

**The following slides are pages appearing in our “inground presentation book”. These slides are in the same sequence as the pages in our presentation book. You will be using this book (page by page) to present our pool liners & installation to the pool owner.**

**There is really nothing to memorize. All you have to do is read this book to the pool owner and by the time you are done, the majority of the times, you will have sold another pool liner.**

**Average time for presenting our company and pool liners is 40 minutes.**





An underwater photograph of a swimming pool. The water is clear and blue. A diving board is visible in the upper right, extending towards the center. The pool's liner is a vibrant blue color. The lighting creates a shimmering effect on the water's surface and the liner.

**OUR COMPANY  
NAME IS**

**BEST POOL LINERS**

*“Our name says it all”*

**PRESENTING OUR**

**INGROUND**

**POOL**

**LINER**

**PATTERNS**



**AT THIS POINT, THE SALESPERSON MUST**

**PRESENT OUR  
POOL LINER SAMPLES &  
PICTURES.**

**(CUSTOMERS ARE EXCITED ABOUT  
HOW BEAUTIFUL THEIR POOL WILL  
LOOK WITH A NEW LINER)**

**AFTER DISPLAYING THE SAMPLES FOR  
A WHILE TELL THE CUSTOMER :**

**“LET’S GO OVER POOL LINER SAMPLES  
LATER. NOW, I WOULD LIKE TO GIVE  
YOU SOME INFO ON OUR COMPANY,  
THE INSTALLATION AND THE  
WARRANTY”.**

# **COMPANY BACKGROUND**

- **WE SPECIALIZE IN REPLACING POOL LINERS FOR 40 YEARS**
- **LARGEST POOL LINER COMPANY IN USA**
- **INSTALLING 1000 LINERS YEARLY**
- **WE HAVE LOCAL OFFICES &**

## **LOCAL INSTALLERS IN 11 STATES:**

**NJ**

**DE**

**NY**

**MD**

**CT**

**PA**

**MA**

**OH**

**RI**

**MI**

**NH**

**WE ARE**

**LICENSED &**

**INSURED FOR**

**\$2,000,000**



AAALI-2

OP ID: JC

# CERTIFICATE OF LIABILITY INSURANCE

 DATE (MM/DD/YYYY)  
 01/28/2021

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

PRODUCER Mountain Valley Insurance Agency, LLC S 114 Farview Avenue Paramus, NJ 07652 Anthony M Costello II, CIC	CONTACT NAME: Anthony M Costello II, CIC PHONE (A/C, No, Ext): 201-773-0868 FAX (A/C, No): 201-773-0869 E-MAIL ADDRESS: ADDRESS:
201-773-0868	INSURER(S) AFFORDING COVERAGE
INSURED <b>BEST POOL LINERS</b> 2560 US Highway 22, Ste 314 Scotch Plains, NJ 07076	INSURER A: CRUM & FOSTER Ins. Co. INSURER B: ICW Group Insurance Co. INSURER C: NAUTILUS INSURANCE Co. INSURER D: National Fire Insurance <span style="float: right;">224</span> INSURER E: INSURER F:

**COVERAGES**                      **CERTIFICATE NUMBER:**                      **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL ISO	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR  GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input checked="" type="checkbox"/> PRO-JECT <input type="checkbox"/> LOC OTHER:			BAK-52349-2	07/16/2020	07/16/2021	EACH OCCURRENCE \$ 1,000,000 DAMAGE TO RENTED PREMISES (EA OCCURRENCE) \$ 100,000 MED EXP (Any one person) \$ 10,000 PERSONAL & ADV INJURY \$ 1,000,000 GENERAL AGGREGATE \$ 2,000,000 PRODUCTS - COMPROP AGG \$ 2,000,000 Pollution \$ 250,000
	AUTOMOBILE LIABILITY <input type="checkbox"/> ANY AUTO OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) \$ BODILY INJURY (Per person) \$ BODILY INJURY (Per accident) \$ PROPERTY DAMAGE (Per accident) \$
C	<input checked="" type="checkbox"/> UMBRELLA LIAB <input checked="" type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE GED      RETENTION \$			101601601	10/16/2020	10/16/2021	EACH OCCURRENCE \$ 4,000,000 AGGREGATE \$ 4,000,000
D	WORKERS COMPENSATION AND EMPLOYERS' LIABILITY ANY PROPRIETOR/PARTNER/EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NJ) If yes, describe under DESCRIPTION OF OPERATIONS below	Y/N	N/A	WPH504446102	11/29/2020	11/29/2021	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTH-ER E.L. EACH ACCIDENT \$ 1,000,000 E.L. DISEASE - EA EMPLOYEE \$ 1,000,000 E.L. DISEASE - POLICY LIMIT \$ 1,000,000

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

PROOF OF INSURANCE

CERTIFICATE HOLDER

CANCELLATION

PROOF OF INSURANCE

SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS.

