

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.

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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 headquartered in Latham, New York since 1972, and has installed more inground swimming pools in the greater Capital District than all other local pool companies combined.



Our History

1980

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



1972

Mike Giovanone begins working for Carman Goody Pools in Colonie

2012

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

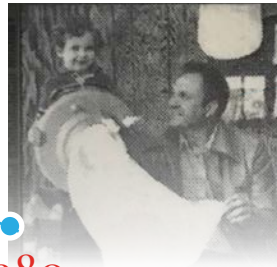


2019

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.

2022

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



Concord launches Spa Valet



Concord launches Coverstar NY



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.

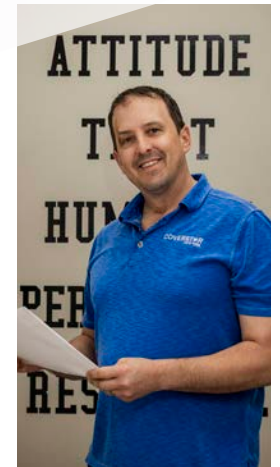
Using only the finest materials available, our experienced designers can customize any space into a dream getaway for you and your family to enjoy. And as our low-maintenance filtration systems are powered by the most advanced technology on the market, your space can be ready when you are. Have everything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

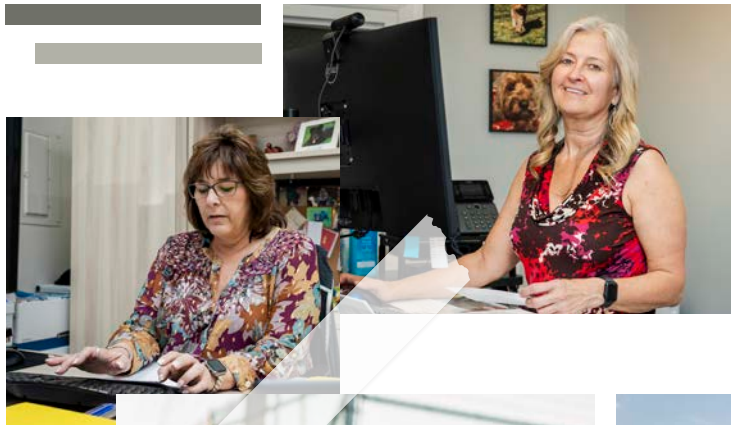
Come home to Concord.

Jon Foshee
President & Owner



Together, we achieve more.

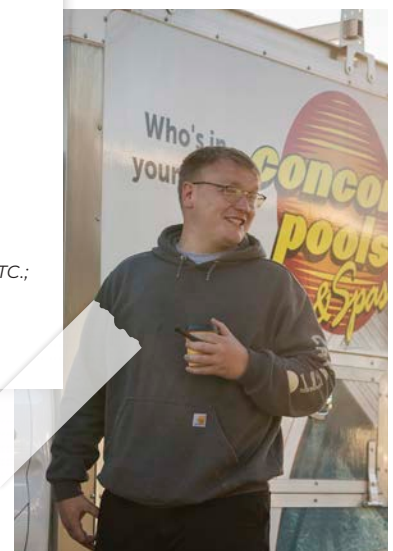




concord

\ '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.





Watervliet

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





CONCORD POOLS 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 thoroughly 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



Schenectady



CONCORD POOLS 72

02.

MODEL

Cancun

Features: Stamped Concrete
Border with Poured Concrete
Cantilever Edge, LED Lighting,
Landscaping, Safety Cover



Ocean Blue



Stamped Concrete



03.

MODEL

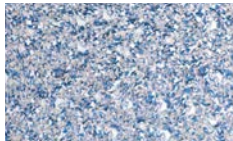
Olympia 16



16' x 35'

Depth: 3' 6" to 6' 6"

Features: Raised Patio, Pavers, LED Lighting, Landscaping, 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.



Saratoga Springs



Ocean Blue



*Natural Granite Wall / Patio
Concrete Pavers*

04.

MODEL

Claremont

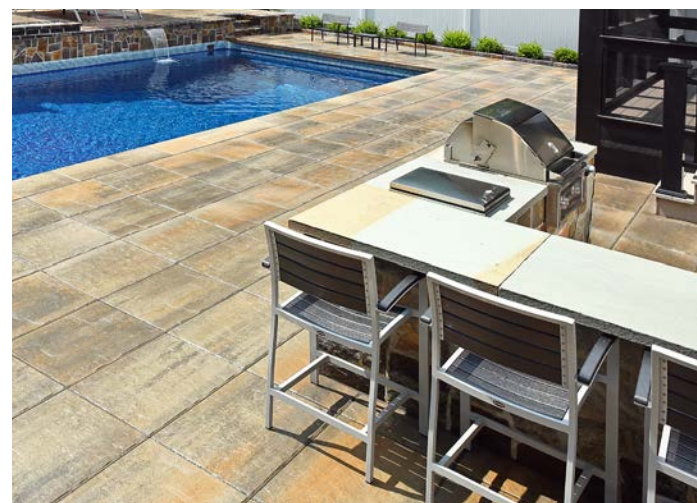


14' x 33'

Depth: 3' 6" to 5' 4"

Features: Bluestone, Raised Wall with Sheers and Natural Gas Fire Feature, Cascading Water Feature, Inground Spa, Landscaping, 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.





