

LONGWATER

What a Longwater pool costs to build, line by line.

The reasoning behind the quoting workbook: what each line holds, where every Dallas–Fort Worth figure comes from, which numbers were read on their owners' pages and which are still a builder's judgment.

MARKET

Dallas–Fort Worth

COST BASIS

2026, read Oct 18

SHELL RANGE

AquaTechnics, June
2025

COMPANION TO

The quoting workbook

Cost first. Then overhead, contingency, and the margin you keep.

The workbook never starts from a sell price. It builds the job from 28 cost lines, carries your overhead and a contingency on top, and only then sets the price that leaves your margin intact.

THE PRICING RULE

Sell price = total cost ÷ (1 – *net margin – commission*)

Total cost is direct cost plus overhead plus contingency. Margin is taken on the sell price, not added to cost: a 15 percent margin is a 17.6 percent markup on total cost. Add 15 percent to cost and call it margin, and the job keeps only 13 percent.

Overhead, default 10% of direct cost. Your annual overhead divided by your annual direct job cost: insurance, vehicles, office, design time, and a reserve for the one-year Longwater workmanship warranty.

OWNER

Contingency, 3 / 5 / 8% of direct cost across the three columns. Raise it on engineered-clay, rock or over-house jobs.

ASSUMED

Net profit margin, default 15% of the sell price, after overhead. Commission, default 0%.

OWNER

THREE COLUMNS, ONE DECISION

Every line is priced three times. **Low** takes every rate at the bottom of its range and the leanest quantities; **High** takes the top of every range and the fattest quantities. Both extremes landing on one job is unlikely, which is the point: they bracket what the job can do to you.

Quote the Likely column. Check that the High column still fits the buyer's budget and your schedule. Never quote Low.

THE SAMPLE JOB IN THE WORKBOOK

Saint-Grande (15'11" × 39', spa built in), Southlake, clay, level, open access, 110 LF of travertine coping, 900 sf travertine deck, Upgraded equipment, gas heater with a new gas line, two lights, \$5,000 landscape allowance.

LOW

LIKELY · QUOTE THIS

HIGH

\$135,500 \$189,000 \$257,000

Quotes rounded up to the next \$500. Likely direct cost \$139,460; total cost \$160,379; net profit \$28,302 at 15%. The quote sits 35.3% above direct cost.

VERIFIED

The range was read on the owner's own page in this room, October 18, 2026, and is cited by source number.

MIXED

The range ends or the average are read on a source; the likely figure or one end is judgment.

ASSUMED

No primary page held the figure. An estimator's range, to be replaced by your own bids.

Saint-Grande in Southlake, at the likely column.

The right-hand column spreads overhead, contingency and margin across each line in proportion to its cost, so you can answer a buyer who asks what the deck alone costs. The allocated column sums to the quote.