AUTHORIZED REPRESENTATIVE  
 Anthony M Costello II, CIC

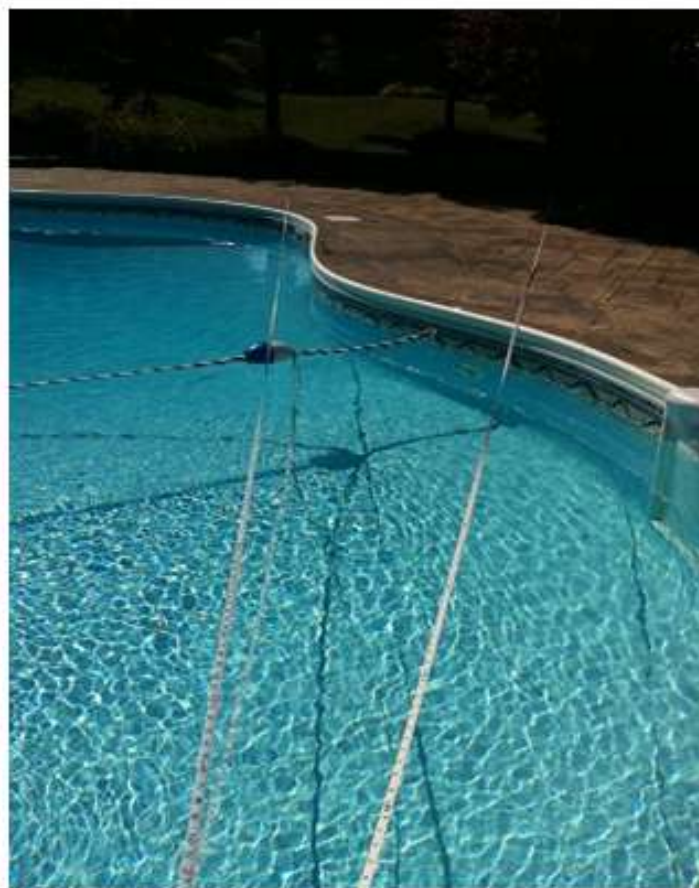
**THE**  
**INGROUND**  
**LINER**

**INSTALLATION**

**PROCESS**



# STEP ONE : POOL MEASUREMENT

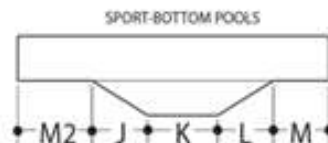
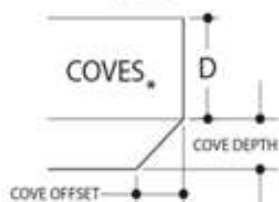
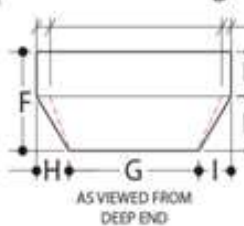
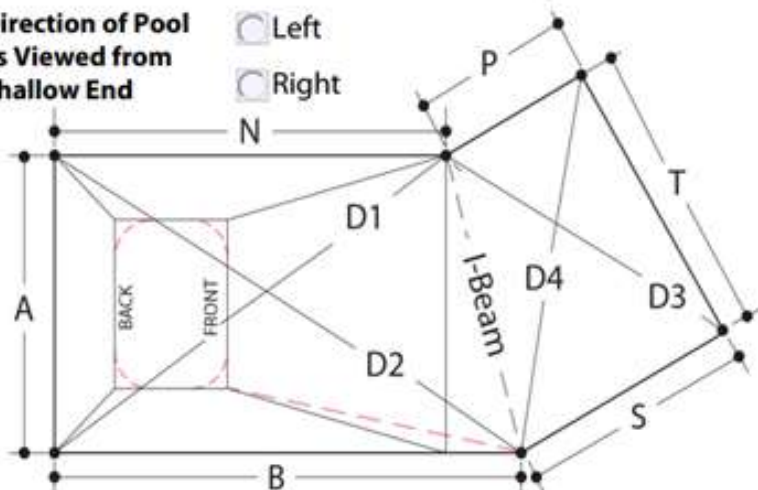


## PRECISE MEASUREMENTS ARE CRITICAL

\*ALL MEASUREMENTS ARE TO IMAGINARY SQUARE CORNERS\*

Direction of Pool  
as Viewed from  
Shallow End

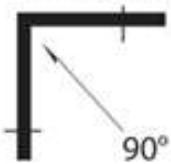
- Left
- Right



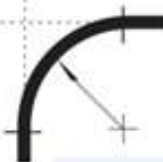
\*Coves are small slopes beginning at the pool wall usually found in the shallow end.

### CORNERS

SQUARE



RADIUS



INCH RADIUS

DIAGONAL



INCH DIAG.