Greenfield Center





CONCORD POOLS 72



15' x 34'

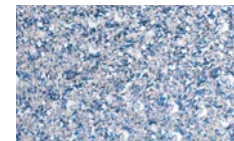
Depth: 3' 6" to 6'

05.

MODEL

Fiji

Features: Mystic Spillover Spa with Therapy Jets, Tanning Ledge and Bench Seating, LED Lighting, Stonework, Raised Patio, Landscaping, Safety Cover... Amazing View



Saphire Blue



Slate



Saratoga Springs



06.

MODEL

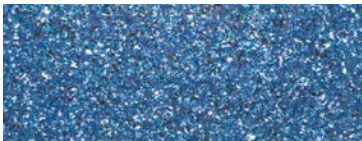
Olympia 14



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

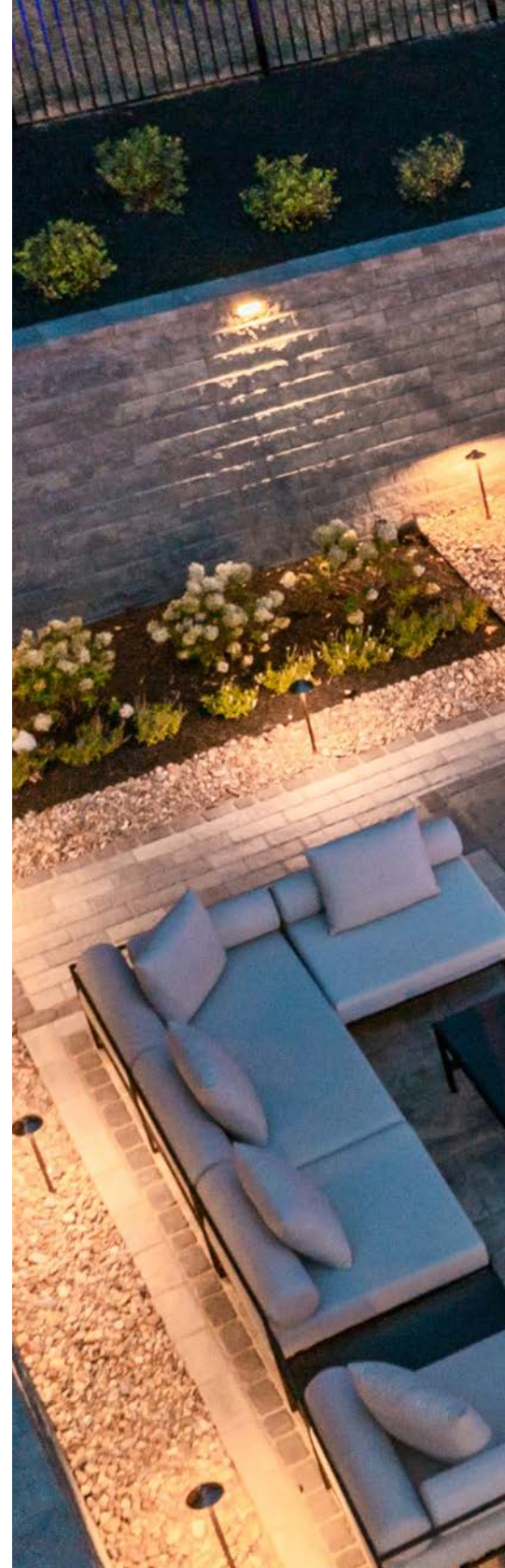
Features: Auto Cover, Scuppers, LED Lighting, Tanning Ledge, Natural Gas Firepit, Full Width Steps, Deep-End Benches, Landscape Lighting, Safety Cover



Pearl White Finish



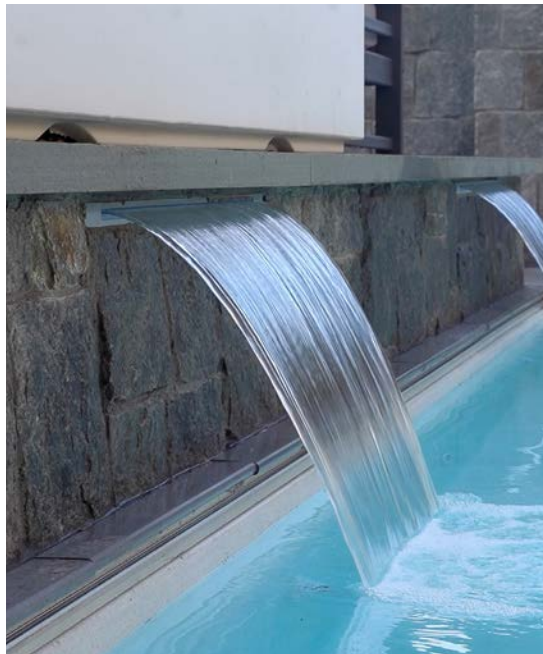
Charcoal Cover







Saratoga Springs



CNCRD
PLS 72



10' x 16'

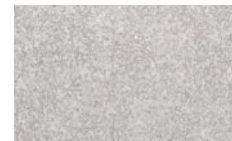
Depth: 4'

08.