LINE	LOW	LIKELY	HIGH	LIKELY SELL	BASIS	LINE	LOW	LIKELY	HIGH	LIKELY SELL	BASIS
1 AquaTechnics shell	\$30,000	\$35,000	\$40,000	\$47,353	ASSUMED	15 Electrical and bonding	\$3,000	\$4,500	\$6,500	\$6,088	ASSUMED
2 Freight to site	\$2,000	\$3,500	\$5,000	\$4,735	MIXED	16 Concrete collar	\$2,197	\$3,295	\$4,943	\$4,458	ASSUMED
3 Crane set	\$2,000	\$2,500	\$3,000	\$3,382	VERIFIED	17 Coping, travertine	\$6,041	\$7,414	\$8,787	\$10,031	VERIFIED
4 Excavation	\$1,800	\$3,200	\$5,500	\$4,329	ASSUMED	18 Decking, travertine	\$18,000	\$29,250	\$40,500	\$39,574	VERIFIED
5 Spoil haul-off	\$2,597	\$4,728	\$8,052	\$6,397	VERIFIED	19 Separate spa	\$0	\$0	\$0	\$0	MIXED
6 Soil and geotech	\$1,000	\$1,722	\$3,000	\$2,330	MIXED	20 Aqua Ledge	\$0	\$0	\$0	\$0	MIXED
7 Slope	\$0	\$0	\$0	\$0	MIXED	21 Automatic cover	\$0	\$0	\$0	\$0	VERIFIED
8 Access difficulty	\$0	\$0	\$0	\$0	MIXED	22 Safety fence	\$0	\$0	\$0	\$0	VERIFIED
9 Base and backfill stone	\$3,807	\$5,076	\$8,890	\$6,868	MIXED	23 Water fill	\$76	\$125	\$207	\$170	VERIFIED
10 Set, level, backfill labor	\$3,500	\$5,000	\$6,500	\$6,765	ASSUMED	24 Start-up and chemistry	\$300	\$500	\$800	\$676	ASSUMED
11 Plumbing, spa included	\$5,500	\$8,000	\$11,500	\$10,824	ASSUMED	25 Permits and inspections	\$350	\$1,500	\$3,000	\$2,029	MIXED
12 Equipment, Upgraded	\$6,717	\$7,500	\$8,377	\$10,147	VERIFIED	26 Landscape and restoration	\$5,000	\$5,000	\$5,000	\$6,765	OWNER
13 Heater and gas line	\$5,699	\$7,499	\$9,898	\$10,146	VERIFIED	27 Other allowance	\$0	\$0	\$0	\$0	OWNER
14 Pool lighting, two	\$1,200	\$2,400	\$3,000	\$3,247	VERIFIED	28 Mobilization and protection	\$1,000	\$1,750	\$2,500	\$2,368	ASSUMED
Direct cost	\$101,783	\$139,460	\$184,953	\$188,681		Total cost, all in	\$115,015	\$160,379	\$218,245		
Net profit at 15%: \$20,297 · \$28,302 · \$38,514						Quote	\$135,500	\$189,000	\$257,000		

Quantities behind the sample, from the Takeoff sheet: 162 cubic yards dug at the likely column, 15 tandem loads, 113 tons of #57 stone, 15,700 gallons of water, 110 linear feet of coping. Figures as the workbook computes them; the workbook recomputes when any input changes.

Six moves, from site visit to proposal.

- 1 Set your company numbers once
On Inputs: overhead, target net margin, commission. On Rates: replace every Assumed row with your own bids as they come in. The Status column tells you which rows are still judgment.
- 2 Type the job on Inputs, column B only
Choices must be spelled exactly as column C writes them (Saint-Grande, Engineered clay, Over-house). A misspelled word returns an error on the Estimate line it feeds, which is the workbook telling you, not hiding it.
- 3 Read the site honestly
Soil, slope and access move the job more than any finish choice. Pick Engineered clay whenever the soil report calls for over-dig, piers or select fill; pick Over-house whenever the crane cannot reach from the street.
- 4 Check the Takeoff
Dig volume, truck loads, stone tons and coping run are computed from AquaTechnics' printed external sizes. If your field measure differs, type the coping run as an override; for anything else, correct the rate on Rates.
- 5 Read the Summary
Quote the Likely column, rounded up to the next \$500. Confirm the net margin row equals your target; if it does not, a formula has been typed over.
- 6 Save a copy per job
File it under the client's name. The master stays clean; each job keeps the rates it was quoted on.

THE EIGHT SHEETS

Summary	The quote range, profit, margin check, and the market benchmarks beside it. Reads only.
Inputs	The job: 25 inputs, each with its exact choices and what it drives.
Estimate	28 cost lines in three columns, the soft costs, the sell price, and each line's allocated sell.
Takeoff	Quantities computed from the shell: perimeter, dig, swell, loads, tons, gallons, dig days.
Rates	69 DFW 2026 unit rates, each with its status, its source and the date it was read. The one sheet you maintain.
Shells	The AquaTechnics range from the June 2025 brochure, with external size, depth and class. Type your dealer price over the shell-cost cells per model.
Market	Published Texas and DFW installed-price benchmarks, for sense-checking a quote.
Sources	All 17 pages the figures were read on, with their addresses.

THE ONE BIAS BUILT IN, ON PURPOSE

Most installed prices published for this market are homeowner prices, not trade prices. Where the workbook uses one as your subcontractor's cost (coping, decking, fence, spa, cover), the quote lands at or above the published market. That protects you while the business is new. As your subs' real bids replace those rows, the quote will come down to where your buying actually is.

The shell and the ground it goes into.

01 AquaTechnics shell

ASSUMED

Small \$10k–20k · Medium \$20k–30k · Large \$30k–40k

In: the shell at wholesale, priced by size class; the 8 in fiberglass coping is part of the shell. **Out:** freight and crane.