**WE PROVIDE OUR MEASUREMENTS TO THE MANUFACTURER. LINER READY IN 2 WEEKS.**







**WE ARRIVE FOR THE INSTALLATION AND PUMP WATER OUT OF POOL USING A VARIETY OF PUMPS**





# DEBRIS REMOVAL



**WE REMOVE DEBRIS AND  
PLACE IN GARBAGE BAGS.**





**WE REMOVE THE OLD POOL LINER, PLACE IT IN BAGS AND TAKE IT BY THE CURB.**







**WE RETROWELL FLOOR, IF POOL FLOOR IS SAND**



**IF POOL FLOOR IS VERMICULITE,  
WE PATCH INDENTATIONS**





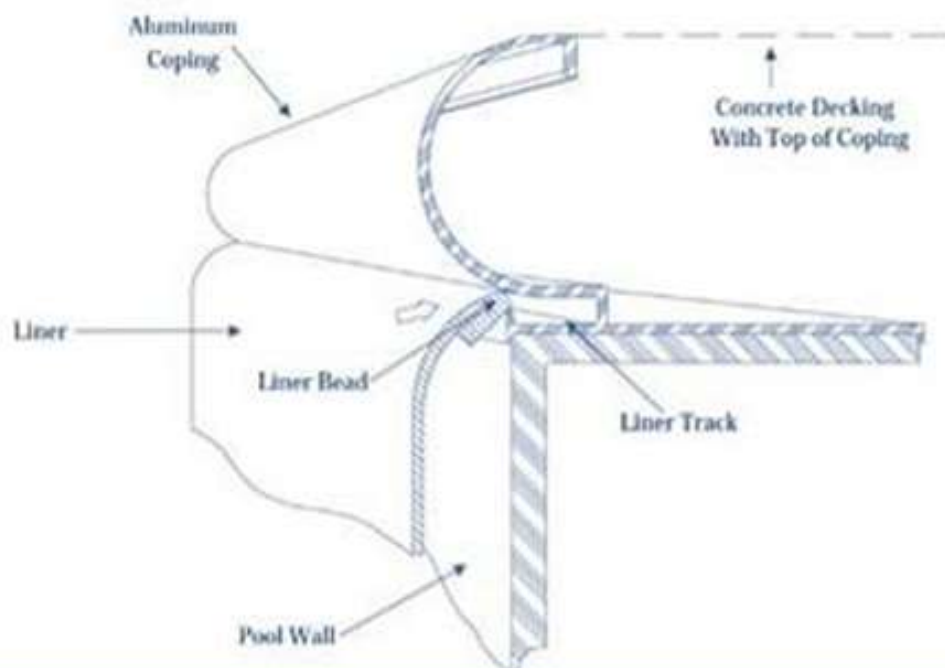
**POOL LINER IS REMOVED FROM BOX  
AND PLACED ON SHALLOW END**



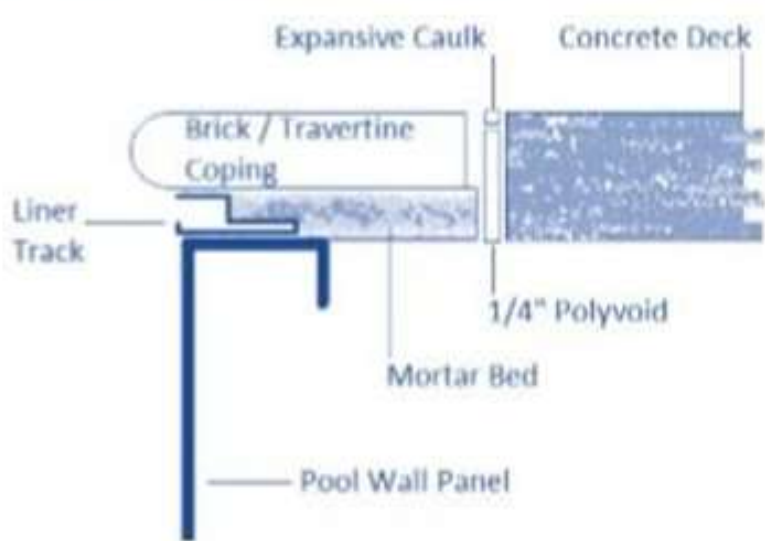
**INSTALLER STARTS INSTALLING LINER INTO POOL COPING**







**INSTALLER SNAPS LINER INTO POOL COPING**







**LINER SNAPPED INTO COPING  
THROUGHOUT ENTIRE POOL**



**VACUUM REMOVES AIR & KEEPS LINER WRINKLE FREE**

**WHILE WATER STARTS FILLING NEW LINER**





**CUSTOMER MAY USE GARDEN HOSE OR  
WATER TRUCKS TO FILL POOL WITH WATER**





## **FINAL STEP :**



**ONCE WATER FILLS IN POOL HALFWAY, WE REMOVE VACUUM AND INSTALL NEW FACEPLATES**







**POOL LOOKING  
BRAND NEW AGAIN  
IS READY TO USE.**

**OUR JOB TAKES**

**ONE DAY**

**TO FILL UP YOUR POOL  
WITH WATER TAKES 2-3**

**DAYS USING THE  
GARDENHOSE.**

**2-3 HOURS USING A  
WATER TRUCK**

**POOL LINER**

**LIFE**

**EXPECTANCY**

**&**

**WARRANTY**

**INFORMATION**

- **THERE WAS A TIME  
LINERS LASTED  
25+ YEARS.**

- **TODAY INGROUND  
LINERS LAST 7 YRS.**

- **ABOVE GROUND  
LINERS LAST 3 YRS.**

**THE REASON . . .**



# POOL LINERS ARE LIKE APPLIANCES

THEY ARE NOT MADE TO LAST ANYMORE SO THAT  
CONSUMERS PURCHASE MORE OF THEM.

