



LIFESTYLE



*In loving memory of Danny Connors.*

*We dedicate this book to Danny Connors. For 20 years, Danny ran construction sites with unparalleled dedication and expertise, becoming an indispensable part of the Concord team. His truck's license plate, "TOP BLDR," perfectly captured the excellence and pride he brought to his work every day. Danny's legacy of commitment and mastery will continue to inspire us all. He will be deeply missed, but his spirit will forever remain a guiding light for those who had the honor of working alongside him.*

# Table of Contents

02	VALUES	32	FINISHES
04	OUR HISTORY	34	BACKYARD AUTOMATION
06	ACCOLADES & RECOGNITION	36	AUTOMATIC SAFETY COVERS
07	LEADERSHIP	40	CONCORD BACKYARD EXPERIENCE
08	TEAM	42	CONCORD CERTIFIED
10	PROCESS	43	FINANCING
12	FIBERGLASS POOLS	44	PROCESS TIMELINE
28	FIBERGLASS MODEL COLLECTION	45	CONCORD CULTURE

# Values

**ESTABLISHED IN 1972, ONE NAME, ONE REPUTATION, NO GAMES.**

Selecting the right pool company is so important. When planning your dream backyard we urge you to consult with a company that has a proven track record and reputation for building and servicing the finest pools built. Concord Pools and Spas is that company.

We understand the value of your time and will build your pool to the highest standards no matter how big or small your project is.

Since 1972, Concord Pools and Spas has grown to be recognized as an industry leading pool builder, who has pioneered innovation and reset the bar on customer satisfaction.

By placing your trust in Concord Pools, you are dealing with a company that has been a trusted name in pool building for over 50 years. Nationally recognized as a Top 50 Pool Builder, we've earned numerous awards and accolades for our excellence.





# Our History

1972

Mike Giovanone begins working for Carman Goody Pools in Colonie

1980

Mike Giovanone leaves Carman Goody to purchase Concord Pools from Todd Dietrich



2013

Concord sells and installs its first Fiberglass Pool in Guilderland. The company would only install a couple in that first year.



2019

Jon receives the "Spirit of Latham Core Values Award" The top honor bestowed on an employee at Latham. The following day, Jon is presented with the idea to purchase Concord Pools. After one call to his brother, Paul, Jon decides to pursue the opportunity.

1969

Wayne Foshee forms Foshee Pools in Rotterdam, NY after leaving his position as Excavator with Paddock Pools.



1980

Jon Foshee makes first appearance at 3 years old in an ad for his parent's store in Rotterdam, Foshee Pools

2008

Jon Foshee joins Latham, The Pool Company as a Regional Sales Manager covering the Northeast.

2015

Latham's sales organization is reorganized under Jon Foshee as National Sales Director to lead the US Sales team.



1976

Colonial Pool Village changes its name to Concord Pools. Concord = agreement between two parties. Harmony.

1981

Forest Smith & Rich Fenwick leave Carman Goody to join Concord

1981

Concord wins top dealer in the country honors from manufacturer, Helder Pools

1985

Concord begins Construction on a 16,000 sq ft Retail Showroom and Warehouse as it's new HQ.

1988

388 pools sold

1991

Concord Pools aligns with Latham

2012

Concord Pools received the number 3 position as a Top 50 Pool Builder



## February 2020

The deal closes, and Jon and Cara Foshee are the owners of Concord Pools and Spas.

## March 2020

Governor Cuomo halts all construction in NY. As the new owner, Jon makes the decision to keep 100% of his employees as they wait for the mandate to lift. 8 weeks later, Governor Cuomo allows construction to resume. Concord would go on to build 167 pools in 2020. The business split between Fiberglass and Vinyl Liner Pools

By the end of 2020, Concord sells 294 pools.



Concord launches Spa Valet



Concord launches Coverstar NY

## 2022

Concord opens 8,500 sq ft. distribution center as it celebrates its 50th Anniversary!



CONCORD 50<sup>th</sup>  
ANNIVERSARY



## 2023

Latham Showroom Renovation

Concord wins Master of Design award for a record 8th time!

## 2024

Concord opens its third location in Babcock Ranch, Florida. The first fiberglass pool installation was completed in March 2024.

CONCORD  
OF FLORIDA

## 2012

The installation of the first Fiberglass pool

## 2013

Concord Pools receives a State of New York Legislative Resolution

## 2019

Jon is promoted to Vice President of Sales for all of Latham Pool Products domestic business.

## 2019-20

Jon Foshee and Mike Giovanone negotiate the sale of the business. The two men meet regularly to negotiate a deal.

## 2021

Concord begins construction on an 8,500 sq ft distribution center on Old Sparrowbush Rd. Construction will be completed in January of 2022 despite material outages.

