



PRIME POOLS

HOW TO BUDGET FOR A NEW POOL

THINGS TO CONSIDER

A pool is a large investment...

It can be one of the biggest purchases you make aside from your home and will affect both the look and value of your property.

Knowing a few key things before “taking the plunge” and investing in your backyard will help ensure you choose what's best for you and your family.

The last thing you want to do is jump too quickly into pool ownership and end up overpaying, owning a pool that needs more maintenance than expected or end up hiring the wrong contractor and deal with large delays or mistakes.

This report will help break down the costs and considerations that go into owning a pool and help you make an educated decision when you decide to move forward.

Taking an educated approach will ensure your pool not only looks amazing in your backyard but also has all of the features and functionality that fit your needs and wants.



Purchasing A
POOL

INITIAL COSTS

DESIGN

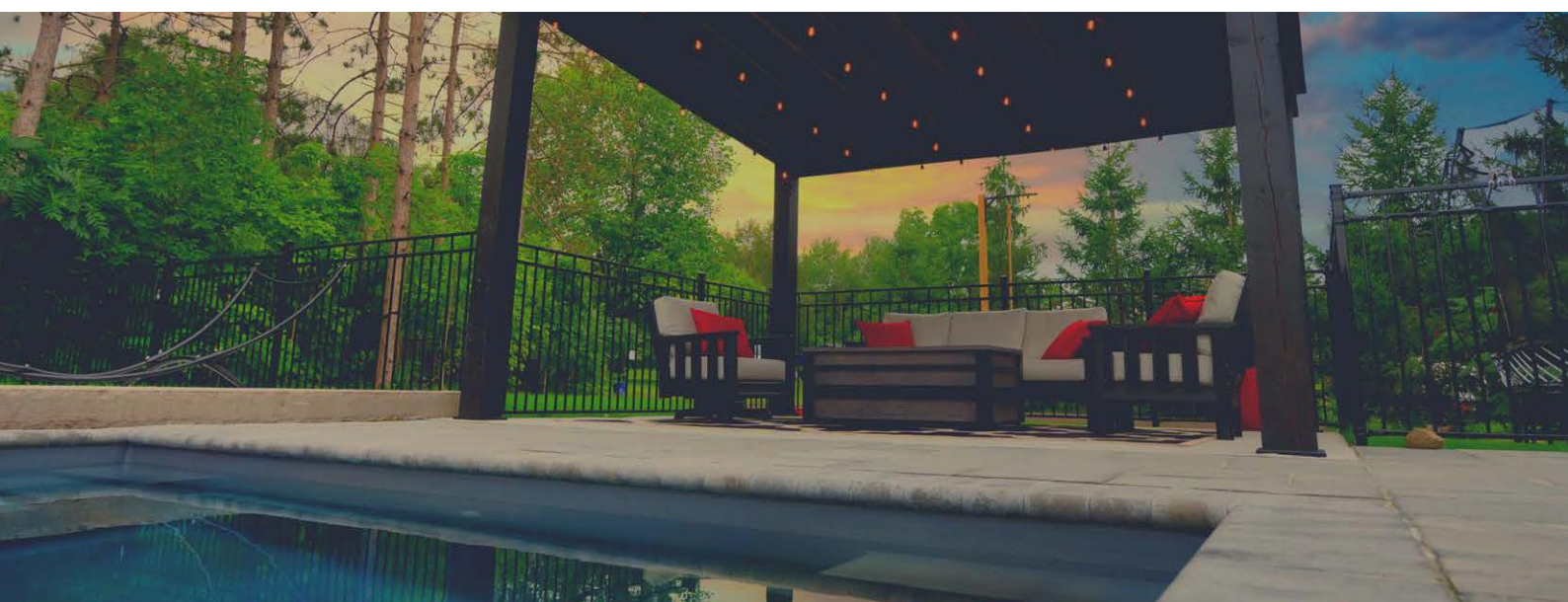
There are a variety of pool options based on location, size, budget, etc. and finding a starting point can seem overwhelming at first.

Our recommendation is to start by finding a landscape designer/architect and have them bring all of your ideas out into a design that fits your style and space. We work closely with designers and can help by connecting you directly or integrating us in the design process.