<u>LIFESPAN ( yrs)</u>	<u>THEN</u>	<u>NOW</u>
STOVES	30	13
WASHERS	30	10
REFRIGERATOR S	30	14
TVs	25	12
POOL LINERS	25	3 - 7



# HOMEOWNERS

ASK :

**“ WHY DO POOL COMPANIES  
WARRANTY THEIR LINERS  
FOR 20 YEARS,  
  
IF THEY LAST  
3 - 7 YEARS ????? ”**

**ANSWER **



**BECAUSE**

**POOL LINER**

**WARRANTIES**

**ARE MADE TO**

**PROTECT THE**

**POOL COMPANY**

**AND NOT**

**THE HOMEOWNER ! ! !**

**FOLLOWING**

**ARE**

**SOME**

**POOL LINER**

**WARRANTY**

**EXAMPLES**



**SOME POOL LINER**  
**WARRANTIES STATE :**

**TO FILE A CLAIM**

**“CUSTOMER MUST CLEAN,  
FOLD, BOX AND RETURN  
LINER TO FACTORY FOR  
INSPECTION”**

**THAT IS IMPOSSIBLE TO DO !**

**POOL LINER WARRANTIES MAKE IT  
HARD TO EVEN START A CLAIM**

# CUSTOMER RETURNING LINER TO FACTORY FOR INSPECTION





**ALL**  
**POOL LINER**  
**WARRANTIES STATE :**

**“ IMPROPER INSTALLATION  
VOIDS WARRANTY ”**

**OFTEN**

- **MANUFACTURER BLAMES  
INSTALLER.**
- **INSTALLER BLAMES  
MANUFACTURER.**
- **CUSTOMER GETS STUCK IN  
THE MIDDLE.**

# THE BLAME GAME





**ALL**  
**POOL LINER**  
**WARRANTIES STATE :**

**IN THE EVENT OF A LINER DEFAULT  
CUSTOMER MUST**

**PAY**

- **PRORATED LINER COST**
- **FULL PRICE FOR  
REINSTALLATION**
- **FULL PRICE FOR WATER &  
CHEMICALS**

**CUSTOMER NEARLY PAYS FULL  
PRICE FOR A NEW LINER AGAIN !!!**

# POOL LINER WARRANTIES

**CUSTOMER PAYS AGAIN FOR NEW WATER TO FILL POOL**



**CUSTOMER PAYS PRORATED COST FOR NEW LINER**



**CUSTOMER PAYS AGAIN FOR NEW LABOR**

**CUSTOMER PAYS AGAIN FOR NEW CHEMICALS**





# COMPETITORS

## 20 YEAR LINER WARRANTY

### ACTUAL CUSTOMER'S COST

YEAR	PRORATED LINER COST	FULL LABOR COST	WATER/ CHEMICALS	LEAK INSPECTION	TOTAL COST
1	0	1500	800	500	2800
2	800	1600	800	500	3700
3	1000	1700	800	500	4000
4	1200	1800	800	500	4300
5	1400	1900	800	500	4600
6	1600	2000	800	500	4900
7	1800	2100	800	500	5200