The single largest assumption: a quarter of the sample's direct cost. These are River Pools' published shell-alone bands, retail kit prices, not AquaTechnics dealer cost. Replace them with your dealer price sheet before the first quote.

S5. Classes by length, after S2.

04 Excavation

ASSUMED

\$1,200 – \$2,200 a day × 1 to 2.5 days

In: excavator and operator for the dig, days by size class. **Out:** hauling, rock, grading.

No DFW dig-sub day rate was published on a page this room could read. Replace with your excavation sub's rate and your crew's record of days per class.

Estimator judgment.

07 Slope

MIXED

Moderate \$1,000–4,000 · wall \$7,500–20,000

In: extra grading, or a retaining wall where the grade needs holding. Larger walls run to \$35,000 and more: price those as their own scope.

S2 Texas slope average \$2,000; S4 wall range.

02 Freight to site

MIXED

\$2,000 – \$5,000 · likely \$3,500

In: truck delivery of the shell to a DFW address. **Out:** the lift.

Origin decides it. AquaTechnics announced its first US plant in Opp, Alabama in November 2025, production expected early 2026; before that, US dealers were supplied from Australia. Confirm the route with your distributor.

S5 shipping range; S17 for the plant.

05 Spoil haul-off

VERIFIED

\$65 – \$95 a load · tipping \$8 – \$22 a ton

In: every bank yard dug, swelled 10 to 30 percent, hauled in 12 to 14 cy tandem loads within 20 miles, tipped by the ton at Blackland clay's 100 to 115 lb per cubic foot.

Out: nothing reused on site. A private fill site taking clean spoil drops tipping to zero.

S7, Dallas 2026.

08 Access difficulty

MIXED

\$2,000 – \$5,000 · likely \$3,500

In: narrow gates, small machines, extra handling and time. Applies to Restricted and Over-house jobs; the lift itself sits on line 3.

S2 Texas limited-access average; ends assumed.

03 Crane set

VERIFIED

Open \$2,000–3,000 · Over-house \$4,000–8,000

In: crane and operator, four-hour minimum billed portal to portal, rigging. **Out:** street permits (\$50–\$500), traffic control (\$300–\$1,000), power-line work.

Restricted reach (\$2,500–\$4,500) sits between the two published bands and is assumed. Get a site-walk quote on anything but an open lift.

S6.

06 Soil and geotech

MIXED

Report \$500–1,500 · clay ~\$722 · engineered \$5k–30k · rock \$2k–10k

In: a soil report on every DFW job, plus the adder for what it finds. The engineered-clay band is published for all pool types in DFW clay; its likely \$10,000 is judgment.

Expansive clay underlies most of DFW; never quote without the report.

S3; S2 Texas clay and rock averages.

09 Base and backfill stone

MIXED

\$35 – \$60 a ton, delivered

In: #57 clean limestone for the base and the full backfill, quantity equal to the dig less the shell's displacement. Dallas-area suppliers list it at \$29.70 to \$52.65 a ton plus delivery; the delivery share is assumed.

Set over-dig and base depth to the AquaTechnics installation guide once you hold it.

S8.

The trades, the equipment, the stone you stand on.

10 Set, level, backfill

ASSUMED

\$2,500 – \$6,500 by class

In: the crew that sets, levels, balances water against backfill and compacts. **Out:** the stone itself (line 9).

Replace with your crew's loaded cost per job.

Estimator judgment.

13 Heater and gas

VERIFIED

Gas \$4,199–4,698 · heat pump \$5,700–6,299

In: MasterTemp Low NOx 400K natural gas, or UltraTemp 140 heat pump; install \$500–\$1,200 (assumed); gas line extension \$1,000–\$4,000 when needed.

Texas dealers report an installed heater average of \$6,900, a fair check on the sum.

S10; S3 gas line; S2 check.

16 Concrete collar

ASSUMED

\$20 – \$45 per linear foot

In: the concrete collar or beam that carries the stone coping over the shell's fiberglass edge, per foot of perimeter.

No primary per-foot price was read. Replace with your flatwork sub's figure.

Estimator judgment.