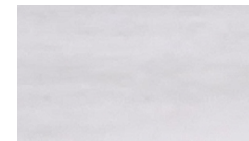
MODEL

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



14' x 30'

Depth: 3' 6" to 6'

09.

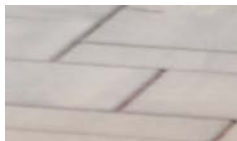
MODEL

Corinthian 14

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



Ocean Blue



Stamped Concrete





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



BARCELONA

16' x 38'

Depth: 3' 6" to 7'



CLAREMONT

14' x 33'

Depth: 3' 7" to 5' 4"

Featured on page 20



KINGSTON

16' 38'

Depth: 3' 6" to 5' 10"



CORINTHIAN

(3 sizes) 12' x 25', 14' x 30', 15' 10" x 40'

Depth: 3' 6" up to 7'

Featured on page 26 and 30



LAKE SHORE

16' x 33'

Depth: 3' 7" to 5' 5"

SHAPES

Rectangle

Automatic Safety Cover Ready



OLYMPIA

(3 sizes) 12' x 26', 14' x 30', 16' x 30'

Depth: 3' 6" up to 6' 4"

Featured on page 18 and 24



MONACO

16' x 40'

Depth: 3' 6" to 8'



ST. THOMAS

14' x 31' 6"

Depth: 3' 7" to 7'

SHAPES

Plunge

Automatic Safety Cover Ready

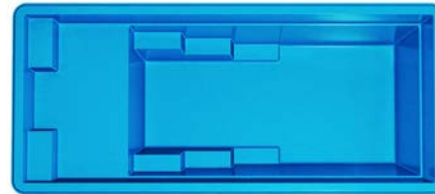


MILAN

10' x 16'

Depth: 4'

Featured on page 28



ENCHANTMENT

(3 sizes) 9' 1" x 17' 5", 9' 1" x 20' 7", 9' 1" x 23' 10"

Depth: 4' 9"

SHAPES

Modern FreeForm



ARUBA

11' x 22'

Depth: 3' 6" to 5'



BERMUDA

12' x 26'

Depth: 3' 6" to 5' 6"

Featured on page 14



FIJI

15' x 34'

Depth: 3' 6" to 6'

Featured on page 22



LAGUNA

14' x 30'

Depth: 3' 6" to 6'



CANCUN

16' x 35'

Depth: 3' 6" to 6' 6"

Featured on page 16



CARIBBEAN

16' x 40'

Depth: 3' 6" to 6' 6"

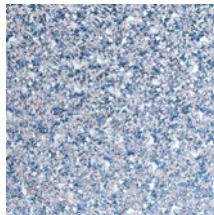
Finishes

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 Finishes.

G3



*Sapphire Blue**



*Ocean Blue**



Night Sky



Pearl White

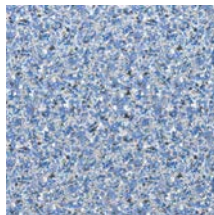


Coastal Bronze

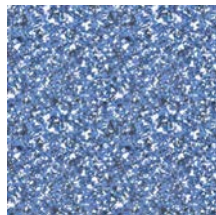


Shale Grey

G2



*Sapphire Blue**



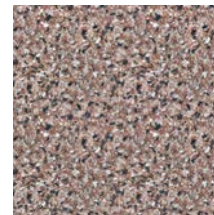
*Ocean Blue**



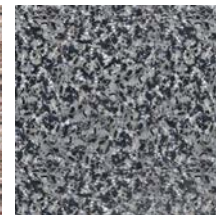
Night Sky



*Whisper White**



Coastal Bronze



Shale Grey

** Standard Gelcoat*



SAPPHIRE BLUE

OCEAN BLUE

NIGHT SKY

PEARL WHITE

COASTAL BRONZE

SHALE GREY



Features: Poured Concrete Canitlever Coping, Cascading Water Feature, LED Lighting, Borderless Vinyl Liner, Outdoor Seating, Outdoor Speakers, TV, Landscaping, Safety Cover



INTRODUCING Vinyl Pools

Design the inground pool of your dreams with Concord Pools and Spas. Our modular vinyl liner pool system allows clients to custom sculpt the shape of their swimming pool to suit their style and outdoor space.