**BEST POOL LINERS**

**IS OFFERING**

**YOU A**

**BETTER**

**OPTION**

**OF LINER & WARRANTY**



**27**

**B.P.L. INGROUND LINER**

**27 MIL \***

**50 %**

**THICKER & STRONGER**

**\* GUARANTEED IN WRITING**

**COMPARE TO**

**20 MIL \***

**THICKNESS LINER**

**\* INDUSTRY STANDARD**

**20**

**OUR B.P.L. INGROUND LINERS  
COME WITH “ULTRA SEAMS”\***

**THE STRONGEST SEAMS**

**IN THE INDUSTRY**

**NEARLY INVISIBLE FOR A MORE  
AESTHETIC APPEARANCE**



Floor seams are visible on standard liners



No visible floor seams

**\* GUARANTEED IN WRITING**

**MANY COMPETITORS USE**

**POOL LINERS WITH**

**STANDARD \***

**VISIBLE SEAMS THAT ARE**

**EASIER TO COME APART**



**\* COMING APART AT THE SEAMS**



**THE B.P.L. LINER IS**

**MADE OF**

**LONGER LASTING**

**NON-RECYCLED\* VINYL**



**\* GUARANTEED IN WRITING**

# SOME POOL COMPANIES

**USE CHEAPER  
RECYCLED\* VINYL**

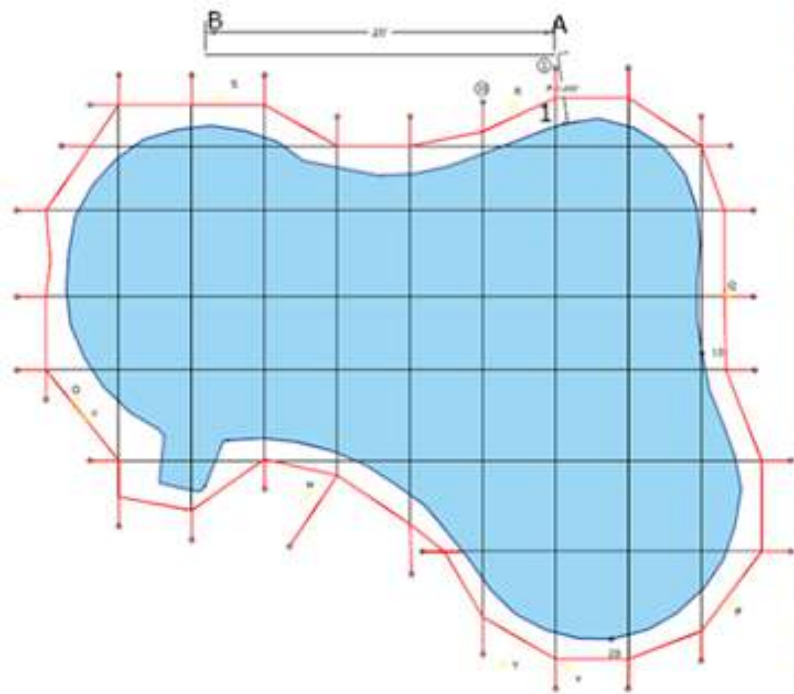


**\* WHICH HAS SHORTER LIFESPAN**



# **B.P.L. LINER**

**MEASURED & CUSTOM MADE\***  
**(IN THE UNITED STATES)**  
**TO EXACTLY FIT YOUR POOL**



**\* GUARANTEED IN WRITING**



# SOME POOL COMPANIES

USE *CHEAPER – STOCK\**

**LINERS THAT “APPROXIMATELY”  
FIT YOUR POOL**



\* STOCK LINERS ARE ALREADY A FEW YEARS OLD

\* MAY NOT FIT YOUR POOL “RIGHT” IF AT ALL

\* THEY ARE ALL MOSTLY FOREIGN MADE

## **SUMMARY :**

# **OUR SUPERIOR LINER**

- **ALMOST 50% THICKER**  
**THAN COMPETITORS !!**
- **MADE WITH**  
**ULTRA SEAMS !**
- **NON RECYCLED !**
- **CUSTOM MADE !**
- **AMERICAN MADE !**
- **GUARANTEED ON OUR CONTRACT !**



# OUR POOL LINER QUALITY IS GUARANTEED ON OUR CONTRACT

## Best Pool Liners

NJ, NY, CT, MA, RI, NH, PA, DE, MD, MI, OH

2021 POOL LINER CONTRACT

Tel # 800-201-8401

Fax # 800-393-0588

MAILING HEADQUARTERS: 1115 Inman Ave., Suite 360, Edison, NJ 08820 E-MAIL: CustomerService@PoolLinerCompany.com

First Names: \_\_\_\_\_ & \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ County: \_\_\_\_\_ E-mail: \_\_\_\_\_

Cel #: \_\_\_\_\_ Cel #: \_\_\_\_\_

Approx. Pool Size: \_\_\_\_\_ X \_\_\_\_\_ Pool Shape: \_\_\_\_\_

Pool Type: INGROUND \_\_\_\_\_ ABOVE GROUND FLAT BOTTOM \_\_\_\_\_ ABOVE GROUND WITH DEEPEND \_\_\_\_\_

New Pool Liner Sold With: INGROUND MATERIAL \_\_\_\_\_ ABOVE GROUND MATERIAL \_\_\_\_\_

Liner Wall Design & Thickness: \_\_\_\_\_ 27 MIL (INGROUND) ✓ \_\_\_\_\_ 16/18 MIL (ABOVE GROUND) ✓ \_\_\_\_\_

Pool Liner Quality: ULTRA SEAMS ✓ \_\_\_\_\_ NON RECYCLED ✓ \_\_\_\_\_ CUSTOM MADE ✓ \_\_\_\_\_ AMERICAN MADE ✓ \_\_\_\_\_

LINER WITH TILE: Yes No LINER WITH NO TILE (floor design throughout): Yes No

Lifetime Pool Liner Warranty: Yes No Factory Liner Warranty: (Yes) No

The following warranty applies if BPL Lifetime Pool Liner Warranty is circled "YES" above. In the event of any defects in the liner fabrication Best Pool Liners warranties to the original purchaser for as long as he owns the pool to repair or replace (at its option) the Pool Liner and also provide: FREE INSPECTION, FREE BRAND NEW LINER (if needed), FREE LABOR TO REPLACE OR REPAIR THE POOL LINER, WATER & CHEMICAL COMPENSATION. Improper installation by company does not void this warranty.

# **POOL OWNERS :**

PLEASE ***ASK TO VIEW*** COMPETITORS ESTIMATE/CONTRACT.

IF THEY ***DO NOT SPECIFY*** THEIR POOL LINER QUALITY THERE IS A REASON WHY.