The design will cost anywhere from \$1000-\$3500 depending on detail, 2D or 3D, structures such as decks and cabanas and any type of kitchen or barbeque detail that may be included.

If any engineering is required, it will be added on top of design fees.

Total Cost: \$1000-\$5000+



INITIAL COSTS

PERMITS

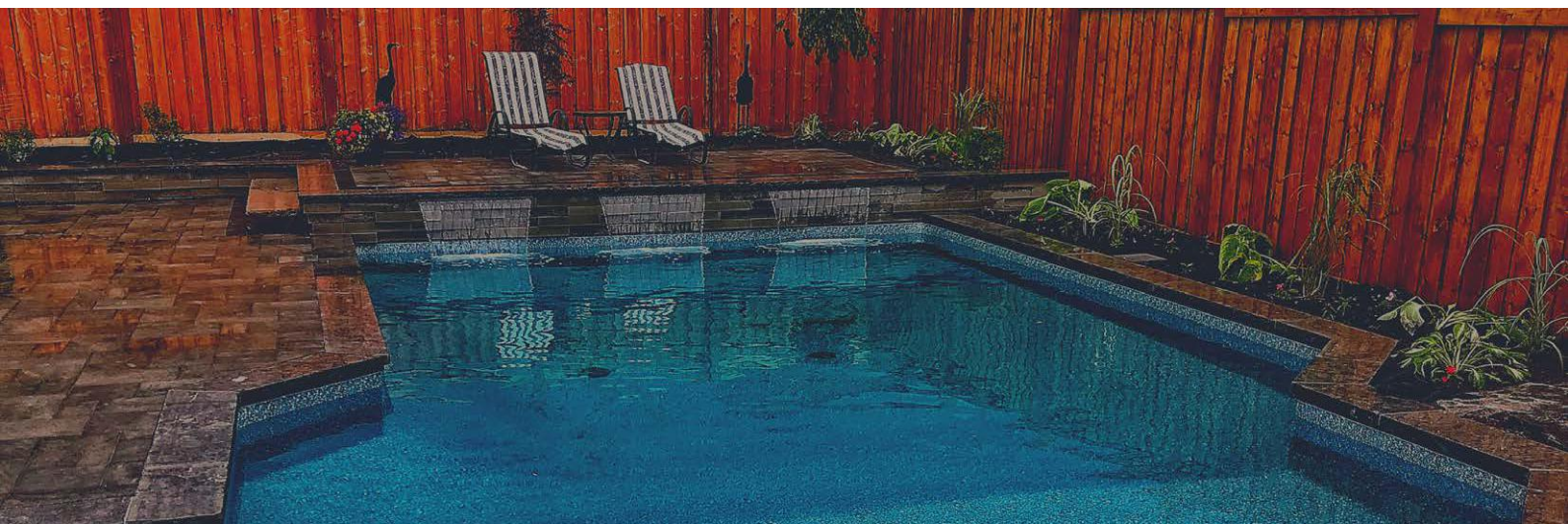
Once you have a complete design, it's time to apply for any necessary permits.

This step may be fairly simple if you are just putting a pool in and no other structures as most municipalities only require a "Pool Enclosure Permit" which will cost anywhere from \$50-\$500+ depending on your location. If you are building any structures, it will be a little more work as you will need a separate building permit for each one.

These costs will vary depending on size and type of structure (deck, cabana, etc.) but usually are only a few hundred dollars.

If you live in an area that is environmentally protected, you will also need to get a permit from the conservation authority before your municipality will issue the permit for your pool. Our firm will take care of all permitting if requested.

Total Cost: \$50-\$2000+



INITIAL COSTS

MECHANICALS

This cost varies like the rest of the initial costs and is best to figure out in the design phase as the location of equipment, gas supply, electrical panel, and a number of features will all play a factor in budgeting for gas and electrical.

Make sure your electrical panel and gas meter/propane tank can handle the extra load of the pool equipment.

These costs can be anywhere from \$1500 each on the low end to well over \$3500 each if your backyard has multiple features or you need to upgrade your services.

