



LONGWATER

The pool you set once.

How Longwater sells a fiberglass pool to a Texas homeowner: the fear we answer, the turn, the warranty in its own words, the honest proof, the limits we name first, and the close.

Money is not what they're short of. *Certainty is.*

Every sale in this book is made to one person wearing three different houses. They have already built something that ran late or over: a kitchen, an addition, a first pool somewhere else. They are not shopping for the cheapest water in Texas. They are trying to make a permanent, expensive decision once, and never have to make it again.

So we do not sell a pool. We sell the absence of a phone call in year nine. Every move in the pages that follow serves that sentence.

THE DALLAS MODERNIST

Kessler Park · Bluffview · Lakewood · Turtle Creek · Westover Hills

A limestone, steel and glass house on a lot under old live oaks. Wants a long, minimal rectangle that reads as part of the architecture. Has heard the gunite stories from next door.

THE DFW ESTATE OWNER

Preston Hollow · Highland Park · Southlake · Westlake · Colleyville

A big lot that hosts graduations and the Fourth. Wants a hotel-grade pool deck and refuses to live behind a half-year construction site.

THE ACREAGE OWNER

Argyle · Bartonville · Aledo · Prosper · Heath

Acreage on the edge of the metro, a long view over pasture and post oak, a gravel drive in. The pool is why the family stays home on Saturday.

THE FIRST TEN MINUTES · LET THEM SAY IT

The fear is not the price. *It's the call in year nine.*

Open with the ground, not the product. Walk the yard with them. Ask how long they plan to stay in the house, who will swim, what the last project behind this house was like. Most buyers will tell you their fear unprompted. If they don't, name it gently: a pool is the largest, most permanent thing most families ever build into the ground. It can't be returned and it can't be moved.

Then let the facts carry the tension, calmly, without running anyone down. Plaster pools are replastered on a cycle.

Vinyl liners are replaced on a cycle. And a pool sprayed in place takes time: months, not weeks, of trucks and mud behind the house. In Blackland clay and on the limestone beneath it, the ground itself is the risk every Texas builder has to answer for.

Never say "horror story." Never name a competitor. The buyer already knows the stories; your job is to be the one person in the conversation who isn't selling them anxiety.

SAY IT LIKE THIS

"Before we talk about pools, can I ask how long you see yourselves here? Because what we build tonight will be in the ground longer than any of us will own the house. So I'd rather talk about year nine than about June."

I · THE BUYER

THE WHOLE SALE, IN ONE LINE

Fiberglass, with a lifetime warranty from the factory that made it: the backyard you will never have to worry about.

SHORT FORM

Set once. Swim for a lifetime.

THE SHAPE OF THE SALE

- I · The buyer
- II · The tension
- III · The turn
- IV · The warranty
- V · The proof
- VI · The limits, first
- VII · Objections
- VIII · The close

II · THE TENSION

THE FACTS BEHIND THE TENSION

Replastering. One of the country's largest gunite builders puts the plaster cycle at every 8 to 20 years.

Build time. The same builder puts a gunite build at 8 to 16 weeks on average; other builders quote three to six months.

Vinyl. Liners wear and are replaced; it is part of owning one.

Anthony & Sylvan, *Gunite vs. Fiberglass Pools*, builder pages in the strategist's note. Interested parties; quote as ranges, never sharper.

Made in a factory. *Set in your ground in weeks.*

The turn is one idea: the hardest part of a pool can be built somewhere better than a backyard. An AquaTechnics shell is made indoors, to a quality system, by a family-owned Australian manufacturer with more than 49 years behind it. It arrives on a truck finished, and it is set by crane into a base we have engineered for that ground.

That changes three things the buyer cares about. The yard is a construction site for weeks rather than seasons. The surface they touch is smooth gelcoat, not plaster. And the structure and the surface carry the manufacturer's own limited lifetime warranty.

Say "Australia" with some pride, then come straight back to Texas: the shell is the part we buy, and everything around it is the part we design for this lot.

SAY IT LIKE THIS

"The shell is built in a factory, inspected before it ships, and set here in a day. What takes the weeks is the part that makes it yours: the stone, the terrace, the shade."

III · THE TURN

FROM THE MANUFACTURER'S OWN BROCHURE

Family-owned, more than 49 years.

