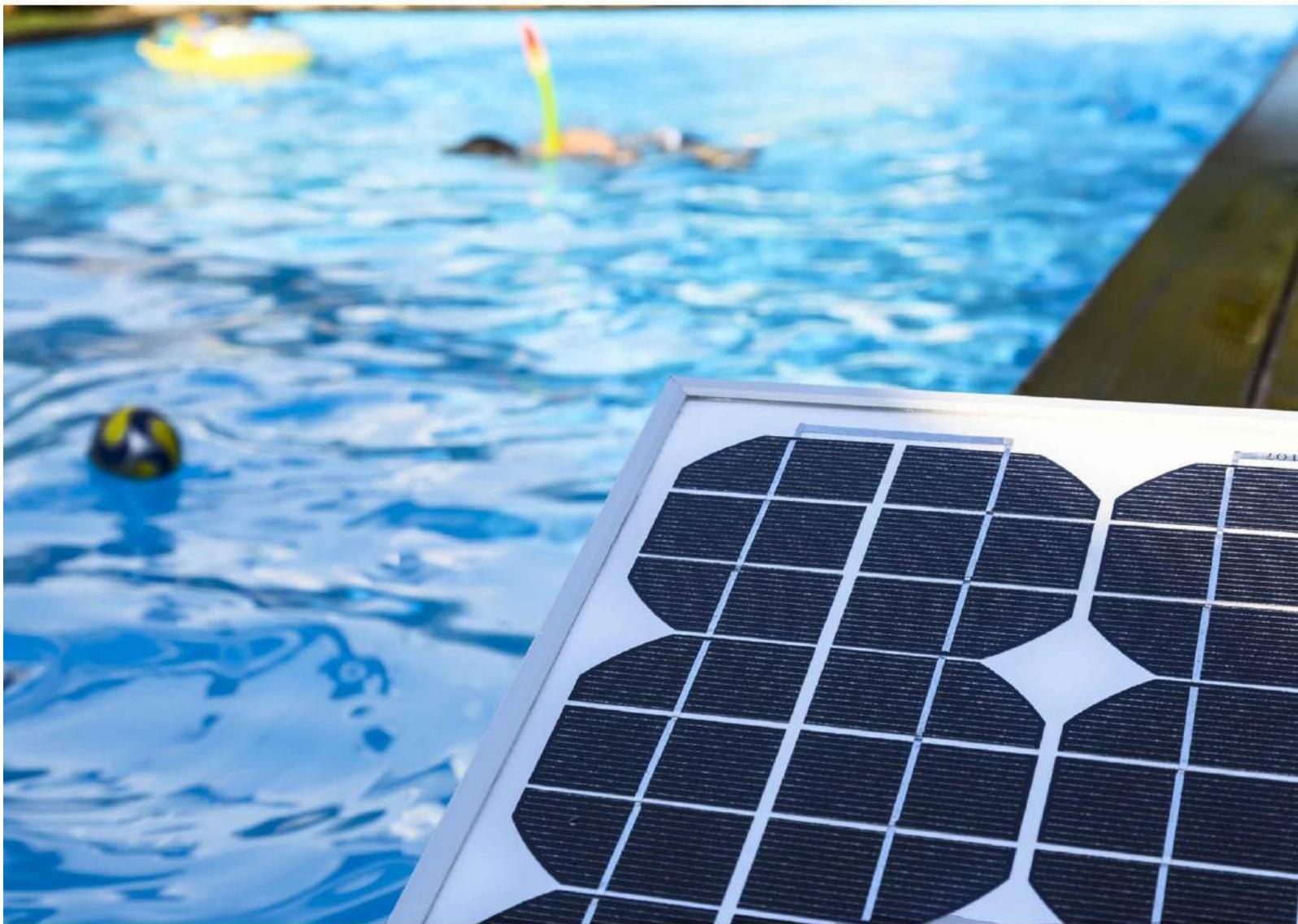


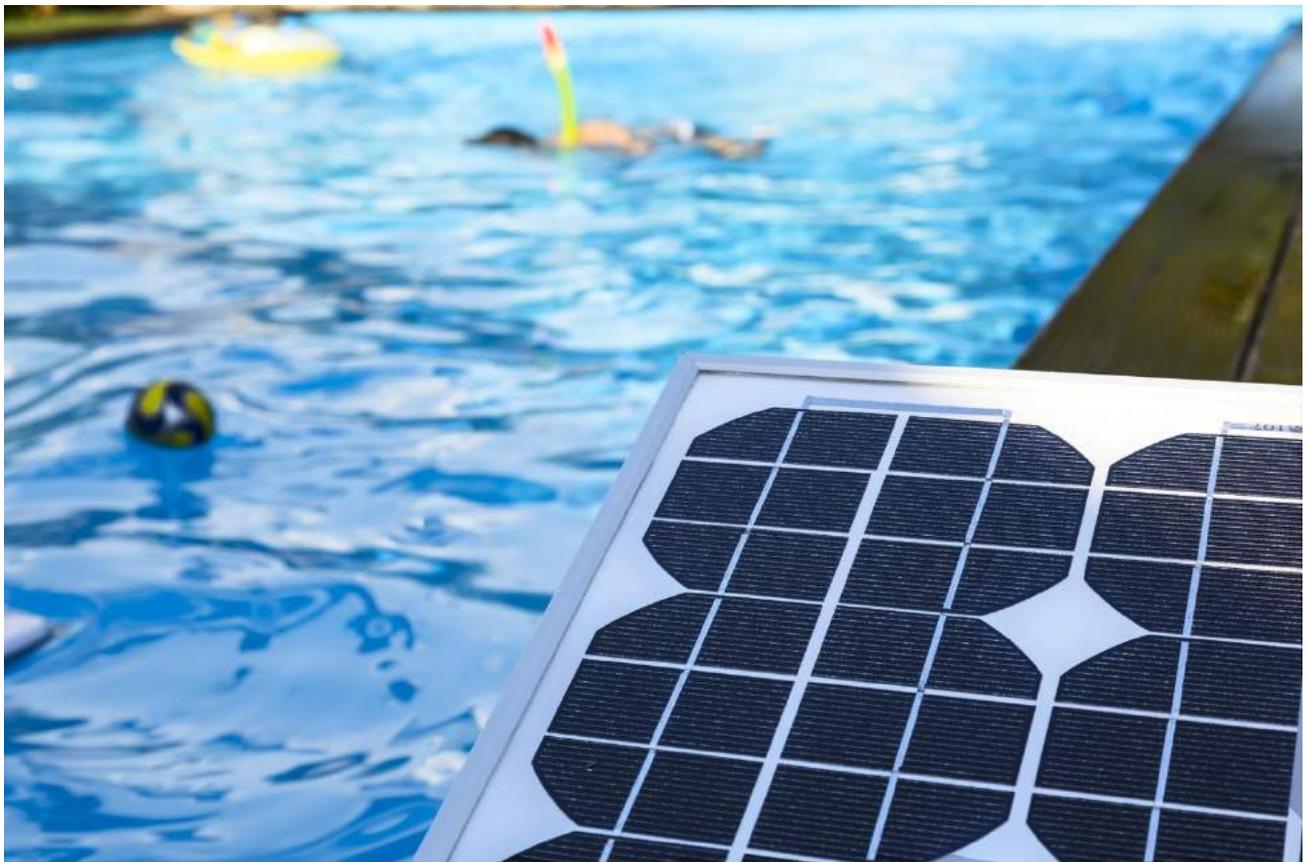
Official Pool Heating Buyers Guide:

How to Confidently Plan Your Pool Heating & Avoid the 5 Common Big Costly Mistakes Most Pool Heating Companies Don't Want You to Know



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Well if you're reading this article, then chances are you're considering the purchase of a pool heating system.

Congratulations, you're on the right track to turning your pool into a little piece of paradise – something that the whole family can enjoy! However, if you're not careful the buying experience can be a minefield of pitfalls and unforeseen traps.

But it is rather straight forward when you know what to look for...that's why I've come up with my Top 5 Costly Mistakes people do during this important process. Here we go:

Mistake #1. Believing everything the manufacturer says

I always find it amusing when consumers say, "I've been spending a lot of time on manufacturer websites in order to know which one is the best." This statement, or some derivative of it, makes very little sense.

Any heating manufacturer can make themselves sound GREAT on a website. Whether it's a bogus statement about the efficiency of the system or the guaranteed lifetime, consumers need to be very careful as to the 'claims' some manufacturers will make.

So do you want to know how to quickly figure out the quality of a pool heating system? Well the answer is simple: If the manufacturer does not list the complete, written warranty of heating system on their website, then flags should go up....i.e. Their warranty is not worth the paper it is written on.

Mistake #2. Not Asking for and Receiving a 100% Fixed Price All Inclusive Quotation Before Agreeing to a Binding Contract

How many times have you heard horror stories of people signing up for what they expected to be a Fixed Price Contract, only to be hit up later for massive extra costs for variations that should have been allowed for in the contract?

Reputable suppliers should be quoting you for everything up front and advising you up front if there is the possibility of going over the initial quote.

Insist on this with your next purchase so there are no nasty surprises.

Mistake #3. Not Asking for & Receiving References

If a heating supplier does not give you references, and I mean a LOT of references, then you should be concerned.