Total Cost: \$3000-\$7000+

Now that we have some of the upfront costs out of the way, let's discuss the three most common types of swimming pools and starting budgets associated with them...



POOL MATERIAL PRICES

VINYL

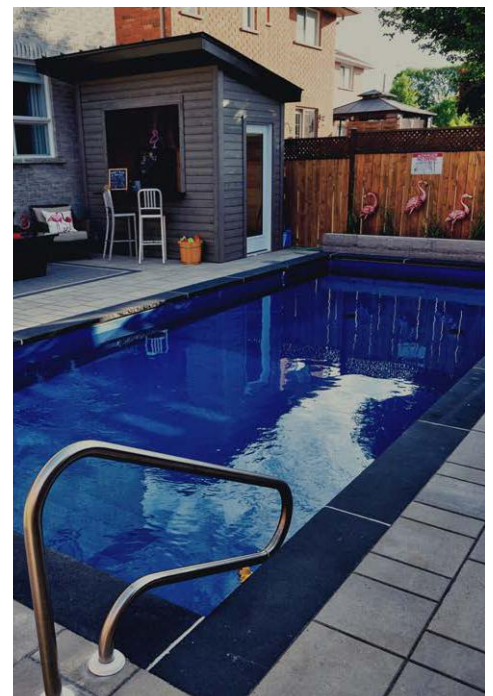
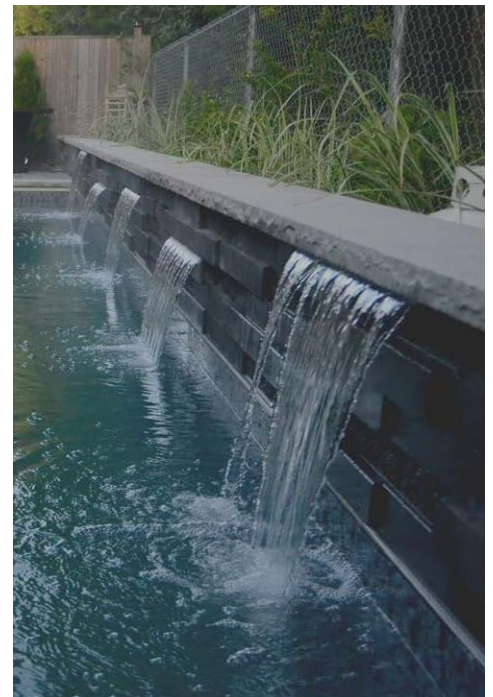
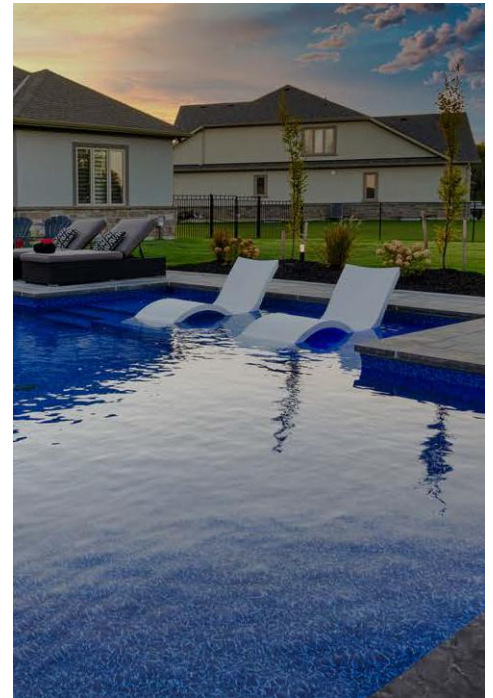
Vinyl inground swimming pools are typically the most cost-effective option available when it comes to the initial price.