ISO 9001 quality system; ICC-ES certification.

A reinforcing rib system; struts beneath steps and benches.

An 8-inch fiberglass coping engineered into the shell, which our limestone or travertine is laid over.

AquaTechnics USA brochure, June 2025, as read in the strategist's note.

THE HEART OF THE SALE · HAND THEM THE PAPER

The people who build the shell *put their name on it for life.*

IV · THE WARRANTY

THE MANUFACTURER'S OWN WORDS · SAY THEM IN FULL, EVERY TIME

Limited Lifetime Structural and Interior Surface Warranties

Issued by AquaTechnics, the manufacturer of the shell

NEVER SAY, UNTIL WE HOLD THE DOCUMENT

"Transferable when you sell."

"No exclusions."

"Fully covered, whatever happens."

"Only Longwater offers lifetime."

THE HONEST PICTURE

AquaTechnics is sold by other Texas dealers, and some gunite builders advertise lifetime structural warranties of their own. So we never claim to be the only one. Our claim is narrower and stronger: surface as well as structure, from the factory that made the shell, installed by a company whose whole name is the long run.

The best permanence brands never say "durable." They make the long future feel like the reason you bought. So the warranty is not a line in the fine print near the end. It is on the table on day one, printed, and the buyer reads the terms before they sign anything.

Two words carry the weight: *structural* and *interior surface*. The structure is the shell. The interior surface is the finish their hands and feet touch every day. Name both, slowly. Then stop talking and let them read.

LONGWATER'S OWN WARRANTY · ONE YEAR ON THE INSTALL

The factory stands behind the shell for its lifetime. Longwater stands behind the install for one year.

The year covers our own work: the engineered base, the plumbing, the stone coping and the deck. It is the window where an install either holds or shows its faults, and we put our name on it. Say it right after the manufacturer's words: *"And on the work itself, Longwater stands behind the installation for a year."*

Four claims we can stand behind. *And the range behind each.*

V · THE PROOF

CLAIM	WHAT WE SAY	THE HONEST RANGE	WHERE IT COMES FROM
Faster	The shell arrives finished; it is set, plumbed and backfilled.	<i>The shell can be set in a day. Builders commonly quote 2 to 6 weeks for a fiberglass project, against 8 to 16 weeks, and up to three to six months, for gunite. Permits, HOA review and hardscape add time to either.</i>	Anthony & Sylvan; fiberglass builders' published ranges
Smoother	Gelcoat is smooth and non-abrasive. No rough plaster on feet, hands or swimsuits.	<i>No number needed. It is a property of the material.</i>	AquaTechnics brochure
Lower upkeep	A non-porous surface gives algae less to hold; there is no replastering cycle.	<i>Gunite replastered every 8 to 20 years. Chemical and time savings vary by pool, equipment and owner. We print no percentage.</i>	Anthony & Sylvan; AquaTechnics US site
Built for the long run	Structure and interior surface carry the manufacturer's limited lifetime warranty.	<i>Terms as written in the warranty document, handed over at the consultation.</i>	AquaTechnics USA brochure and US site

Lower lifetime cost is a conclusion the buyer reaches, not a number we print.

Walk them through the two lines they can check for themselves: no replastering cycle, and a finish that asks less of the water. Then let them do the sum for their own pool.

SAID BEFORE THEY ASK · THE TRUST INSTRUMENT

Name what we won't build. *First.*

VI · THE LIMITS

A buyer who hears the limits from us believes the rest. "If the view wants a vanishing edge, I'm the wrong builder, and I'd rather tell you now."

A SHELL HAS A SIZE

The largest shell is 15'11" × 39'. A sixty-foot lagoon is a gunite project, and we say so.

NO VANISHING EDGE

The range has none. We never show one, sketch one, or let a buyer hope for one.

THE DESIGN LIVES AROUND THE WATER

Coping stone, terrace, spa, shade, planting, light. That is where each Longwater pool becomes one of a kind.

WE SEE THE GROUND FIRST

Shells arrive by truck and crane. Narrow gates, Blackland clay and shallow limestone all need a site visit before we quote.

Every objection is a question *about year nine.*

VII · OBJECTIONS

"Isn't fiberglass the cheaper option?"

"It's the factory-made option. The shell is engineered and inspected before it reaches you, and the money you'd spend on months of site work goes into the stone and the setting instead."