***THEIR POOL LINER IS  
PROBABLY MADE WITH :***

- **20 MIL VINYL**
- **STANDARD SEAMS**
- **RECYCLED VINYL**
- **FOREIGN MADE – STOCK  
LINER**

PLEASE ASK THEM TO SPECIFY THEIR LINER QUALITY IN WRITING AS ***BEST POOL LINERS DOES***



**NOTE**

**FOR \$500**

**ADDITIONAL**

**B.P.L. OFFERS**

**THE BEST LINER**

**WARRANTY OF**

**THE INDUSTRY**

***B.P.L.***  
***LIFETIME***  
***POOL LINER WARRANTY***

**FOR AS LONG AS YOU  
OWN YOUR POOL, YOU PAY**

**ZERO OUT OF**

**POCKET ! ! !**

- **ZERO INSPECTION COST**
- **ZERO PRORATED LINER COST**
- **ZERO LABOR CHARGE**
- **FULL WATER & CHEMICAL  
COMPENSATION**
- **IMPROPER INSTALLATION DOES NOT  
VOID WARRANTY**

**\*GUARANTEED ON OUR CONTRACT**

# BEST POOL LINERS LIFETIME POOL LINER WARRANTY

1115 Inman Ave. Suite 360, Edison NJ 08820

Certificate No. \_\_\_\_\_ Date of Purchase: \_\_\_\_\_

The pool liner manufacturer offers a separate warranty to the original purchaser. Please review the manufacturer's warranty enclosed within the pool liner box or please contact the manufacturer directly for more details.

In the event of defect(s) to the pool liner fabrication Best Pool Liners warranties to the original purchaser, for as long as they own their swimming pool, to repair or replace their swimming pool liner under the following terms:

1. BEST POOL LINERS will provide FREE POOL LINER INSPECTION or compensate the original purchaser 100% of costs incurred in having an independent pool liner inspection.
2. BEST POOL LINERS will provide FREE BRAND NEW LINER (if needed) to replace defective liner.
3. BEST POOL LINERS will provide FREE LABOR to remove the old liner and install the replacement one at no cost to the original purchaser.
4. BEST POOL LINERS will compensate the original purchaser for new water and/or chemicals needed to refill pool if emptying pool is necessary in order to replace or repair the pool liner.
5. BEST POOL LINERS guarantees that "improper installation" by our company does not void our warranty.

Original Purchaser: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

# ONLY \$500



# IF PURCHASED

# OUR LIFETIME POOL LINER WARRANTY IS PART OF OUR CONTRACT

## Best Pool Liners

NJ, NY, CT, MA, RI, NH, PA, DE, MD, MI, OH

2021 POOL LINER CONTRACT

Tel # 800-201-8401

Fax # 800-393-0588

MAILING HEADQUARTERS: 1115 Inman Ave., Suite 360, Edison, NJ 08820 E-MAIL: CustomerService@PoolLinerCompany.com

First Names: \_\_\_\_\_ & \_\_\_\_\_ Last Name: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_

State: \_\_\_\_\_ Zip: \_\_\_\_\_ County: \_\_\_\_\_ E-mail: \_\_\_\_\_

Cel #: \_\_\_\_\_ Cel #: \_\_\_\_\_

Approx. Pool Size : \_\_\_\_\_ X \_\_\_\_\_ Pool Shape : \_\_\_\_\_

Pool Type: INGROUND \_\_\_\_\_ ABOVE GROUND FLAT BOTTOM \_\_\_\_\_ ABOVE GROUND WITH DEEPEND \_\_\_\_\_

New Pool Liner Sold With: INGROUND MATERIAL \_\_\_\_\_ ABOVE GROUND MATERIAL \_\_\_\_\_

Liner Wall Design & Thickness: \_\_\_\_\_ 27 MIL (INGROUND)  16/18 MIL (ABOVE GROUND)

Pool Liner Quality: ULTRA SEAMS  NON RECYCLED  CUSTOM MADE  AMERICAN MADE

LINER WITH TILE: Yes No LINER WITH NO TILE (floor design throughout): Yes No

**Lifetime Pool Liner Warranty:** Yes No **Factory Liner Warranty:**  Yes No

The following warranty applies if BPL Lifetime Pool Liner Warranty is circled "YES" above. In the event of any defects in the liner fabrication Best Pool Liners warranties to the original purchaser for as long as he owns the pool to repair or replace (at its option) the Pool Liner and also provide: FREE INSPECTION, FREE BRAND NEW LINER (if needed), FREE LABOR TO REPLACE OR REPAIR THE POOL LINER, WATER & CHEMICAL COMPENSATION. Improper installation by company does not void this warranty.