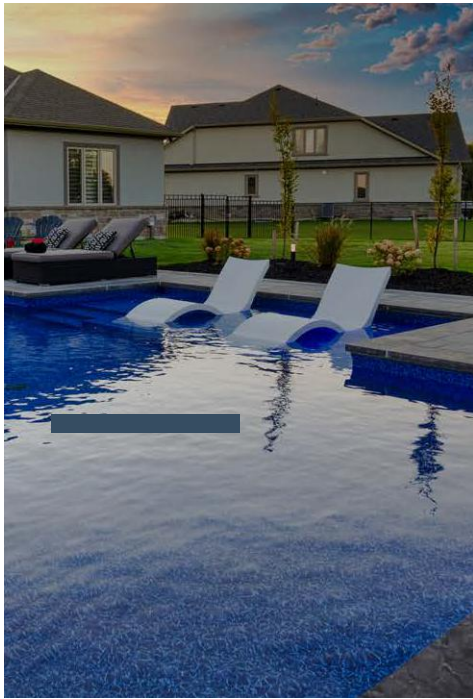
The average cost in Ontario ranges from about \$40,000-\$60,000 for the pool and equipment but is dependent on many variables. Size, shape, and custom features such as vinyl over steps and benches will all affect the final price.

Even though vinyl pools may be the most cost-effective to initially install, the liner will also need to be replaced every 8-10 years which will typically cost a few thousand dollars.

That said, you'll have a virtually unlimited range of shapes and sizes to choose from as advancements in steel and vinyl manufacturing allow for complete customization of your pool.

Total Cost: \$30,000-\$80,000





POOL MATERIAL PRICES

FIBREGLASS

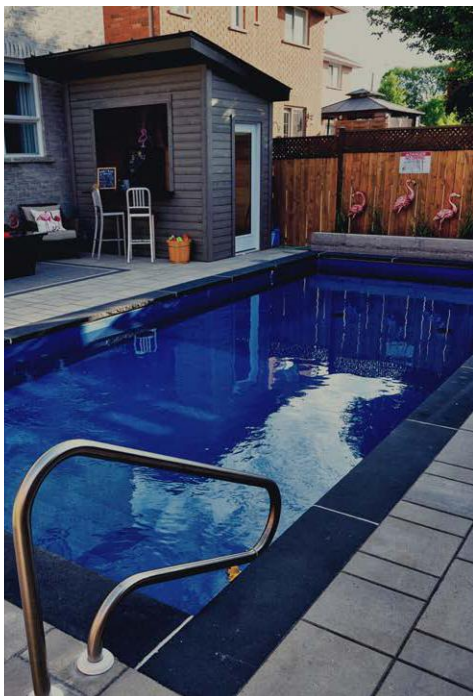
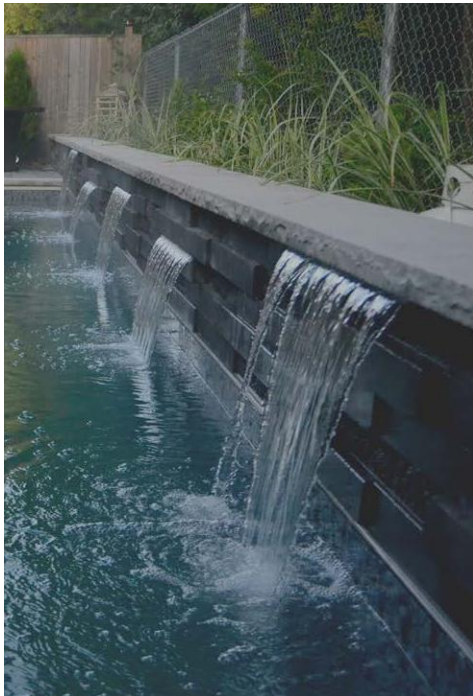
Fibreglass inground pools are usually slightly higher priced than a steel and vinyl pool but have steps and benches already formed into the pool shell.

Fibreglass pools typically cost around 15% more upfront but once the pool is installed and water chemistry is maintained, there are no future costs like you have in a vinyl or concrete pool.

Once again, prices can be variable depending on size and shape but there is almost no customization with fibreglass, you must choose a model from a range of pools. The great thing is there are lots of different fibreglass pool manufacturers and all of them have lots of options!

One of the benefits of fibreglass pools is that they are pre-finished and installed quickly as the pool will be lifted in with a crane and ready to fill within a couple of days. This doesn't mean you will be swimming any faster as landscaping and other finish work will need to be completed first.