Customized additions such as liner patterns and wall types can also be accommodated by working with our talented Renovations Department.

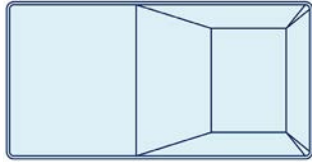
Whether it is remodeling or replacing an existing vinyl pool or building an entirely new outdoor getaway, our expert installers and renovators at Concord Pools can make an inground vinyl pool that is the ideal focal point of your backyard.



Ocean Blue



Bluestone



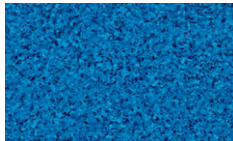
18' x 38'

01.

MODEL

Rectangle

Features: Scuppers, LED Lighting, Tanning Ledge, Fiberglass Spa, Natural Gas Firepit, Full Width Step, Bluestone Surround Spa, Landscaping, Gazebo, Safety Cover



Liner Color



Stone







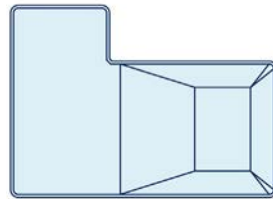
Saratoga Springs



02.

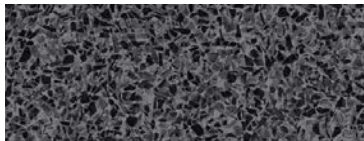
MODEL

True L



20' x 34'

Features: Tanning Ledge, Bluestone Copping, Cascading Water Feature, Natural Gas Firepit, In-ground Hot Tub, Landscaping, Safety Cover



Stardust Gray



Bluestone

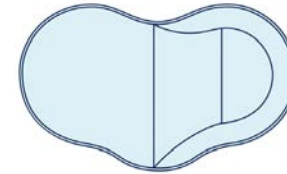


Imagine the joy of watching your kids swim into crystal-clear waters, their laughter filling the air as you unwind by the poolside. Every dip is a celebration of togetherness, and every sun-soaked day becomes a treasured memory. Let us turn your backyard into a sanctuary that will create moments that will stay with you forever.





CONCORD POOLS 72



18' x 36'

03.

MODEL Gemini

Features: LED Lighting, Spillover
Spa, Natural Gas Firepit, Cantilever
Coping Outdoor Kitchen,
Landscaping, Gazebo, Safety Cover



Chesapeake/
Gemstone



Stone Pavers





**CNCRD
PLS 72**

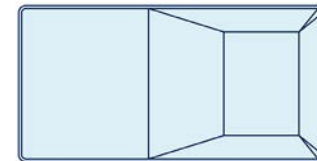
Concord has been serving our pool for over 20 years. The technicians have always done a quality job on our filter and liner replacements. They close our pool every year and get the job done. Amazing how efficient they are.

Barbara R.

04.

MODEL

Rectangle

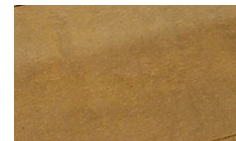


20' x 40'

Features: LED Lighting, Spillover Spa, Cascading Water Feature, Raised Patio, Landscaping, Fire Features, Safety Cover



Blue Granite



Stone Pavers



Esagono

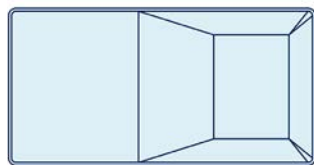


Concrete

05.

MODEL

Rectangle



18' x 40'

Features: Cantilever Concrete, Full Width Step with Custom Tanning Ledge, LED Lighting, Landscaping, Auto Safety Cover

Dive into the ultimate backyard escape with Concord's expertly designed pools, where cutting-edge technology meets timeless elegance. Our pools are equipped with top-tier features to enhance your swimming experience, from smart automation controls to eco-friendly heating systems that provide year-round comfort. You'll enjoy pristine water quality and energy-efficient performance, all while indulging in the luxury your family deserves.