# Accolades & Recognition

## WE BELIEVE OUR WORK SPEAKS FOR ITSELF

With decades in the industry, we are proud to be recognized for excellence in the following categories:

**Industry Leadership:** For remarkable success in the pool and spa market, Pool & Spa News has named Concord Pools and Spas one of the “Top 50 Pool Companies” in the country year after year.

**Building:** Poolsearch Magazine honored Concord Pools and Spas with the “National Pool Builder Award” for outstanding work in the areas of building, construction, operations, and customer satisfaction.

**Design:** Concord Pools and Spas received the “International Design Award for Vinyl Liner Pools” by the Association of Pool and Spa Professionals (APSP).



**CONCORD**

## Leadership

We believe that everyone deserves a place where they can de-stress, reconnect with others, and escape from the pressures of daily life.

With 50 years in the industry, our team has been locally and nationally recognized for their attention to detail and personalized approach to every project.

Using only the finest materials available, our experienced designers can customize any space into a dream getaway for you and your family to enjoy. And as our low-maintenance filtration systems are powered by the most advanced technology on the market, your space can be ready when you are. Have everything you want and more in the comfort of your backyard.

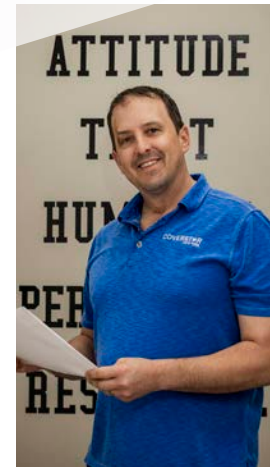
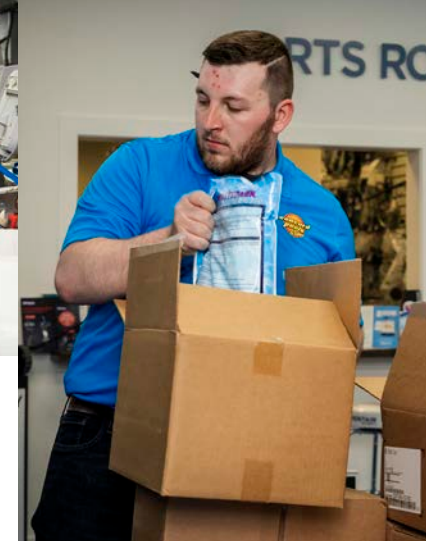
Come home to Concord.

Jon Foshee  
President & Owner

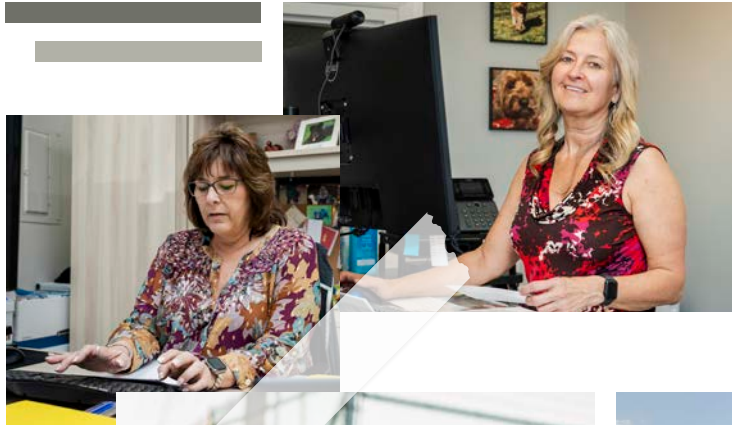




*Together, we achieve more.*







## concord

\ 'KÄN- ,KÓRD \ NOUN

AN AGREEMENT  
BETWEEN PERSONS,  
GROUPS, NATIONS,  
ETC.; CONCURRENCE IN  
ATTITUDES, FEELINGS, ETC.;  
UNANIMITY; HARMONY



*Unity in purpose*

# Process

**ESTABLISHED IN 1972, ONE NAME, ONE REPUTATION, NO GAMES.**

The client is the focal point of any project we take on. We consult with the customer at every step to ensure that the result exceeds expectations.

Between our crew foremen, certified contractors, and excellent sales associates, clients are kept updated on each aspect of the project. Our process starts with understanding the scope of the job so an accurate timeline can be mapped out.

From conceptualization to completion, every project is a testament to our unwavering commitment to excellence. We don't just meet expectations; we exceed them. Our meticulous attention to detail ensures that every aspect of your pool, from its structural integrity to its aesthetic appeal, surpasses industry benchmarks.

Regardless of what needs to be achieved, our installers guarantee to do everything possible to complete the project in a timely manner.









Features: Retaining Wall, Deck Jets, Stone Deck





## INTRODUCING

# Fiberglass Pools

Aesthetically and functionally, fiberglass is the premium choice for those who desire a low-maintenance, modern pool that is easy to clean or customize.

Fiberglass pools are incredibly smooth and completely devoid of the crevices or cracks often found in concrete pools. As a result, issues that can dampen the swimming or bathing experience, such as algae growth, are eliminated.