Total Cost: \$35,000 - \$90,000



POOL MATERIAL PRICES

CONCRETE

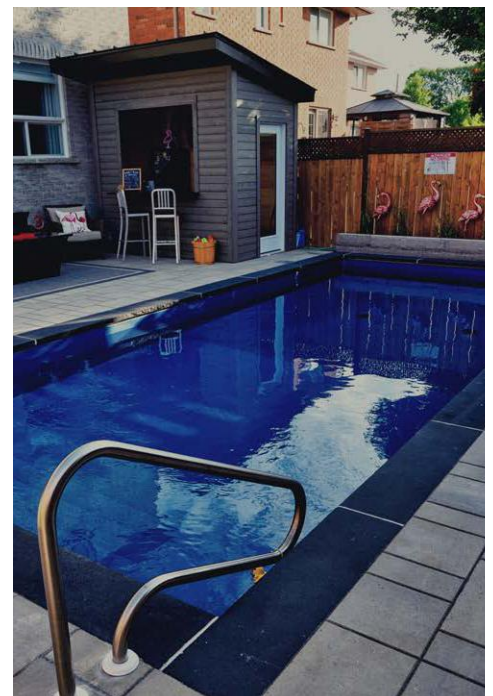
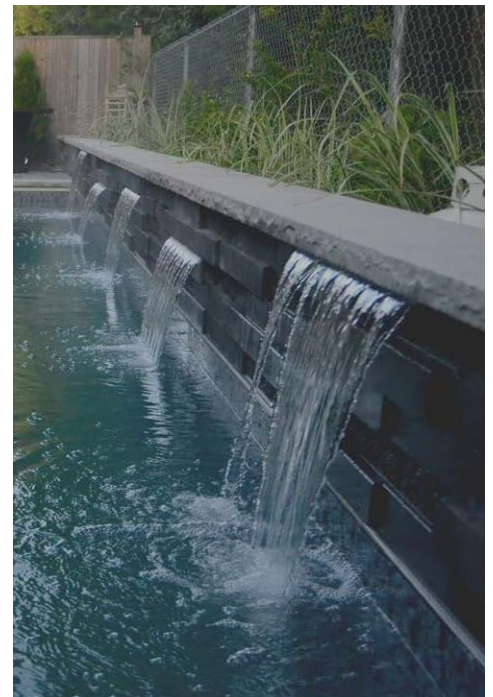
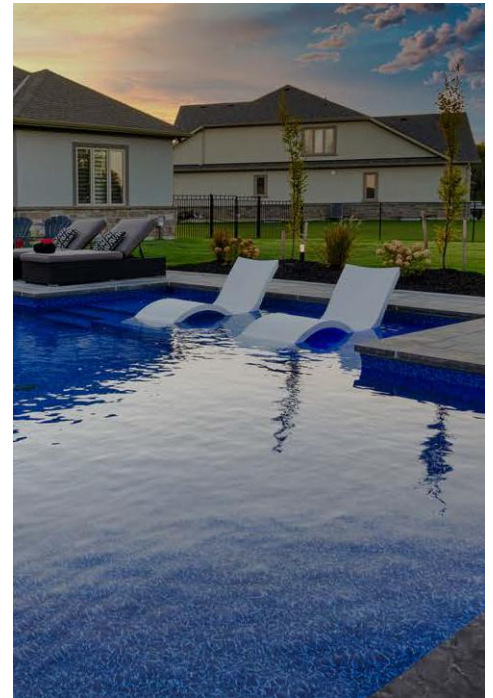
Concrete pools are considered to be the ultimate in swimming pool construction. They are the most customizable, longest lasting and require the most skill to build, which is why very few pool firms in Ontario will build this type of pool.

If built properly, there is no better option to choose from. A typical starting point for a concrete pool is about double the cost of a vinyl pool and construction takes much longer than both vinyl and fibreglass.

Concrete pools can be simple or can be built to have one or more sides that overflow and are commonly referred to as “infinity pools”. They can have steps, benches, integrated spas and other features that are difficult or not possible to do with vinyl or fibreglass.

They are typically finished with a tile line at the top and a plaster interior or the extremely high-end and custom projects will have a fully tiled interior.