11 Plumbing

ASSUMED

\$3,000 – \$7,500 · spa plumbing \$1,500 – \$4,000

In: pipe, fittings, labor, pressure test; spa valves and lines on the Resort series. Frisco, for one, requires dual hydraulically balanced main drains with sumps on every suction system.

Replace with your plumbing sub's bid.

Judgment; drain rule from S15.

14 Pool lighting

VERIFIED

\$600 – \$1,500 each · likely \$1,200

In: LED pool lights, installed, by count. **Out:** landscape and deck lighting (line 27).

S4 range; S2 Texas average.

17 Coping

VERIFIED

Travertine \$55–80 · limestone \$60–80 · concrete \$40–55 /LF

In: coping installed, per foot of the rectangular perimeter, spa included. These are national installed ranges; sawn Lueders or Cordova limestone can run above them. Quote it before you promise it.

S11.

12 Equipment package

VERIFIED

Standard \$4,447–4,753 · Upgraded \$5,517–5,877 · Premium \$9,137–9,621

Standard: IntelliFlo3 VSF 3HP, Clean & Clear Plus 420, IntelliChlor IC20. **Upgraded:** the same pump and filter with IntelliCenter i5P and salt. **Premium:** IntelliFlo VS 3HP, Clean & Clear Plus 520, IntelliCenter i10D system with salt. Plus pad, valves and set labor, \$1,200–\$2,500, assumed.

S9, S10 online retail; your dealer cost runs lower.

15 Electrical and bonding

ASSUMED

\$3,000 – \$6,500 · panel \$500 – \$5,000

In: bonding grid, circuits, GFCI protection, disconnect, by a TDLR-licensed electrician. The panel upgrade range is published for DFW; the base figure is judgment.

Get a bid on your first three jobs and reset this row.

Judgment; S3 panel range.

18 Decking

VERIFIED

Concrete \$8–15 · pavers \$15–30 · travertine \$20–45 · limestone \$20–40 /sf

In: new deck installed, DFW early-2026 rates. The same source puts travertine near 110°F underfoot in July sun against 155°F for dark stamped concrete: a selling point as well as a cost.

S12, a DFW pool company.

The options, the water, the paperwork.

19 Separate spa

MIXED

\$8,000 – \$20,000 · likely \$17,700

In: Bastia or Elba spa shell, its plumbing and equipment, installed. Leave it at None on Saint-Remy, Saint-Louis and Saint-Grande: the spa is built into those shells.

S3 DFW spa range; S2 Texas add-on average.

22 Safety fence

VERIFIED

Aluminum \$25–75 · wrought iron \$50–85 /LF

In: a barrier to Texas Health and Safety Code Chapter 757: at least 48 in tall, self-closing, self-latching gates that swing away from the pool; many DFW cities require more. Zero when the yard already complies.

S13; code summary on S2.

25 Permits and inspections

MIXED

\$350 – \$3,000 · likely \$1,500

In: the city pool permit and trade fees. Frisco publishes \$200 for a pool, \$275 pool and spa, \$50 plumbing, \$50 electrical (July 2026). Dallas's fee schedule names no pool fee. A DFW builder puts the range at \$1,000 to \$3,000. HOA review adds two to four weeks first.

S15, S16, S3.

20 Aqua Ledge

MIXED

\$1,500 – \$5,000 · likely \$3,500

In: the AquaTechnics sun ledge add-on, installed. The range is DFW's published figure for built-in tanning ledges; no AquaTechnics price was read. Replace with dealer price plus your install.

S3; S1 for the ledge itself.

23 Water fill

VERIFIED

\$4.81 – \$13.20 per 1,000 gallons

In: city water at Dallas residential tier rates, effective October 1, 2025. It rides the homeowner's meter; carry it so nobody is surprised. Gallons are estimated from the shell (a 0.70 fill factor, assumed; the brochure prints no volumes).

S14.

26 · 27 Allowances

OWNER

Your figures, the same in all three columns

In: landscape and yard restoration (Texas dealers report about \$5,000 for surrounding landscaping), and anything outside the pool: shade, kitchen, lighting design. Write the allowance on the proposal so the buyer sees it is one.

S2 for the landscaping average.

21 Automatic cover

VERIFIED

\$14,000 – \$21,000 · likely \$15,000

In: automatic safety cover, installed. Confirm the cover maker's fit for the model's step and bench layout before you quote it.