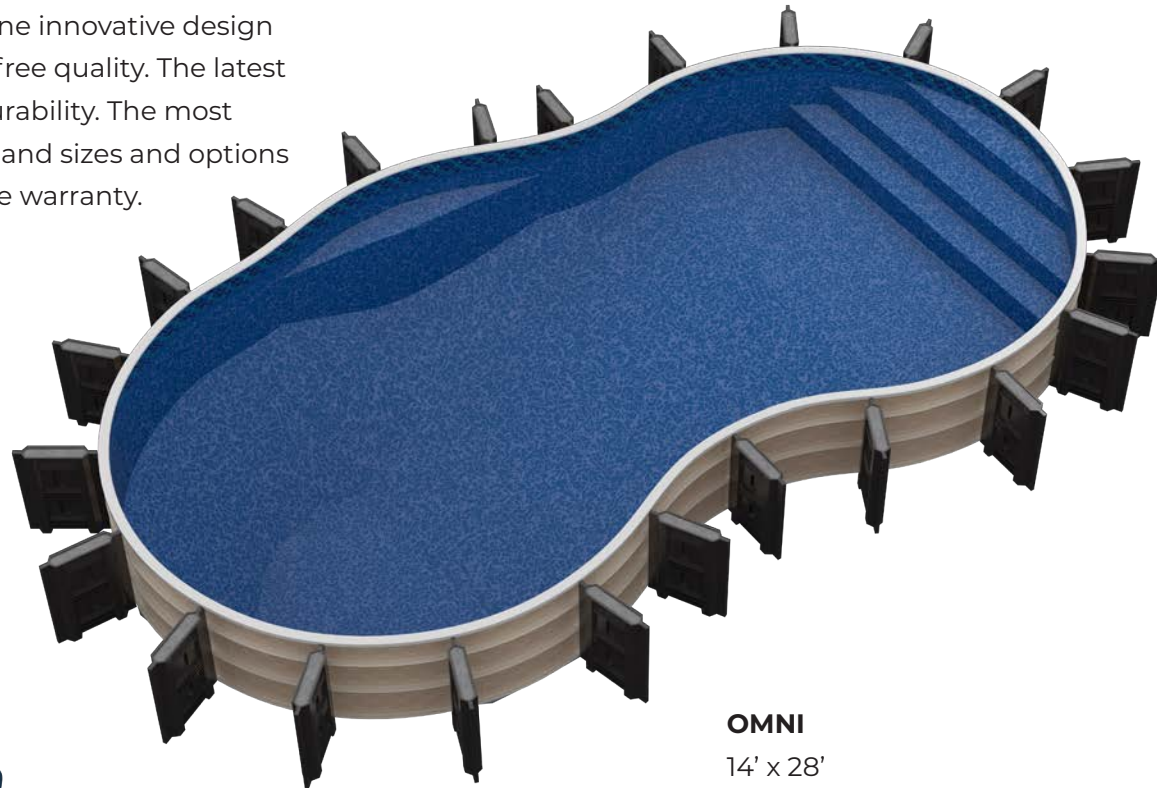




Vinyl Model Collection

CONCORD IS AN EXCLUSIVE DEALER OF LATHAM, THE POOL COMPANY

A Concord Pool is a true extension of its owners' personality, whether they entertain friends or associates, throw parties or just have family get togethers. Our pools combine innovative design with years of maintenance free quality. The latest technology. The greatest durability. The most complete palette of shapes and sizes and options that are backed by a lifetime warranty.



latham
The Pool Company

OMNI
14' x 28'
17' x 33'

SHAPES



GEMINI

14' x 28'
16' x 32'
18' x 36'
20' x 40'

Featured on page 44



TRUE L

14' x 28'
16' x 32'
18' x 36'
20' x 40'

Featured on page 42



LAGOON

18' x 36'
20' x 40'



MOUNTAIN LAKE

18' x 36'
21' x 40'



RECTANGLE

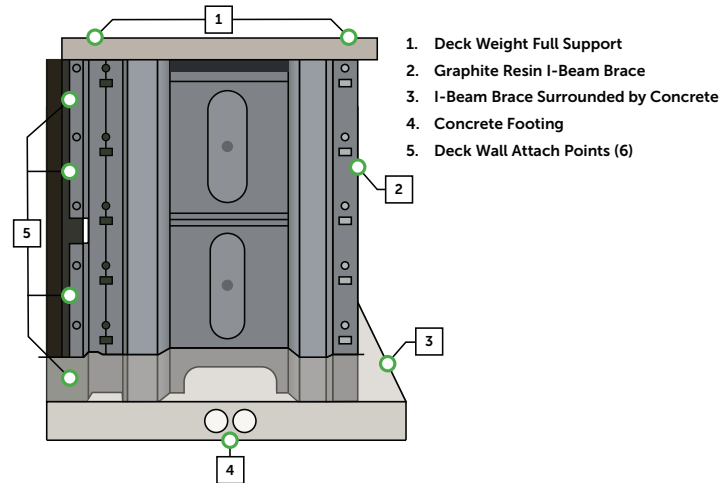
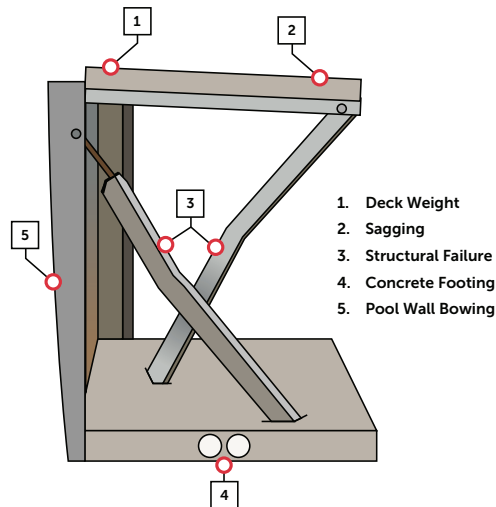
14' x 28'
16' x 32'
18' x 36'
20' x 40'

Featured on page 40, 46 and 48



SENTRA

16' x 32'
17' x 33'
19' x 37'



Concord Patented Wall System

NON-CORROSIVE STRUCTURE

Designed in conjunction with Latham, Pool Products, our polymer pool wall system, including Concord's patented I-Brace system, is 100% corrosion-free, offering unmatched durability and resilience. Concord is the only dealer in the area with this patented system. There is no equal – regardless of what you're told.