Total Cost: \$80,000 - \$500,000+



AFTER BUILD COSTS

Reminder: Be sure to confirm all upfront costs with a reputable contractor. This way, you will avoid any surprise bills and stay within your desired budget. This will also help to give you a clear decision if a pool is financially viable for you at this time.



POOL MATERIAL PRICES

POOL SERVICE

When building a pool, there is more than just the initial cost to consider.

A pool will last for decades and it must be cared for properly. Maintenance costs will vary and just like all other aspects of construction, it depends on how complicated your pool is.

Pools must have regular water testing and treatment done to ensure the water quality is safe to swim in and is not causing damage to the equipment or finishes.

Hiring a professional service company is the best option as they are familiar with swimming pools and will routinely check all aspects of the pool and have a proactive service approach.

Maintenance can be weekly, bi-weekly or monthly, depending on how involved you would like to be. It can be a simple water test all the way to full testing, treatment, up-keep on equipment and pool cleaning services. Expect to pay around \$100-\$150 per visit or more if you are wanting a fully hands-off approach.

Annual Cost: \$600 - \$3000

POOL MATERIAL PRICES

POOL CHEMICALS

Your pool will require different chemicals to maintain properly balanced water.

The deeper and larger the pool, the more chemical will be needed to treat the water. Typical chemical costs will be around \$30-\$100 per month

Annual Cost: \$250 - \$1000

POOL MATERIAL PRICES

POOL OPENING/CLOSING

In Ontario, we don't typically keep our pools open all year due to the harsh winter weather. This means every fall you will need to have your pool shut down, winterized, and covered until spring.

In the spring when the snow melts, you need to have it uncovered and opened back up. The cost for these services are usually the same and are the best investment you can make to guarantee your pool is going to remain problem-free.

Annual Cost: \$800 - \$1200 (\$400 - \$600 in spring and in fall)

An inground pool can also increase homeowners insurance rates and your property taxes by as much as 30%, so be sure to factor these expenses into your budget to verify that you can afford your inground pool.

Basic upkeep can become costly if you don't account for these ongoing expenses and establish a pool maintenance budget ahead of time.

When planning out your budget, you should take into account the lifetime expenses such as utilities, repairs, and other costs associated with opening and closing your pool each season.

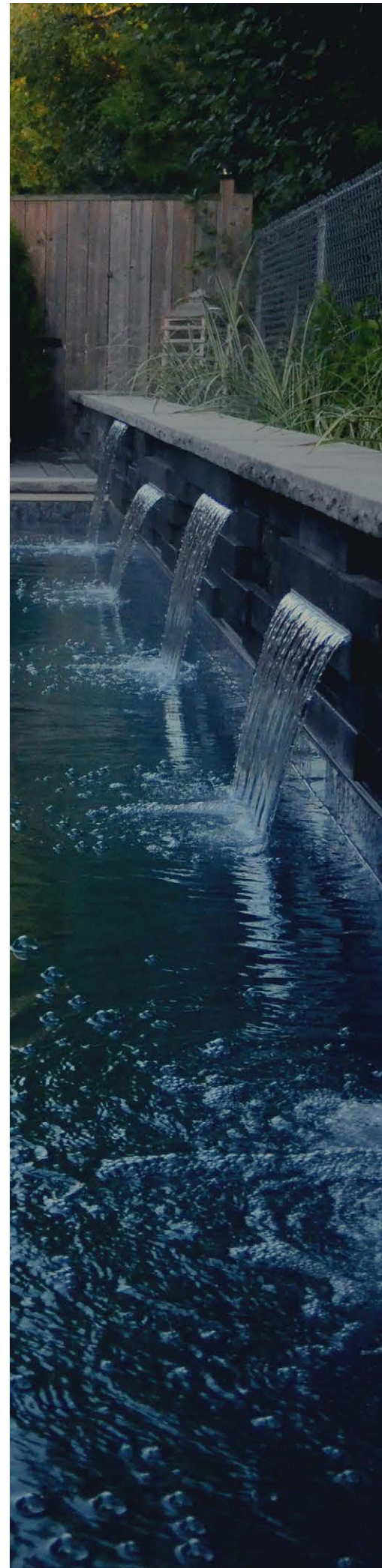
OTHER COSTS TO CONSIDER

Custom features: Pools these days are being designed with gorgeous features like spillover spas and waterfalls. When building your pool budget, take into consideration any custom features you want to have in your pool design. Custom features can range from \$2500 to well over \$30,000 depending on the size and complexity.

