

An Eclectic Mix

With the new judging criteria for the Pool & Spa News Top 50, a mixed group of builder profiles are represented.

2012 Top 50 Builder list Rank on Score

21	HAUK CUSTOM POOLS, LLC	44.7
22	SOUTHERNWIND POOLS INC.	43.8
23	CLAFFEY POOLS	43.3
24	NEJAME & SONS	41.9
25	RICHARD'S TOTAL BACKYARD SOLUTIONS	41.5
26	PLEASURE AQUATECH POOLS	41.4
27	PURYEAR CUSTOM POOLS	41.3
28	PLATINUM POOLS	40.5
29	SOUTH SHORE GUNITE POOLS & SPAS INC.	40.1
30	RISING SUN POOLS INC.	39.4
31	MONOGRAM CUSTOM POOLS & HOMES	39.3
32	PRISTINE POOLS AND SPAS, LLC	37.9
33	KEITH ZARS POOLS	37.6
34	RIVER POOLS AND SPAS	37.4

Breakdown of the Top 50 Builders' by revenue

21	HAUK CUSTOM POOLS, LLC	\$4,532,359	72	\$4,549,670
22	SOUTHERNWIND POOLS INC.	\$3,961,100	36	\$4,414,047
23	CLAFFEY POOLS	\$18,018,402	208	\$20,868,745
24	NEJAME & SONS	\$5,600,000	60	\$6,700,000
25	RICHARD'S TOTAL BACKYD. SOLUT.	\$5,150,000	98	\$7,000,000
26	PLEASURE AQUATECH POOLS	\$3,600,000	42	\$3,700,000
27	PURYEAR CUSTOM POOLS	\$7,115,000	151	\$7,250,000
28	PLATINUM POOLS	\$17,270,796	361	\$17,270,796
29	SOUTH SHORE GUNITE	\$7,210,000	69	\$2,039,000
30	RISING SUN POOLS INC.	\$4,495,300	132	\$9,181,950
31	MONOGRAM CUSTOM POOLS	\$2,550,000	35	\$4,500,000
32	PRISTINE POOLS AND SPAS	\$5,150,000	87	\$8,014,000
33	KEITH ZARS POOLS	\$21,800,000	301	\$29,600,000
34	RIVER POOLS AND SPAS	\$3,812,331	79	\$4,033,066
35	MISSION POOLS INC.	\$10,418,000	184	\$22,435,000
36	BARRINGTON POOLS INC.	\$8,167,000	53	\$12,358,000
37	ADAMS POOL SOLUTIONS	\$22,810,287	114	\$24,140,828
38	SUNSET POOLS INC.	\$4,598,749	55	\$4,598,749
39	INTERCOASTAL POOL & SPA	\$4,535,000	112	\$4,250,000
40	POOL ENVIRONMENTS INC.	\$5,364,000	45	\$7,037,065
41	BACKYARD AMENITIES	\$3,498,000	70	\$3,498,000
42	CYPRESS CUSTOM POOLS INC.	\$6,719,590	104	\$6,817,140
43	GEORGIA CLASSIC POOL	\$2,500,000	25	\$2,500,000

It's been quite a ride.

Since its inception in 2003, the *Pool & Spa News* Top 50 Builders list has been determined solely by residential construction revenue.

In this, the ninth year, we have decided to make the list more indicative of the best of the best by changing the judging criteria to include, in addition to revenue, factors such as staff training, Web presence, industry involvement, professional references and community service.

Many of this year's Top 50 Builders are familiar names, with 36 companies carrying over from past lists. But the additional criteria have allowed 14 new builders to join this elite group. And several companies placed in the upper ranks when they may not even have obtained a spot on the list under the old format. In fact, even in the top 10, companies that generated less than \$4 million in residential construction revenue come alongside firms that did significantly more business.