The adaptable nature of fiberglass also allows substances like salt to be integrated into the pool water. With fiberglass, those who prefer to use salt chlorine need not worry about how it impacts their pool. Turn your backyard into the ideal oasis for you and your family with a fiberglass swimming pool.



*Ocean Blue*



*Bluestone*









**CNCRD  
PLS 72**

*The Concord team were absolutely wonderful to work with. The attention to detail, the timely manner, the amazing quality in there products. The time spent going over all the details. These guys do it right!! I'm thouroughly impressed and would highly recommend them to anyone looking for a pool big or small.*

Daniel B.

01.

**MODEL**

**Bermuda**



12' x 26'

Depth: 3' 6" to 5' 6"

**Features:** Stamped Concrete Border with Paver Finish,  
LED Lighting, Landscaping, Safety Cover



*Sapphire Blue*



*Stamped Concrete*









CNCRD  
PLS 72



14' x 30'

Depth: 3' 6" to 6'

# 02.

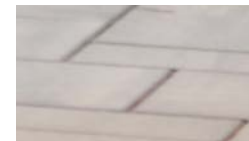
**MODEL**

## Corinthian 14

**Features:** Stamped Concrete  
Border with Poured Concrete  
Cantilever Edge, LED Lighting,  
Landscaping, Chaise Lounge Chairs



*Ocean Blue*



*Stamped Concrete*





# 03.

**MODEL**

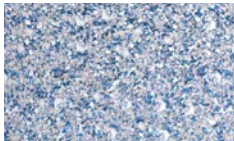
## Olympia 16



16' x 35'

Depth: 3' 6" to 6' 6"

**Features:** Raised Patio, Pavers, LED Lighting, Safety Cover



*Sapphire Blue*



*Concrete Paver*

Picture your family basking in the sun, laughter echoing against the shimmering waters, as you create cherished memories that will last a lifetime. With Concord Pools, every splash becomes a moment to treasure, every smile a testament to the joy of family.









*Ocean Blue*



*Natural Granite Wall / Patio  
Concrete Pavers*



# 04.

**MODEL**

## Claremont



14' x 33'

Depth: 3' 6" to 5' 4"

**Features:** Bluestone, Raised Wall with Sheers and Natural Gas Fire Feature, Cascading Water Feature, Inground Spa, Safety Cover

Immerse yourselves in the refreshing oasis of Concord's state-of-the-art pools, meticulously crafted with best-in-class technology. Our pools boast innovative features engineered to elevate your family's enjoyment to new heights. From advanced filtration systems ensuring crystal-clear waters to energy-efficient heating solutions for comfortable swims all year round, Concord Pools promises a seamless blend of luxury and sustainability.















CNCRD  
PLS 72



10' x 16'

Depth: 4'

05.

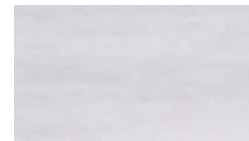
MODEL

Milan

**Features:** Porcelain Tile Coping,  
Sheer Descent Waterfalls, Laminar  
Jets, Beautiful Rock Feature, Raised  
Fire Pit and Seating Area, LED  
Lighting, Safety Cover



White Pearl



Porcelain Tile









# 06.

**MODEL**

## Olympia 14



14' x 30'

Depth: 3' 6" to 6'

**Features:** Inpool Benches, LED Lighting, Natural Gas Fireput, Bluestone Coping, Pavers, Landscaping, Safety Cover



*Ocean Blue*



*Paver*

Transform your family's leisure time into unforgettable moments of joy with Concord Pools - where cutting-edge technology meets sustainable design for an unparalleled poolside experience.





14' x 30'

Depth: 3' 6" to 6'