Landscaping: Options for landscaping are virtually endless and often can make up the majority of your budget. Cost will depend on the design of your entire space. Patio, retaining walls, gardens and fire pits will fall into this category and it can cost anywhere from \$5000 for a small walkway around the pool to well over \$250,000 with multiple entertainment areas, added features, trees and gardens. This is the most important reason we stress you start with a design of your project.

Fencing: All swimming pools in Ontario require a fence around the property or around the immediate pool area. Requirements vary in each municipality so always confirm what is deemed acceptable before building your fence. Fencing will range from \$20/ft for some chainlink to over \$100/foot if going with a glass enclosure. Be sure to factor fencing into the initial budget as fencing can cost well over \$10,000 depending on material and length.

Cabanas: Much like building a house, options are unlimited for cabanas as well. A simple pergola can create a nice shaded area and can cost \$5000 on the low end or a full cabana with a bathroom, changeroom, open covered area, bar/kitchen and any feature a house would have can cost well over \$100,000



OVERALL

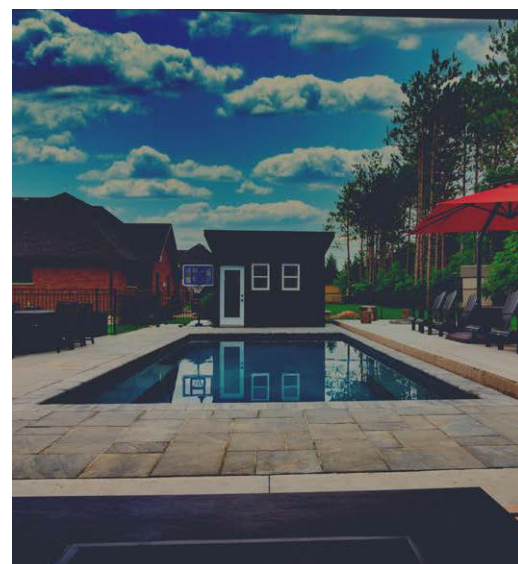
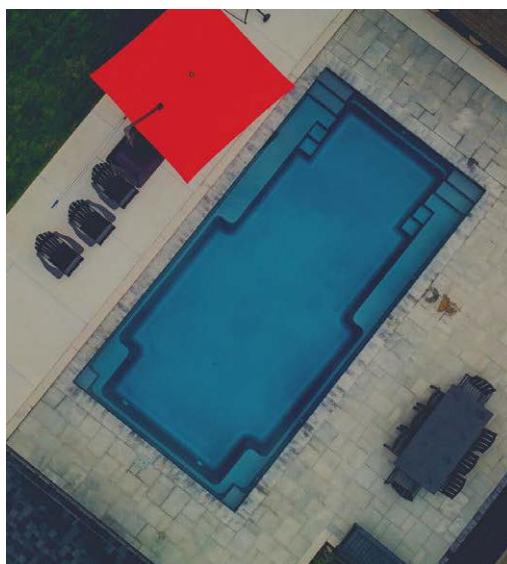
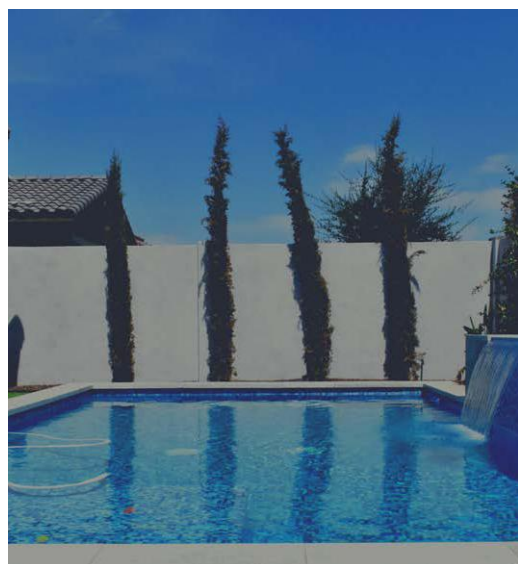
As you now know, swimming pools are no small investment and if you are “diving” into the world of outdoor living, having a plan and finding a reputable builder will help make your experience enjoyable and stress-free.