S4 range; S2 Texas average.

24 Start-up and chemistry

ASSUMED

\$300 – \$800

In: salt, balancing chemicals, the first week of start-up visits and the owner's walk-through.

Estimator judgment.

28 Mobilization

ASSUMED

\$1,000 – \$2,500

In: temporary safety fence (Frisco requires it before the first inspection), toilet, ground protection, final cleanup.

Judgment; fence rule from S15.

Thirty-one shells, two spas, one ledge.

External sizes and depths exactly as the June 2025 AquaTechnics USA brochure prints them. Class follows the Texas survey's breaks: under 26 ft long small, 26 to 34 ft medium, 35 ft and longer large. Shaded rows are the 15'11"-wide shells; the largest size, 15'11" × 39' (Saint-Grande and Hayman Lounger 39), gives the identity its 39 : 16 O.

MODEL	SERIES	EXTERNAL	DEPTH	CLASS
Elysian	Villa	12'1" × 28'7"	3'7" – 5'9"	Medium
Istana	Villa	12'1" × 21'7"	3'11" – 5'5"	Small
Terazza	Villa	12'1" × 25'3"	3'11" – 5'9"	Small
Empire	Royal	11'2" × 21'	3'4" – 5'9"	Small
Oxford	Royal	11'2" × 24'3"	3'3" – 6'2"	Small
Sovereign	Royal	10'2" × 17'9"	3'3" – 5'4"	Small
Alto	Piazza	10'4" × 16'1"	4'6" – 5'10"	Small
Avellino	Piazza	14'5" × 21'	3'7" – 5'10"	Small
Latina	Piazza	12'10" × 16'1"	4'6" – 5'10"	Small
Palazzo	Piazza	12'10" × 24'3"	3'7" – 5'10"	Small
Valentina	Piazza	14'5" × 27'7"	3'3" – 5'10"	Medium
Siena	Piazza	15'11" × 32'6"	3'3" – 6'1"	Medium
Torino	Piazza	15'11" × 37'5"	3'3" – 6'7"	Large
Saint-Remy	Resort, spa	13'1" × 26'3"	4'4" – 6'5"	Medium
Saint-Louis	Resort, spa	14'5" × 32'6"	4'6" – 6'7"	Medium
Saint-Grande	Resort, spa	15'11" × 39'	4'6" – 6'5"	Large
Grandeur	Majestic	14'6" × 28'4"	3'4" – 6'1"	Medium

MODEL	SERIES	EXTERNAL	DEPTH	CLASS
Regal	Majestic	15'9" × 31'7"	3'3" – 6'7"	Medium
Verona	Latin	9'6" × 16'1"	3'7" – 4'11"	Small
Portofino	Latin	9'6" × 19'4"	3'7" – 5'3"	Small
Florentina	Latin	9'6" × 22'8"	3'7" – 5'7"	Small
Bellagio	Latin	9'6" × 25'11"	3'7" – 5'11"	Small
Bellino	Contemporary	13'1" × 22'8"	3'6" – 6'	Small
Castello	Contemporary	13'1" × 25'11"	3'3" – 6'3"	Small
Amalfi	Contemporary	13'1" × 30'10"	2'11" – 6'7"	Medium
Capricorn	Innovation	14'9" × 25'11"	3'7" – 5'10"	Small
Aquarius	Innovation	14'9" × 30'10"	3'3" – 6'1"	Medium
Marina	Marina	13'7" × 29'11"	3'9" – 6'5"	Medium
Orion 35	Orion	15'11" × 35'	3'3" – 6'3"	Large
Hayman Lounger 35	Lounger	15'11" × 35'	4'4" – 5'11"	Large
Hayman Lounger 39	Lounger	15'11" × 39'	4'4" – 6'3"	Large
Bastia Spa	Spa	7'11" × 11'10"	3'3"	Spa
Elba Spa	Spa	7'11" × 14'5"	3'3"	Spa
Aqua Ledge	Add-on	7'7" × 14'5"	7"	Ledge

Left out on purpose: the round plunge pools (Infinity 11, Infinity 14, Terrace), the Cove wading pool and the Nova spa; the workbook takes off rectangles. The brochure's quick-reference page sets a "Custom Order" heading over its list; confirm stock and lead time per model with your distributor.