# 07.

MODEL

## Corinthian 14

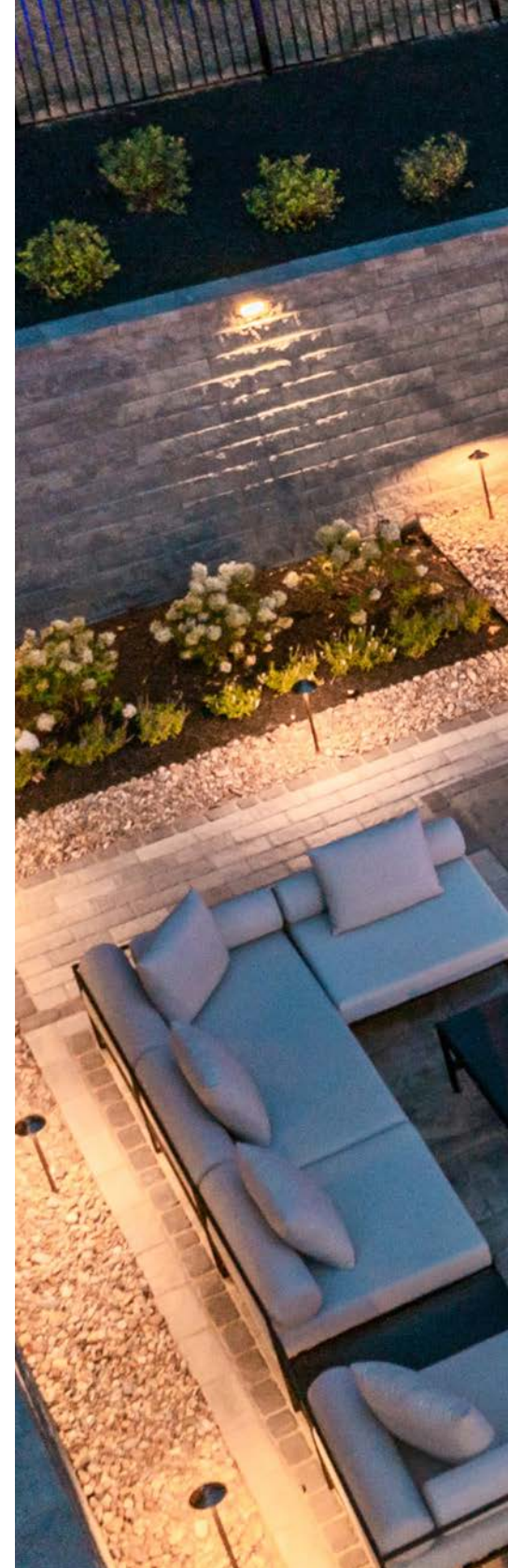
**Features:** Auto Cover, Scuppers, LED Lighting, Tanning Ledge, Natural Gas Firepit, Full Width Steps, Deep-End Benches, Landscape Lighting



Pearl White Finish



Charcoal Cover









# Fiberglass Model Collection

**CONCORD IS AN EXCLUSIVE DEALER OF LATHAM, THE POOL COMPANY**

Fiberglass pools offer beautiful low maintenance finishes that are available in an array of colors. They can be an integral part of your family's dream backyard. As an extension of your home, the backyard showcases and complements your personal style—revealing who you are and what you love.



*latham*  
The Pool Company



## SHAPES

# Rectangle

*Automatic Safety Cover Ready*



### ASTORIA

14' x 35'

Depth: 3' 6" to 6' 6"



### CLAREMONT

14' x 33'

Depth: 3' 7" to 5' 4"



### CORINTHIAN

(2 sizes) 12' x 25', 14' x 30'

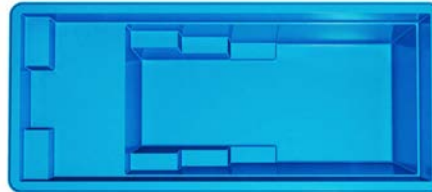
Depth: 3' 6" up to 6'



### DELRAY

12' x 25'

Depth: 4' 6"



### ENCHANTMENT

(3 sizes) 9' 1" x 17' 5", 9' 1" x 20' 7"

Depth: 4' 9"



### MILAN

10' x 16'

Depth: 4'



### OLYMPIA

(2 sizes) 12' x 26', 14' x 30'

Depth: 3' 6" up to 6'



### PROVIDENCE

14' x 30'

Depth: 3' 6" to 6' 1"



### ST. THOMAS

14' x 31' 6"

Depth: 3' 7" to 7'



## SHAPES

# Rectangle

*Automatic Safety Cover Ready*



### TUSCAN

(5 sizes) 11' x 20', 13' x 24', 14' x 27', 14' x 30', 14' x 40'  
Depth: up to 6' 2"



### AXIOM

14' x 30'  
Depth: 4' 6" to 6'



### BAY ISLE

14' x 30'  
Depth: 3' to 6' 6"



### ARUBA

11' x 22'  
Depth: 3' 6" to 5'



### BERMUDA

12' x 26'  
Depth: 3' 6" to 5' 6"



### CAPE COD

14' x 31'  
Depth: 3' 6" to 6'



### CORONADO

15' x 34'  
Depth: 3' 6" to 6' 6"



### JAMAICA

10' x 20'  
Depth: 3' 2" to 5'



## SHAPES

# Modern FreeForm



### JAVA

12' x 27'

Depth: 3' 6" to 5' 6"



### KEY WEST

12' x 25' 7"

Depth: 3' 7" to 6'



### LAGUNA

14' x 30'

Depth: 3' 6" to 6'



### LAGUNA DELUXE

14' x 30'

Depth: 4' to 6'



### PLEASANT COVE

11' x 22'

Depth: 3' 6" to 5' 6"



### ST. LUCIA

12' x 24'

Depth: 3' 6" to 5'



### VALENCIA

14' 6" x 28'

Depth: 3' 7" to 5' 10"



### VISTA ISLE

12' x 28' 6"

Depth: 3' 6" to 5' 10"



# Finishes

## FEATURE SPOTLIGHT

Along with the pool shape and water features, choosing a color for your fiberglass pool is an enjoyable way to make your pool a stunning expression of your personal aesthetic. While most customers opt for a shade of blue, there's no limit to what you can achieve with so many color options for fiberglass pools!

