



# Custom CONCEPT POOLS —

Turning **Your** Backyard  
into a Private Oasis

by anna charles

Imagine taking a vacation without leaving your home! If you're ready to make a splash with family and friends, and enjoy fine outdoor living with a breath-taking custom swimming pool as the centerpiece, the experts at Custom Concept Pools will make your dream come true. Custom Concept Pools will create your backyard oasis complete with custom pool and spa (with optional beach entry), soothing water features like waterfalls and fountains, a built-in outdoor kitchen, and even a fireplace or firepit with pergola to complete your lifestyle.

## 25 YEARS OF EXCELLENCE BUILT ON HONESTY, INTEGRITY AND PROFESSIONALISM

Delivering world-class design and construction for residential home owners and custom home builders, Custom Concept Pools is a

"one-stop-shop" for unique pools and spas, as well as pool remodels, outdoor kitchens and living spaces, irrigation, and landscaping. "Our motto is, "The customer is the business and the business is the customer.' We never lose sight of this," said Jerry Johnston, co-owner of Custom Concept Pools. "There's a lot of talk about great customer service, quality and a hands-on approach in our industry, but we deliver what we promise. Our goal is to exceed your expectations," Jerry said.

Previously, Jerry was a DOD civilian working in logistics for the military for 33 years. He was in Iraq and Kuwait in 2003 at the start of Operation Iraqi Freedom. In the 1990s he was involved in Project Restore Hope in Somalia and Operation Uphold Democracy in Haiti. He understands the importance of dedication and a job well done. These traits are consistent with his partner, Paul Kelleher. Paul



*Delighting customers throughout the Metroplex for over 25 years, it's not surprising that most clients come to Custom Concept Pools as referrals.*

was a DOD civilian for 35 years, with responsibilities that included managing the construction contracting office doing \$200 million per year. His passion for construction led him to join Jerry as co-owner, where he specializes in 3D design and project management.

"We develop a master plan for each project and then deliver quality workmanship with timely and professional installation," Paul said. "A member of Custom Concept Pools is on-site daily to oversee each project through to completion."

## DESIGNING YOUR BACKYARD PARADISE

Creating your pool and surrounds with Custom Concept Pools is easy and collaborative. Since they specialize in high-end custom design, every project is individualized, ensuring that your backyard retreat will be different than that of your neighbors.

The first step is a complimentary in-home consultation. Browse through photographs for design ideas and share goals, desires and dreams. Pool shape, spas, water features, technology, finishes and more will be explored. Field measurements and digital pictures of the site will be taken, and elevations measured.

If you have an existing pool, consider a remodel. Everything from the coping, tile and finish can be updated. Add sought-after water features like a bubbling fountain or cascading waterfall. Convert your chlorine pool to a salt water system that won't turn your hair green,

*"... We love our new pool! We were amazed at the amount of personal attention you constantly devoted to the project. From the initial design phase through the final phases of construction, you provided a very pleasant experience. Your dedication to maintaining the highest level of quality is very evident and is greatly appreciated." — Derek & Jana*

bleach swim suits, or irritate your skin and eyes." Pool remodels with outdoor kitchens are quite popular now," Paul added. "We've been involved in several of these projects in the past couple of years with fantastic results."

Next, a master design plan with a detailed budget is developed. Take advantage of the latest technology and computerized controls

for easy pool operation and maintenance. Select from features like a salt water system, an in-floor pool cleaning system, and an ozone water sanitation system. If you're interested in an outdoor living room and kitchen, options like outdoor heating and lighting, ornamental fences, pergolas, landscaping, high-end gas grills, refrigerator, ice makers, misting systems, and ceiling fans can be explored. Designs often

include entertainment features like a surround sound audio system and an outdoor television.

An animated 3D representation with a 360 degree virtual tour of your new oasis is included with the master plan. "Unlike top-down views and two-dimensional drawings, our 3D renderings show you what your new outdoor oasis will look like," Paul said.

Once the design and budget are in place, Custom Concept Pools prepares a timeline and schedules for construction. "Some clients wish to approach a project in stages over a year or two. We're happy to work with you to phase-in your master plan based on your priorities," Jerry added.

Start your design today! Call Custom Concept Pools at **817-988-1683** or **214-500-8919**. Schedule a complimentary

consultation that includes free estimates with detailed cost breakdowns. Visit **[www.customconceptpools.com](http://www.customconceptpools.com)** for more information. Financing is available for qualified customers. Major credit cards are accepted. Custom Concept Pools is a member of the Association of Pool and Spa Professionals (APSP) and a Jandy Pro-Edge Design pool builder. 