A good builder will offer you references if requested, spend time answering your questions before asking for money and will make you feel comfortable throughout the entire process.

Consider saving for a down payment to lower your monthly pool payments or, if you’re able, you can save your funds to pay in cash upfront.

When all is said and done, a pool will be a gorgeous addition to your house where you can create memories with your friends and family for a lifetime!

Weigh your options carefully and take into account all financial considerations before making any decisions. Doing so will help you select the best pool that fits your budget and lifestyle that you can enjoy for years.

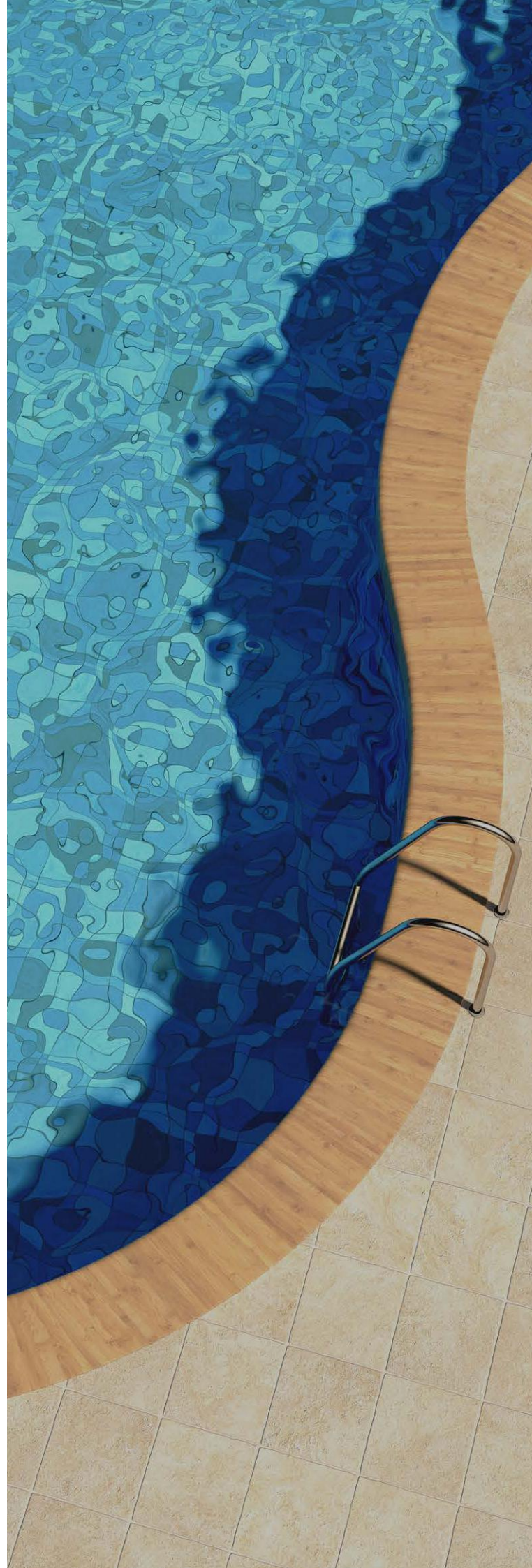


ABOUT PRIME POOLS

Prime Pools and Landscaping Ltd was founded by Jesse Schulz and Brad Besser in 2017 after working together for a few years on many projects. It was a natural progression to combine what we both have a passion for, under one roof. Having 30 years of experience in the pool industry between us, we are confident in taking on any project. Our company lives on 5 CORE VALUES:

1. Communication
2. Accountability
3. Everything matters Always
4. Trust
5. Family

Feel free to ask any one of us what these values mean, as they permeate through our professional and personal life. We look forward to helping build your very own backyard paradise!



THANK YOU!

QUESTIONS? GET IN TOUCH TODAY



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prime.pools



Prime Pools