Choose a fiberglass pool color that's engineered for fade, stain and scratch resistance with Latham's Advanced Composite Technology. Your pool will be the gem of the neighborhood with our exclusive Crystite Crystal G3 Finishes.

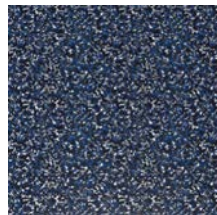
**G3**



*Sapphire Blue\**



*Ocean Blue\**



*Night Sky*



*Pearl White*

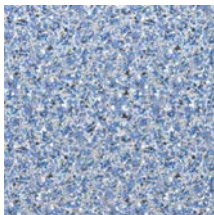


*Coastal Bronze*

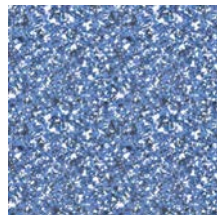


*Shale Grey*

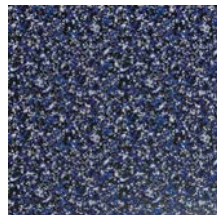
**G2**



*Sapphire Blue\**



*Ocean Blue\**



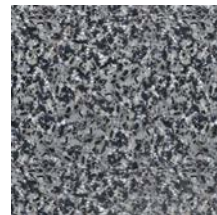
*Night Sky*



*Whisper White\**



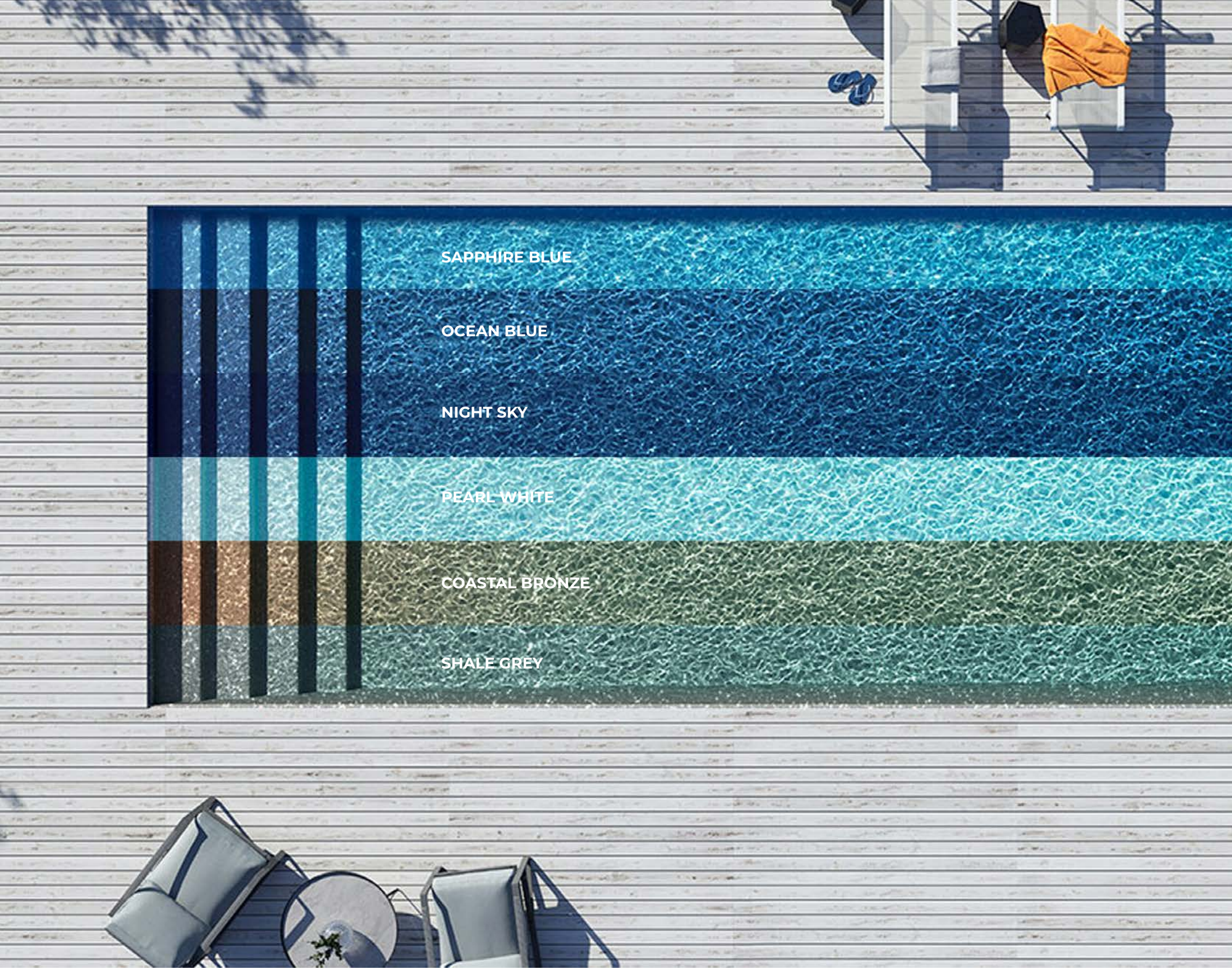
*Coastal Bronze*



*Shale Grey*

*\*Standard Gelcoat*





SAPPHIRE BLUE

OCEAN BLUE

NIGHT SKY

PEARL WHITE

COASTAL BRONZE

SHALE GREY





*IntelliCenter® Pool Control System*



*UltraTemp® High Performance Pool Heat Pump*



*MicroBrite® LED Lights*





## Backyard Automation

### WHAT EXACTLY CAN I CONTROL?

Smart phone control, voice control, smart watch control...it's smart pool control. Wherever, whenever and however you want. Whether you're installing a pool, or reconstructing one, our partners at Pentair have the latest technology to keep you in touch with your pool's every function and feature. From anywhere.

Elevate your pool experience to the next level with connected, efficient, quality automation products so you can soak in the magical moments by your pool, giving you the time – and peace of mind – to create them.