The Patented I-Beam Brace

The pool deck and surrounding soils exert significant live weight loads, continuously pressing down and inward on the pool walls.

We took the load off the walls and placed it onto the rock-solid, broad shoulders of a series of concrete-filled I-Beam braces. These I-Beam braces surround the pool's perimeter and the cavern beneath your steps.

Choosing between steel and polymer is an easy decision. Polymer is superior and more resistant to corrosion and damage. Make the right decision when investing in your home by selecting only the finest materials. Your pool should be an asset, not a liability.



COMPETITOR PLUMBING SYSTEM



CONCORD PLUMBING SYSTEM

Concord Standard Practice

With decades of expertise, we've set the gold standard in the industry, pioneering designs and technologies that redefine luxury living. Our visionary architects and engineers craft pools that are expressions of artistry and sophistication.

From conceptualization to completion, every project reflects our commitment to excellence. We exceed expectations with meticulous

attention to detail, ensuring structural integrity and aesthetic appeal that surpass industry benchmarks.

What truly sets us apart is our dedication to customer satisfaction. We don't just build pools; we build relationships. By listening to your needs and preferences, we turn your vision into reality, consistently delivering high-quality products and services.



IntelliCenter® Pool Control System



*ChemCheck® Water Quality
Monitoring 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**

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

COVERSTAR
NEW YORK

Coverstar NY, is the factory authorized distributor for Latham manufactured automatic covers serving the Northeast US.





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!

Renovations

Concord Pools and Spas has been remodeling inground pools for over 40 years throughout the Capital Region.

Whether it's a simple maintenance refresh such as installing a new liner or a complete overhaul of an existing inground pool, our professionals are up for any challenge, no matter how big or small. The experts at Concord Pools and Spas are experienced in all aspects of the industry. This allows clients to work with us to reach the

full potential of their outdoor space through our renovation services.

We also pride ourselves on using the latest technology and highest quality materials to ensure every remodeling project not only meets but exceeds industry standards. Our commitment to excellence and customer satisfaction has made us a trusted name in pool renovations, helping countless families transform their backyards into a personal oasis.