# **BPL LIFETIME WARRANTY**

## **CUSTOMER COST**

<b>YEAR</b>	<b>PRORATED LINER COST</b>	<b>FULL LABOR COST</b>	<b>WATER/ CHEMICALS</b>	<b>LEAK INSPECTION</b>	<b>TOTAL COST</b>
<b>1</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>2</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>3</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>4</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>5</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>6</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>7+</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

**\$0 COST FOR AS LONG AS YOU OWN POOL**

**NEVER PAY AGAIN FOR ANOTHER LINER !**

# COMPARE TO COMPETITORS

## 20 YEAR WARRANTY

### ACTUAL CUSTOMER'S COST

YEAR	PRORATED LINER COST	FULL LABOR COST	WATER/ CHEMICALS	LEAK INSPECTION	TOTAL COST
1	0	1500	800	500	2800
2	800	1600	800	500	3700
3	1000	1700	800	500	4000
4	1200	1800	800	500	4300
5	1400	1900	800	500	4600
6	1600	2000	800	500	4900
7	1800	2100	800	500	5200



***THE B.P.L.  
LIFETIME  
POOL LINER WARRANTY***

**IS ALSO**

**TRANSFERABLE\***

**ONE TIME**

**TO THE**

**NEXT HOMEOWNER**

**\*IT MAY MAKE IT EASIER  
TO SELL YOUR HOUSE**

# **BEST POOL LINERS** **( B.P.L. )**

**OTHER  
ADVANTAGES  
OVER THE  
COMPETITION**

## **BEST POOL LINERS**

**SPECIALIZES**

**IN**

**POOL**

**LINERS**

**COMPANIES THAT  
SPECIALIZE  
ARE USUALLY**

**BETTER &  
FASTER**

## **THE COMPETITION**

**SPECIALIZES IN  
“EVERYTHING”**

- **NEW POOLS**
- **FILTERS**
- **PUMPS**
- **HEATERS**
- **FILTER REPAIRS**
- **PUMP REPAIRS**
- **HEATER REPAIRS**
- **PLUMBING INSTALLATIONS**
- **PLUMBING REPAIRS**
- **POOL OPENINGS**
- **POOL CLOSINGS**
- **LEAK DETECTIONS**
- **CHEMICAL SALES**
- **WATER ANALYSIS**
- **SPA SALES**
- **SPA REPAIRS**
- **WALL REPAIRS**
- **SKIMMER REPAIRS**
- **SKIMMER REPLACEMENTS**
- **SOLAR HEATERS**

**JACKS OF  
ALL TRADES**



***BEST POOL  
LINERS***

**HAS**

***MORE***

**EXPERIENCE**

**INSTALLING 1,000 LINERS YEARLY !**

**THE COMPETITION 25 LINERS YEARLY**

# YEARLY POOL LINER REPLACEMENTS



**OUR EXPERIENCE**

**RESULTS IN**

***GREAT***

***LINER***

**INSTALLATIONS**





**BEST POOL LINERS**



**ON THE OTHER HAND**

**INEXPERIENCE**

**&**

**LACK OF**

**SPECIALIZATION**

**CAN**

**BE**

**COSTLY !**







***BEST POOL LINERS***

**CUSTOMER SERVICE**

**9 AM - 9 PM**

**7 DAYS A WEEK**

**365 DAYS A YEAR**

**BECAUSE SOME SITUATIONS OR**

**QUESTIONS CANNOT WAIT !**

**TYPICAL**

**POOL INDUSTRY**

**CUSTOMER SERVICE**

**AVAILABILITY :**

**9-5 MONDAY – FRIDAY**

**CLOSED WEEKENDS**

**CLOSED HOLIDAYS**

***CLOSED DURING  
WINTER MONTHS***

# **DEPOSIT REQUIRED**

## **OTHER COMPANIES**

- **Upon Deposit & Pool Measurement: 90%**
- **Upon Liner Installation : 10%**

### **FACTS**

- **90% represents all their expenses & most of their profit.**
- **Even if they never collect the final 10%, they are still very profitable**

### **RESULT**

- **For 10% they are not motivated to:**
  - **Start on time.**
  - **Maybe not even return at all.**
  - **Or do a quality job.**
- \* **Delays & poor workmanships are common.**



# **BEST POOL LINERS** **REQUIRES**

- **4 SMALL PAYMENTS OF 25%**
- **WE GET PAID AS JOB PROGRESSES  
& YOU SEE RESULT**
- **SMALL DEPOSIT – ZERO RISK FOR  
HOMEOWNERS**

**ONE LAST  
NOTE  
&  
THEN  
THE PRICE**

**WE ALL HAVE  
HEARD OF**

***MACY'S  
SEARS  
JCPenney's***

**1 DAY SALE**



**SIMILARLY**

**THERE IS A**

**B.P.L.**

**TODAY**

**ONLY SALE**

**CUSTOMERS WHO  
BUY NOW**

**(DURING OUR IN-HOME PRESENTATION)**

**RECEIVE OUR**

**LIFETIME**

**POOL LINER**

**WARRANTY**

**AT NO COST**

**(\$500 VALUE)**

# BEST POOL LINERS LIFETIME POOL LINER WARRANTY

1115 Inman Ave. Suite 360, Edison NJ 08820

Certificate No. \_\_\_\_\_ Date of purchase: \_\_\_\_\_

The pool liner manufacturer hereby provides warranty to the original purchaser. Please review the manufacturer's instructions on the pool liner box or please contact the manufacturer directly for more details.

