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2004 PSN Top 50 Builders

Pool & Spa News' third annual ranking of the nation's Top 50 Builders.

September 2004

There's an old adage that says, "It ain't bragging if you can do it."

None of the pool builders you are about to meet on the ensuing pages are bragging. They really can do it! And, if you need hard evidence, their inclusion on

Pool & Spa News' Top 50 Builders list should be enough.

For the third year in a row, we have asked pool builders to open their books and share their residential construction numbers. The response has been overwhelming. In fact, we spent the past two months compiling the data and now present it to you in this special issue.

Of course, some of the names — longtime industry veterans — will be familiar. But there are some surprises as well, and new names to note. For example, Platinum Pools has only been in business five years, and it is appearing at No. 17. Barrington Pools experienced the biggest leap, moving from No. 22 last year to No. 15 this year.

Our list reveals the revenue and growth garnered from new construction and one of the industry's current hot trends: renovations. From this list, we selected a handful of builders who experienced a unique past year and spotlighted them in expanded articles.

Pool & Spa News also conducted a survey of the Top 50 Builders, with some interesting results. For example, did you

TOP 50 BUILDERS		2004 Residential Construction Revenue			
Rank	Builder	2004	2003	2002	2001
1	Blue Haven Pools & Spas	\$2,000,000	\$1,500,000	\$1,200,000	\$1,000,000
2	Anthony & Sylvan Pools Corp.	\$1,800,000	\$1,500,000	\$1,200,000	\$1,000,000
3	Paddock Pools	\$1,500,000	\$1,200,000	\$1,000,000	\$800,000
4	Shasta Industries	\$1,200,000	\$1,000,000	\$800,000	\$700,000
5	Swan Pools	\$1,000,000	\$800,000	\$700,000	\$600,000
6	California Poolcraft Inc.	\$900,000	\$700,000	\$600,000	\$500,000
7	California Poolcraft Inc. (Renovations)	\$800,000	\$700,000	\$600,000	\$500,000
8	Platinum Pools	\$700,000	\$600,000	\$500,000	\$400,000
9	Shasta Industries (Renovations)	\$600,000	\$500,000	\$400,000	\$300,000
10	Shasta Industries (New Construction)	\$500,000	\$400,000	\$300,000	\$200,000
11	Shasta Industries (Total)	\$1,100,000	\$900,000	\$700,000	\$600,000
12	Shasta Industries (Renovations)	\$400,000	\$300,000	\$200,000	\$100,000
13	Shasta Industries (New Construction)	\$300,000	\$200,000	\$100,000	\$50,000
14	Shasta Industries (Total)	\$700,000	\$500,000	\$300,000	\$150,000
15	Barrington Pools	\$600,000	\$400,000	\$300,000	\$200,000
16	Shasta Industries (Renovations)	\$300,000	\$200,000	\$100,000	\$50,000
17	Platinum Pools	\$500,000	\$400,000	\$300,000	\$200,000
18	Shasta Industries (Renovations)	\$200,000	\$100,000	\$50,000	\$20,000
19	Shasta Industries (New Construction)	\$100,000	\$50,000	\$20,000	\$10,000
20	Shasta Industries (Total)	\$300,000	\$150,000	\$70,000	\$30,000

THE RANKING

■ [Top 50 Builders](#)

View the list of the Top 50 Builders.

MORE INFORMATION

■ [1 Blue Haven Pools & Spas](#)

■ [2 Anthony & Sylvan Pools Corp.](#)

■ [3 Paddock Pools](#)

■ [4 Shasta Industries](#)

■ [5 Swan Pools](#)

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know that a whopping 46 percent of the Top 50 belong to a buying group? The majority (62 percent) have a written three- to five-year business plan. We also solicited their opinions on select topics and discovered, for example, that 72 percent strongly agree that states and counties should require pool builders to be licensed.

Still, charts and numbers only tell part of the story, so we dug deeper. More than 30 builders highlighted their one- and five-year goals, and best business decisions of 2003. We also put faces with the names, so you'll have more than just numbers and percentages to read.

We hope these stories (some of which are provided here online) provide insight and inspiration — and maybe even a surprise or two.

[Return to Top](#)

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