In general, pool automation can be as simple as one body of water and one product - or as complex – multiple bodies of water with all of the bells and whistles, features and functions. Control just about anything in your backyard, right from your smart phone.

- **POOL PUMPS**
- **POOL HEATERS**
- **POOL WATER FEATURES**
- **POOL LIGHTS**
- **POOL SANITIZERS**
- **POOL FILTERS**
- **POOL CLEANERS**



# COVERSTAR

## Automatic Safety Covers

Constructed using specially formulated materials, automatic safety covers can be effortlessly opened or closed at the touch of a button. With their unobtrusive design, automatic pool covers deliver the ultimate in safety and convenience.

Besides its primary purpose, keeping your little ones and pets out of the pool without

your supervision, powered or automatic pool covers offer a number of savings and maintenance benefits for pool owners.

Depending on where you live, your automatic pool cover can save you hundreds of dollars on utilities and maintenance costs each year. Concord is the only authorized training center for cover installs and service.

**90% REDUCTION IN WATER EVAPORATION**

**70% REDUCTION IN POOL HEATING COSTS**

**50% REDUCTION IN ELECTRICITY COSTS**

**70% REDUCTION IN CHEMICAL USE**









## Automatic Safety Covers

The stronger the cover, the safer the cover. Coverstar's automatic pool covers are designed to protect your pool and your loved ones, but they're also made to fit your lifestyle and personal preferences. No company builds in more exclusive design and manufacturing features to ensure the strength and performance of its automatic covers than Coverstar!