In the event of defect(s) to the pool liner fabrication Best Pool Liners warranties to the original purchaser, for as long as they own their swimming pool, to repair or replace their swimming pool liner under the following terms:

1. BEST POOL LINERS will provide FREE POOL LINER INSPECTION or compensate the original purchaser 100% of costs incurred in having an independent pool liner inspection.
2. BEST POOL LINERS will provide FREE BRAND NEW LINER (if needed) to replace defective liner.
3. BEST POOL LINERS will provide FREE labor to remove the old liner and install the replacement liner and cost to the original purchaser.
4. BEST POOL LINERS will compensate the original purchaser for any water and/or chemicals needed to refill pool if emptying pool is necessary in order to replace or repair the pool liner.
5. BEST POOL LINERS guarantees that "improper installation" by our company does not void our warranty.

**COST : \$0**



**REASON FOR OUR  
“BUY NOW  
SALE”**

**CUSTOMER SAVES \$500**

**B.P.L. MAKES A SALE**

**WE**

**BOTH WIN**

**STRICT COMPANY POLICY**

**“BUY NOW  
SALE”**

**VALID ONLY DURING OUR  
IN-HOME ESTIMATE**

**& EXPIRES WHEN  
SALESPERSON DEPARTS  
CUSTOMERS HOME**

**NO EXCEPTIONS  
ALLOWED**

**B.P.L. MANAGEMENT**

**30 SECOND**

**SUMMARY**

**THEN**

**PRICE**



# **QUICK SUMMARY**

## **B.P.L. OFFERS THE BEST POOL LINER**

- **ALMOST 50% THICKER**  
**THAN COMPETITORS !!**
- **MADE WITH**  
**ULTRA SEAMS !**
- **NON RECYCLED !**
- **CUSTOM MADE !**
- **AMERICAN MADE !**
- **GUARANTEED ON OUR CONTRACT !**

# **B.P.L. ALSO OFFERS THE**

➤ **BEST – MOST EXPERIENCED**

**INSTALLATION**

➤ **BEST CUSTOMER SERVICE**

➤ **BEST – STRONGEST POOL LINER**

➤ **LIFETIME POOL LINER**

**WARRANTY**

➤ **OUR SMALL DEPOSIT – ZERO**

**RISK POLICY**

**AT THIS POINT WE**

**PRESENT OUR**

**POOL LINER PRICE**

Inground In-Home Presentation

65-75-77R

**& WE**

**“CLOSE THE DEAL” !**

**INFO ON HOW TO “CLOSE THE  
DEAL” IS COMING UP LATER ON**



# POOL LINER ESTIMATE FORM **D.**

**\*\*PRICE INCLUDES ALL \$500 & \$300 DISCOUNTS  
(INCLUDING "BOTH HOMEOWNERS PRESENT" - DISCOUNT)**

**BEST LINER : 50% THICKER, SUPER SEAMS,  
CUSTOM MADE, AMERICAN MADE, NON-RECYCLED**

<b>NEW LINER &amp; OTHER ITEMS / SERVICES COST</b>	<b>\$</b>
<b>COST OF LIFETIME LINER WARRANTY</b>	<b>+ \$ 500</b>
<b>COST OF LIFETIME WARRANTY IF PURCHASED TODAY</b>	<b>+ \$ 0</b>

**• THE ACTUAL VALUE OF OUR LIFETIME LINER WARRANTY IS  
THE COST OF YOUR NEXT 2 LINER REPLACEMENTS:**

	<u>INGROUND</u>	<u>ABOVE GROUND</u>
• New Liner Replacement In 7-8 years:	\$6,000	\$4,000
• Another Liner Replacement In 15 years:	\$9,000	\$6,000
	<u>\$15,000</u>	<u>\$10,000</u>

## **B.P.L. ADVANTAGES**

- **BEST LINER, WARRANTY, CUSTOMER SERVICE (365 DAYS)**
- **MOST EXPERIENCED , ON TIME INSTALLATION**

**(ESTIMATE FORM ID : 2 C.A.R.G.O.)**

### **OFFICE USE ONLY**

- **CUSTOMER NAME (S) :** \_\_\_\_\_ **LEAD #** \_\_\_\_\_
- **TEL #'s** \_\_\_\_\_
- **POOL SIZE** \_\_\_\_\_ **SHAPE** \_\_\_\_\_ **LINER OVER STEPS :** **YES** **NO**
- **OTHER ITEMS / SERVICES INCLUDED :** \_\_\_\_\_
- **PRICE GIVEN : \$** \_\_\_\_\_ **SALESPERSON TO FOLLOW UP UNTIL (date) :** \_\_\_\_\_
- **OTHER FOLLOW UP INFO :** \_\_\_\_\_
- **SALESPERSON NAME :** \_\_\_\_\_ **ESTIMATE DATE :** \_\_\_\_\_

**PROSPECTIVE  
SALESPERSONS :**

**NOW PLEASE**

**VIEW OUR**

**JOB ESTIMATING**

**ON OUR WEBSITE**

**MENU**

**THANK YOU**