Entry Upgrades



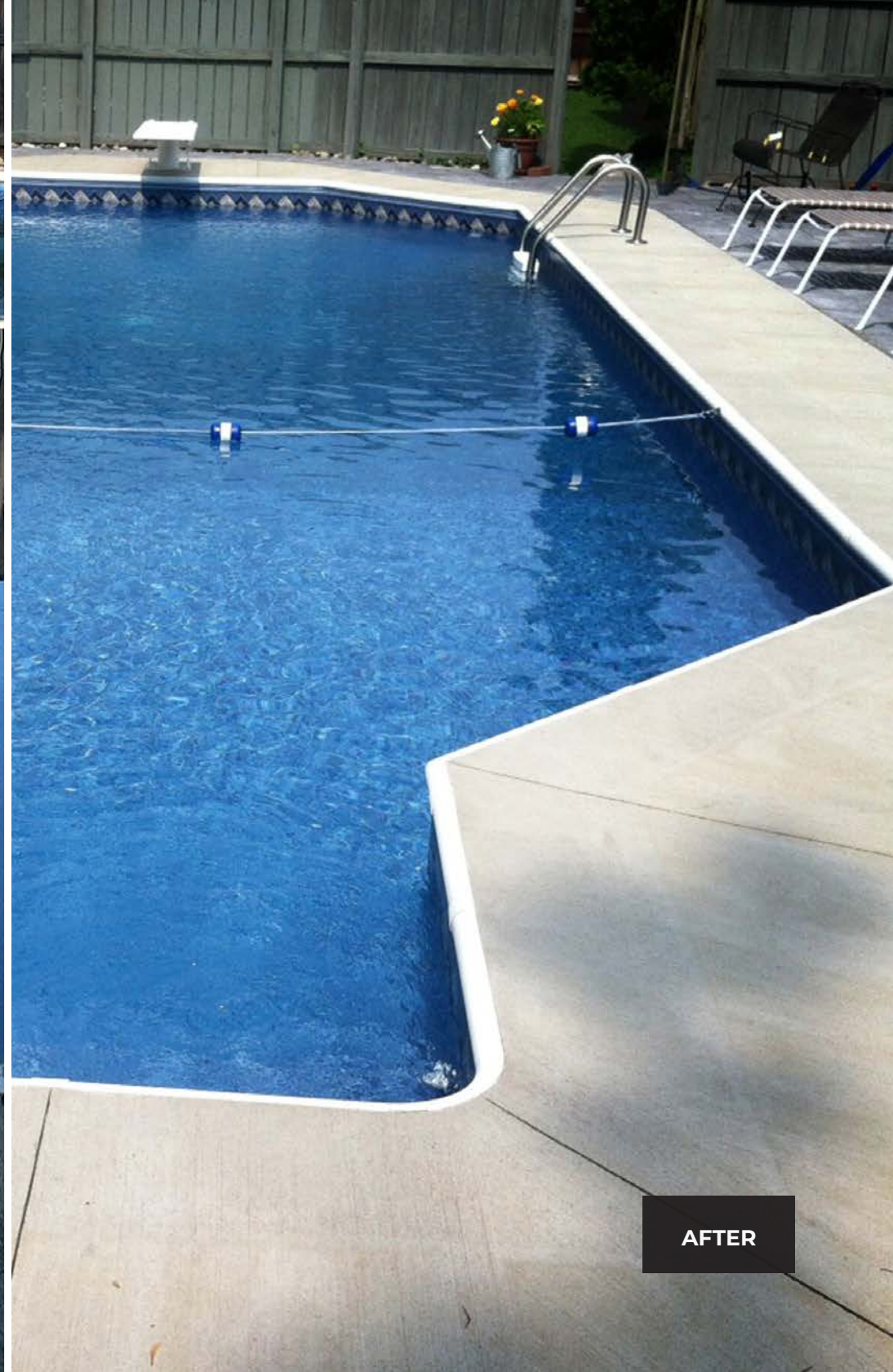
Coping Replacement



Salt Chlorine Generator Systems



*Filter, Pumps, Heaters
& Automation*





Service

At Concord Pools and Spas, our pool experts can install, repair, and maintain your pool, filter, pump, heater, salt chlorine generator, and plumbing so that you can enjoy your swimming solution for years to come. Customers who choose Concord Pools and Spas are guaranteed to receive the highest quality of service because we invest in the education of our contractors. Each of our contractors are Concord Certified to ensure a consistency in performance and standards.

But in addition to this, select members of our team, including our service coordinator

Bill Daub, are certified by the Pool and Hot Tub Alliance (PHTA). As one of the very few businesses in the Capital Region that have PHTA-certified service technicians, we are the leading provider of pools and spas in the area. Technicians who complete the PHTA program are professionally trained in circulation, hydraulics, filtration, repair, and maintenance, among other areas of the pool service industry. Allow our certified specialists to take care of all your pool or spa needs.



Features: Bucket seats, Fully adjustable, Nordic Star™ Jets, Dual Therapy Systems



INTRODUCING

Nordic Hot Tubs

For over 25 years, Nordic Hot Tubs has led the industry in providing high quality, therapeutic, and affordable hot tubs. At the heart of our mission is Nordic's STAR philosophy meaning every hot tub should be Simple, Therapeutic, Affordable, and Reliable. When one purchases a Nordic Hot Tub, they are purchasing Nordic's passion for true whirlpool therapy, our commitment to the highest quality, as well as our drive to exceed expectations in value and performance.



COLLECTION
Crown II

You will feel like royalty when you let the Crown II™ pamper you with exceptional hot water therapy. Basic design coupled with innovation results in our Crown II™, one of Nordic's signature hot tubs!



COLLECTION
Retreat

This is an amazing hot tub in a compact footprint! With two deep therapy bucket seats and a bench seat, the Retreat MS™ offers room for entertaining or just simple sanctuary from the stress of the day.



COLLECTION
Jubilee

Step into the swirling water of the Jubilee and let it lavish your neck, back, and feet with luxuriant hot water therapy. The powerful massage will push your "reset button" so you emerge renewed and refreshed!



COLLECTION
Encore

Once you've settled into the corner captain's chairs or our No-Float™ lounger, the Encore LS™ will envelop you in Affordable Luxury from neck to toes.





Spa Valet

THE PERFECT SPA ACCESSORY

We built Spa Valet because we believe in the numerous benefits that a well-maintained spa will provide. To enjoy these benefits, your spa must be functioning, clean, and the water properly balanced. Without a consistent maintenance routine, you will find that when you open that cover, your spa is not the inviting oasis you had envisioned. Owning a spa can be an amazing experience.

You can enjoy the benefits of aquatic therapy year-round in any climate if you take advantage of the benefits. Stress relief, muscle relaxation,

improved sleep, relief of chronic pain and better cardiovascular health are just some of the possibilities. Some researchers have even found that soaking in hot water burns calories and increases metabolism.