### **SAVE ENERGY**

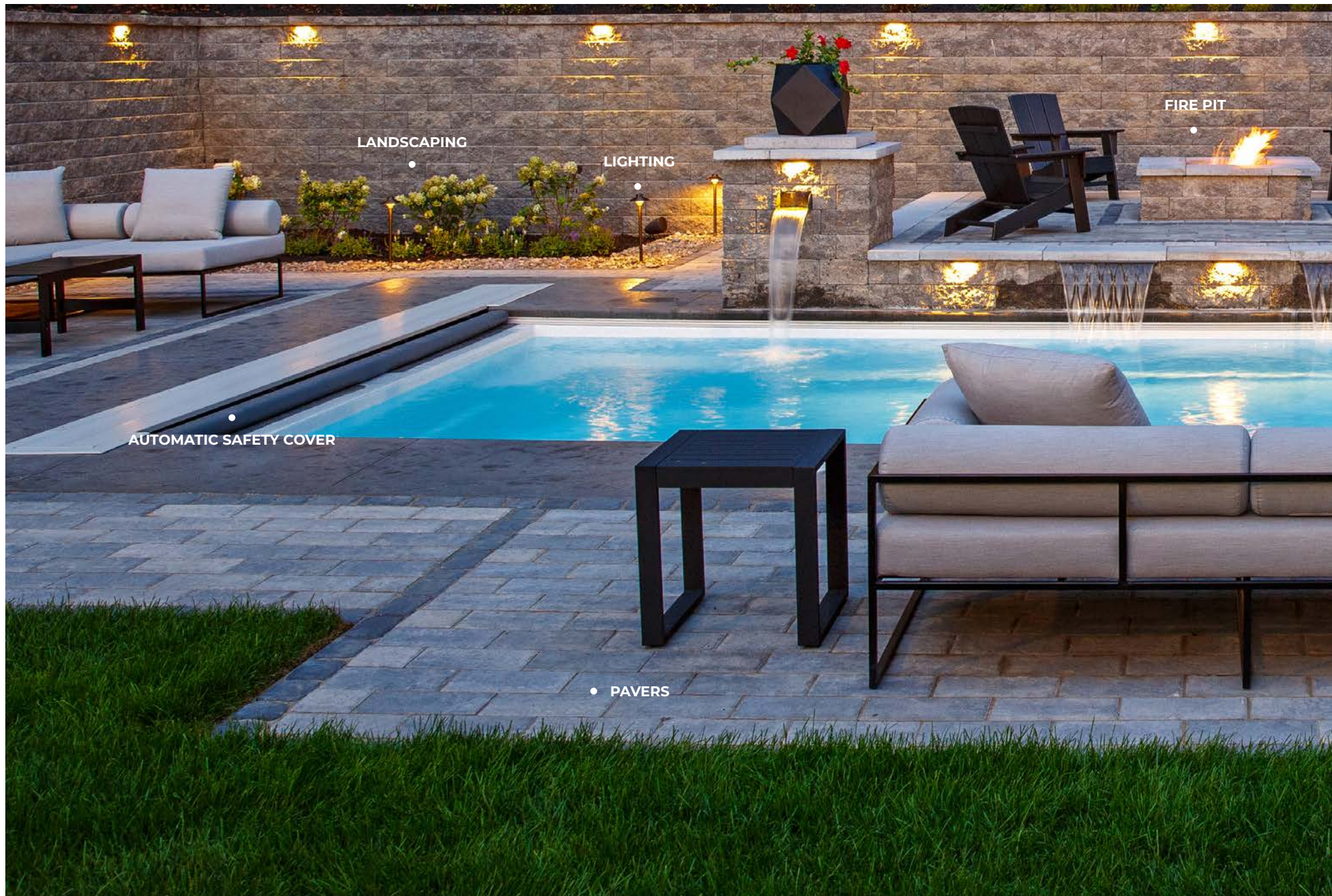
Using an automatic cover will keep your pool much cleaner. The pump and filter use can be reduced dramatically to just a few hours a day! This saves energy, which in turn, reduces pollution. A Coverstar automatic pool cover helps

you save big on heating, electricity, water and pool chemicals, while enjoying a cleaner, safer pool.

### **REDUCE POOL HEAT LOSS**

An automatic pool cover is one of the best ways to prevent pool heat loss because it keeps the warm water inside your pool and keeps cold air out so the water maintains a consistently comfortable temperature. Pool covers can reduce your pool heating costs by up to 70% by reducing evaporation. Simply seal your pool when it's not in use and let the pool cover do the rest!