"My neighbor says gunite lasts longer."

"Ask what the shell is warranted for. This one carries a limited lifetime structural warranty from the people who made it. Here are the terms."

"Can I get any shape I want?"

"You choose from a curated range of long, modern shells, up to just under sixteen by thirty-nine feet. If you need a shape outside that, you need a gunite builder, and I'll tell you so."

"What about our clay?" / "What about the rock?"

"Every pool in Texas answers to the ground. That's why we read your soil and engineer the base before we quote. It's what makes a lifetime warranty mean something."

"How long until we swim?"

"Weeks, not a summer. The shell is set in a day; the stone and landscape take the rest. I'll give you a real schedule once I've seen your permits and access."

"Does the warranty transfer if we sell?"

"The terms are in the document. Let's read that clause together, now." (Never answer from memory.)

"Other dealers sell AquaTechnics too."

"They do, and it's a good pool wherever you buy it. What you're choosing is who designs around it, who installs it, and who answers the phone afterwards."

"Can it have an infinity edge?"

"Not in this range. I'd rather lose the job than sell you a picture we can't build."

"What does it cost?"

"The shell is one number; the setting is most of the decision. After the walk I'll put a real figure on paper for your lot."

THE REGISTER

Calm, short, unhurried. Answer the question asked, then stop. Silence after an answer is confidence; filling it is nerves.

NEVER

Run down another builder by name.

Quote a savings percentage.

Promise a finish date before permits.

Describe warranty coverage beyond the document.

Show a pool the range can't ship.

THE CLOSE · ONE ASK, SAID ONE WAY

We don't close a sale. *We book a walk.*

VIII · THE CLOSE

THE ASK, EVERYWHERE: ON THE SITE, THE PHONE, THE TRUCK, THE CARD

Book a consultation.

Two words, said the same way every time. Never "free quote," never "get pricing," never "learn more." On the phone: "Let's book a consultation. I'll come out, walk the property with you, and we'll talk about the water, the stone and the shade."

The visit ends with a swim, *not an invoice.*

AFTERWORD

FOUR VISITS, FROM THE FIRST WALK TO THE FIRST SWIM

01	02	03	04
THE CONSULTATION	THE DESIGN	THE BUILD	THE FIRST SWIM
We walk the lot, the access, the shade, at the hour they'd swim.	Shell, color and setting drawn on their own property, warranty terms beside it, before anything is signed.	Engineered base, shell set by crane, plumbing, backfill, then stone and landscape. Weeks, not a summer.	Filled, balanced, handed over in a bound folio: the warranty, the install record, the care guide. Then the family swims.

The sale is finished at handover, not at signature. Bring the folio: the warranty in its full name, the pool's model and color, the record of the install, the care guide. Read the first page aloud. Then stand back while the family gets in.

That last ten minutes is the best marketing Longwater will ever do. It is the moment a neighbor asks over the fence who built it.

WORDS WE USE

set · settle · long · still · shade · stone
· limestone · live oak · warranted ·
summer · evening · the first swim

WORDS WE NEVER USE

oasis · paradise · world-class ·
dream pool · luxury lifestyle ·
elevated · bespoke · splash · y'all
· anything with a lone star

HELD FOR THE FOUNDERS BEFORE THIS PITCH IS SPOKEN

FACT	WHY IT MATTERS TO THE SALE
Warranty document	The AquaTechnics US terms: what lifetime is measured against, transfer on resale, registration, exclusions, installer requirements. Until it arrives, only the published name is spoken.
Price posture	A "projects from" figure, or price held for the consultation.
Handover practices	Terms shown before signing; warranty registered in the owner's name at handover. Confirm both before promising them.

SOURCES

AquaTechnics Pools USA, *Our Innovative Fiberglass Pool Range*, brochure, June 2025 (warranty name, history, certifications, construction, shell sizes). AquaTechnics Pools USA quote site (structural warranty included at no additional cost). Anthony & Sylvan Pools, *Gunitite vs. Fiberglass Pools: 5 Key Differences* (build time, replastering, lifespan claim). Fiberglass and gunitite builders' published install ranges, as gathered in the strategist's naming and positioning note, October 16, 2026. Re-check any figure before it is printed for a buyer.