With all of these benefits at your disposal you need to make sure that your spa is clean and properly sanitized before use as the negatives effects of poor water quality can be dangerous. Improperly balanced water can be a breeding ground for bacteria that can cause a rash, fever, stomach pain or illness.



SPA VALET

Services

Services included in each visit:

- Water testing
- Filter Cleaning
- Interior Cleaning
- Exterior Cleaning
- Chemical Balancing
- Drain, Clean and Refill

Don't feel comfortable taking a chance on your maintenance? Don't feel knowledgeable about water care? Don't have the time to do the required maintenance? Not home to do the work yourself?

Don't delay, call Spa Valet.

To learn more about Spa Valet, visit spavaletny.com or call (518) 918-3050.



Client Success Team

OUR TOP PRIORITY IS CUSTOMER SATISFACTION

Our Client Success Team (CST) becomes the main point of contact for our customers from the moment our excavators arrive on site. The CST team takes charge, answering any questions, coordinating with other trades, and keeping our customers informed every step of the way. We meticulously document each project in real-time, allowing us to quickly reference details and provide swift answers to any questions, both internally and externally.

As part of our commitment to a seamless transition to pool ownership, the CST team

ensures the final stages are smooth and stress-free. They conduct a thorough final cleaning and provide a detailed demonstration to the homeowner. This includes supplying a demo cleaning kit with all the necessary accessories for pool maintenance. Our dedicated CST Manager and Team are committed to making your pool ownership experience effortless and enjoyable, providing support and guidance every step of the way.

Outdoor Living

WE'RE MORE THAN JUST A POOL COMPANY

No poolside space is complete without a furnished surround to complement your new backyard sanctuary. With Concord Pools and Spas, customers can acquire all the finishes needed to bring their ideal patio scene to life.

Concord Pools and Spas is more than just an inground pool installation company. Through our extensive network of certified contractors, we can offer a wide variety of renovations, including:

Outdoor Furnishing: Transform the pool area into a fully furnished abode with additions such as an outdoor grill or kitchen to enhance your experience.

Outdoor Heating: A patio heater is a great addition to any outdoor space. Don't let the cold chase you inside before you're ready; get yourself a heating option and maximize your outdoor space even as the weather gets chilly.

Lighting and Electricity: Bask in the warm, ambient glow of your outdoor living space by having our professionals install custom light fixtures as well as outdoor heating components like a heated patio.

Landscaping: Our skilled team can refine the features of any backyard, deck, or patio. Retaining walls, waterfalls, rock formations, and custom fire elements — anything you can envision we can deliver.





LIGHTING

FIBERGLASS SPA

• PAVERS

• LANDSCAPING



THE COMPLETE

Concord Backyard Experience

In need of a little inspiration? Our pool specialists 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, testimonials, 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.

Continuing Education

FOR POOL BUILDERS

At Concord Pools and Spas, we prioritize continuing education for our pool builders to stay current with the latest techniques, materials, and technologies. By investing in our employees' knowledge, we ensure they deliver top-quality service and drive innovation in every project.

Sending our employees to industry conferences is a key part of this commitment. These events offer opportunities to learn from industry leaders, explore new trends, and network with other professionals. Through workshops and

hands-on training, our team gains practical insights and advanced skills they can apply immediately.

The benefits of ongoing education extend beyond individual growth. By empowering our employees with the latest knowledge, we improve our overall efficiency, enhance our services, and ensure customer satisfaction. Our commitment to professional development helps us build not just exceptional pools, but also a legacy of quality and innovation.



EDUCATION

Pool School

There is a lot to know when maintaining your pool. We offer resources to help guide you in the process.

Our Pool School is offered every two weeks at our Latham showroom! Come see a demonstration of your pool and all of it's equipment. Our team will be on hand to demonstrate all of the features and benefits of owning a Concord Pool and will be available to answer any questions you may have. At our Pool School you can expect to see a demonstration, receive Concord swag, mingle with other pool owners, and more!

You are welcome to join us for another demonstration if you ever feel you may need a refresher course, or if you just miss us!

Have a question that can't wait? We are here for you! Contact us using the forms on our website, give us a call, or come by one of our locations. No question is too small.



LATHAM



SARATOGA SPRINGS



BABCOCK RANCH

CONCORD Showrooms

Experience the ultimate in pool design and inspiration with our three state-of-the-art showrooms. Each location showcases a wide variety of stunning pool models, the latest in pool technology, and innovative backyard designs. Our expert team is ready to guide you through the process, helping you visualize your perfect pool. Whether you're looking for a classic style or a custom, one-of-a-kind creation, our showrooms provide the perfect setting to explore all the possibilities. Visit one of our showrooms today and take the first step toward creating your dream pool!

Latham

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Fax: (518) 783-1319

Saratoga

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Saratoga Springs, NY 12866

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Fax: (518) 587-0121

Florida *Expanding New Horizons

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

Phone: (941) 559-2480

Who's in your yard?®



At Concord, we believe everyone deserves waterfront property.

concordpools.com