• LANDSCAPING

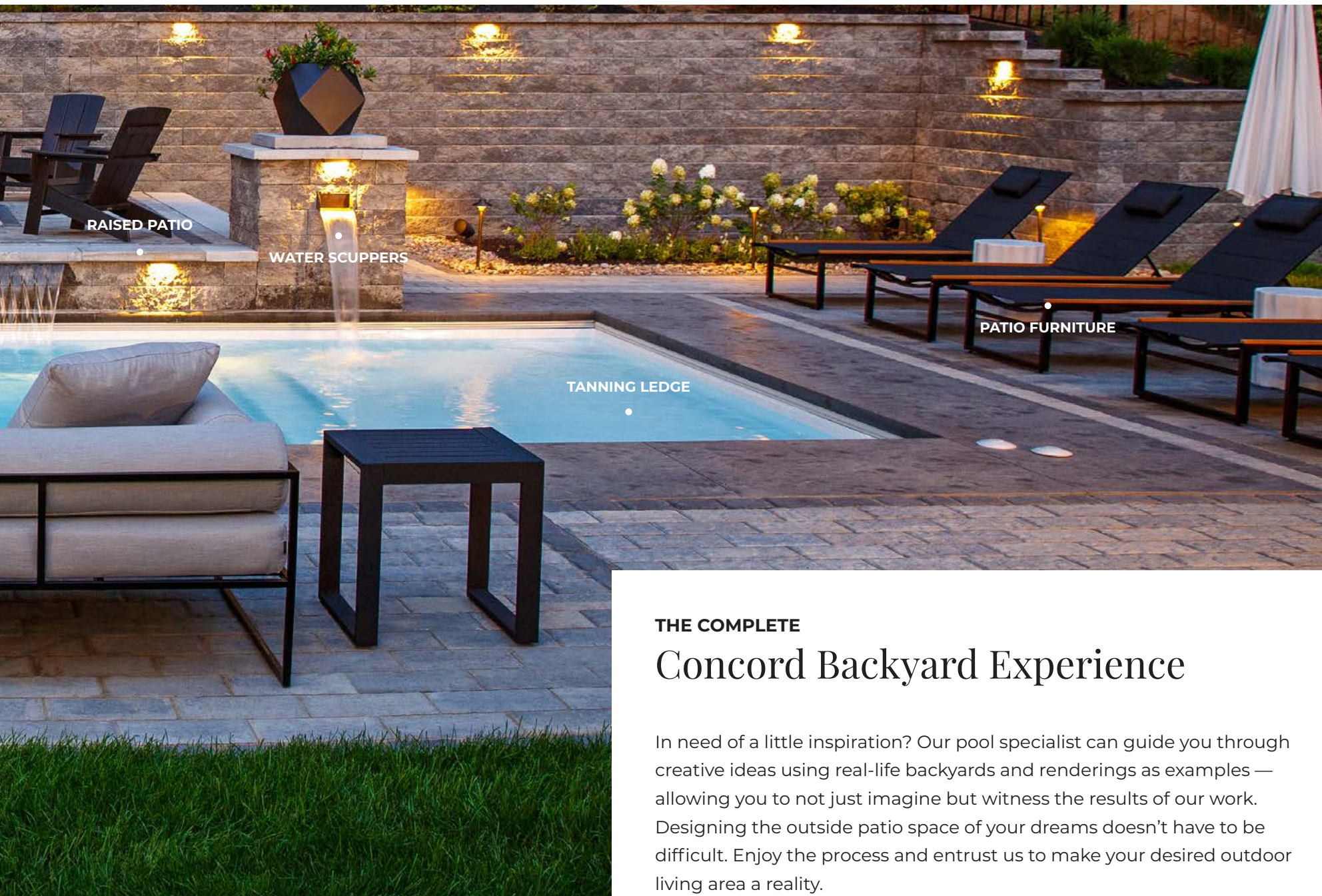
• LIGHTING

• FIRE PIT

• AUTOMATIC SAFETY COVER

• PAVERS





RAISED PATIO

WATER SCUPPERS

TANNING LEDGE

PATIO FURNITURE

## THE COMPLETE

# Concord Backyard Experience

In need of a little inspiration? Our pool specialist can guide you through creative ideas using real-life backyards and renderings as examples — allowing you to not just imagine but witness the results of our work. Designing the outside patio space of your dreams doesn't have to be difficult. Enjoy the process and entrust us to make your desired outdoor living area a reality.





## Concord Certified

### TRUSTED PROFESSIONALS

At Concord Pools & Spa, our commitment to you doesn't end until you are completely satisfied with all aspects of your outdoor space. From custom landscaping to additions like an outdoor kitchen, these details should be handled by trained professionals who you can trust.

However, finding reliable experts who can properly execute such projects can be challenging. Choosing the wrong contractors can lead to significant, not to mention costly damage to your pool or property. To ensure our customers receive the quality service they deserve, we've taken it upon ourselves to

handpick installers and contractors based on our selective vetting system — known as the Concord Certified program. This includes an extensive inspection of completed projects, collecting customer referrals and testimonies, and product reviews.

Once a contractor or installer passes our program, they become an integral part of our team. As such, we take great efforts in keeping standards high and consistent for all members by offering ongoing training on the "Concord Way." Customers who choose Concord can proceed with confidence.





## Financing

With our partners, you know you'll get a great rate, and the best loan process you've ever experienced — guaranteed.

- Loan amounts from \$5,000 up to \$200,000
- Same day funding available
- Competitive rates, no fees, no down payments
- Funds deposited directly into your account

Repay your fixed-rate home improvement loan in as little as two years, or take up to 12 years. When you have good to excellent credit, the choice is yours.





## Process Timeline

### NO SHORTCUTS. WHO'S IN YOUR YARD?

By following this meticulous process, Concord Pools and Spas ensures that every pool project is executed with precision, care, and a commitment to excellence.

We take pride in our attention to detail, from the selection of high-quality materials to the careful execution of each phase of construction. Our dedicated team works diligently to ensure that every aspect is completed to the highest

standards, resulting in a beautiful and long lasting final product.

Our process is designed to leave you worry-free, so now it's time to relax and enjoy your new pool with your loved ones. By prioritizing precision, care, and client satisfaction, we strive to exceed expectations and deliver outstanding results with every pool project we undertake.



## Concord Culture

### **WORK HARD. PLAY HARD.**

At Concord, we build exceptional teams who share our commitment to excellence. Our culture embodies a “work hard, play hard” mentality, making every day both productive and enjoyable.

We transform lives. Our team understands the profound impact their work has on our customers.

We cultivate an environment that is professional yet fun, working every day to enhance people’s lives. At Concord, we believe in being part of something bigger and more exciting, encouraging our staff to pursue success with passion and dedication.

We don’t just build pools. We build dreams.





At Concord, we believe everyone deserves waterfront property.

# CONCORD OF FLORIDA

42881 Lake Babcock Dr, Suite 200  
Punta Gorda, FL 33982

Phone: (941) 559-2480

[concordpools.com](http://concordpools.com)