Frankly, you should not even have to ask for references. So if a supplier tells you that they have no references because their customers refuse to be on a

list they are simply lying to you. Look at it this way: Would you ever have a problem fielding a few calls a year if your pool guy did a great job in your back yard? Of course not.

Mistake #4. Focusing Solely on Price

It's very easy to get confused when making big decisions like purchasing a pool heating system. You may get three or four quotes and be surprised by the larger differences between the pricing for what you may expect to be similar.

Unfortunately, chances are that you are not comparing apples with apples and may have decided to go with the cheapest quote without knowing all of the facts. What may appear to be the cheapest quote may turn your heating system from an asset and investment into one big expensive liability.

Mistake #5. Focusing on the Short-term

Whether you are looking at the type, size, price, or any other component of your heating system, you need to make decisions based on how long you think you might use down the track, not just on your circumstances today. Here's a few examples:

- A pool heating shopper settles on a lower quality system because it will initially cost \$2,000 less. But over the next 15 years, they end up spending about \$3,000 more during the product lifetime because of unavoidable repairs and maintenance.

- You elect for a pump that is less efficient because it is a couple of hundred dollars cheaper up front. Although it's cheaper up front the savings in electricity running the pump will pay for the difference over the course of a few short years.

- Customers choose not to get a swimming pool cover. You may look at it as an additional expense, but pool covers will give these benefits:

- a) Pay for themselves within 2 years – due to the money saved everyday on pool running costs (heating, chemicals and power)

- b) Save the pool owner between 30 mins and 2 hours cleaning each and every week.

So there you have it. Those are my Top 5 Costly Mistakes people make when buying pool heating.

Although I could easily add about 50 other items to this list, this should give you enough to chew on for now.

As always, good luck with your shopping experience!

Happy Swimming!

Adrian Harrison

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