone: 469-651-9449**

Speak with a real person  
Weekdays from 8 am to 5 pm

**Text: 469-651-9449**

This is a shared company text line which is viewed by our entire management team. We also monitor this after hours.

**Email: [office@mypoolguy.com](mailto:office@mypoolguy.com)**

**MY  
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GUY**  
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