Of the sample's \$139,460 in direct cost, 44 percent rests on judgment.

The verified half is the half a buyer can check: equipment, coping, decking, crane, haul. The judged half is the half only your own bids can settle, and the shell price is most of it.

VERIFIED	10 lines: crane, haul, equipment, heater, lights, coping, decking, cover, fence, water	\$61,416 · 44.0%
MIXED	8 lines: freight, soil, slope, access, stone, spa, ledge, permits	\$11,798 · 8.5%
ASSUMED	8 lines: shell, excavation, set crew, plumbing, electrical, collar, start-up, mobilization	\$61,245 · 43.9%
OWNER	2 lines: the allowances	\$5,000 · 3.6%

Line counts are the workbook's Basis column. Dollar shares are the sample's likely column, and they move with every job. Verified means the range was read on its owner's page on October 18, 2026; it does not mean the price will hold. A DFW builder reports pool construction costs rising 3 to 7 percent a year (S3): re-read the Rates sources each quarter.

Replace these, in this order.

- 1 The AquaTechnics dealer price sheet. Type each model's price over the Shells cost cells, or reset the three class rows on Rates. Nothing else moves the quote as far.
- 2 Freight on your actual supply route: Opp, Alabama, a Texas distributor, or Australia.
- 3 Your excavation sub's day rate and your crew's days per class.
- 4 Plumbing and electrical bids from your TDLR-licensed subs on the first three jobs.
- 5 The set crew and the concrete collar, from your own crew cost and flatwork sub.
- 6 Coping and decking from your hardscape sub. Coping is a national range; Texas limestone in particular should be quoted from the yard.
- 7 The permit fee from the job's own city. Frisco publishes its fees; most cities do. Dallas's schedule does not name a pool fee, so ask.
- 8 Your real overhead percentage, with a reserve for the one-year workmanship warranty inside it.

Seventeen pages, each read in full on October 18, 2026.

Every figure marked Verified or Mixed traces to one of these, by number, on the Rates sheet. Search results were used to find pages, never as a figure's source.

One page could not be read: a Matley Pools cost breakdown returned a fetch failure, so none of its figures are used.

Benchmarks on the Market sheet are homeowner installed prices from interested parties (a manufacturer's dealer survey, builders, a fiberglass manufacturer). They frame a quote; they do not price one.

The warranty is named only in AquaTechnics' published words: Limited Lifetime Structural and Interior Surface Warranties (S1). Nothing in the workbook prices or promises warranty terms beyond that.

S1	AquaTechnics Pools USA, Our Innovative Fiberglass Pool Range, June 2025 · models, sizes, depths, warranty wording
S2	Thursday Pools, How Much Does a Fiberglass Pool Cost in Texas? (updated June 25, 2026) · Texas averages and site upcharges
S3	DFW Custom Pool, A Pool Builder's Guide for 2026 · DFW bands, clay, rock, geotech, permits, gas, panel, spa
S4	River Pools, How Much Is My Fiberglass Pool Really Going to Cost in 2026? · packages, cover, lights, walls
S5	River Pools, What Can You Expect From a Fiberglass Pool Kit? · shell-alone bands, shipping
S6	Rigging Force, Crane Delivery Cost for a Fiberglass Pool · crane sets
S7	DirtMatch, Where to Dump Dirt in Dallas, Texas (2026) · haul, swell, trucks, tipping, clay weight
S8	Aggregate Markets, Limestone #57 Delivery in Dallas · stone per ton
S9	Pool Supply Depot, Pentair products · IntelliFlo3 price
S10	Wellbots, Pentair collection · filters, automation, salt, heaters
S11	HomeGuide, Pool coping cost · coping per foot
S12	Simplified Pools, Pool Deck Options for DFW · deck per square foot, early 2026
S13	HomeGuide, Metal fence cost · fence per foot
S14	Dallas Water Utilities, FY27 Monthly Payment Rates (effective Oct 1, 2025) · water tiers
S15	City of Frisco, Form 107, Residential Swimming Pools and Spas (July 2026) · fees, drains, temporary fence
S16	City of Dallas, Permit Fee Schedule (effective May 1, 2024) · no pool-specific fee listed
S17	Made in Alabama, Aquatic Leisure Technologies' first US plant, Opp (Nov 21, 2025) · supply route