

**DEAR VALUED POOL OWNER**

**WELCOME TO OUR WEBSITE !**

**THE FOLLOWING  
SLIDE SHOW WILL  
PROVIDE YOU A LOT  
OF INFO ABOUT  
POOL LINERS &  
ABOUT OUR COMPANY  
SO THAT YOU CAN  
MAKE AN  
EDUCATED DECISION.**

**LET'S GET STARTED . . .**



An underwater photograph of a swimming pool. The water is clear and blue. In the foreground, a tiled edge of the pool is visible, with the tiles reflecting light. The pool liner is a vibrant blue color. The overall scene is bright and clean.

**OUR COMPANY  
NAME IS**

**BEST POOL LINERS**

*“Our name says it all”*

# **OUR COMPANY**

## **BACKGROUND**

- **WE SPECIALIZE IN REPLACING POOL LINERS FOR 40 YEARS**
- **LARGEST POOL LINER COMPANY IN USA**
- **INSTALLING OVER 1000 LINERS YEARLY**
- **WE HAVE LOCAL INSTALLERS & SERVICE THE FOLLOWING 11 STATES :**

**NJ**

**DE**

**NY**

**MD**

**CT**

**PA**

**MA**

**OH**

**RI**

**MI**

**NH**





AAALI-2

OP ID: JC

## CERTIFICATE OF LIABILITY INSURANCE

DATE (MMDDYYYY)

01/28/2021

# WE ARE INSURED FOR UP TO \$4,000,000

Mountain Valley Insurance  
Agency, LLC  
S 114 Farview Avenue  
Paramus, NJ 07652  
Anthony M Costello II, CIC

PHONE (A/C, No, Ext): 201-773-0868 FAX (A/C, No): 201-773-0869

E-MAIL ADDRESS:

INSURER(S) (AFFORDING COVERAGE)

NAIC #

INSURER A: CRUM &amp; FOSTER Ins. Co.

INSURER B: ICW Group Insurance Co.

INSURER C: NAUTILUS INSURANCE Co.

INSURER D: National Fire Insurance

224

INSURER E:

INSURER F:

INSURED

BEST POOL LINERS

1115 Inman Ave.  
Suite 360  
Edison, NJ 08820

## 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 INSD	SUBR WVR	POLICY NUMBER	POLICY EFF (MMDDYYYY)	POLICY EXP (MMDDYYYY)	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. <input type="checkbox"/> LOC <input type="checkbox"/> 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 - COMP/OP 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"/> USED 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 DED \$ 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	WPH504445102	11/29/2020	11/29/2021	<input checked="" type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER 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



**OUR COMPANY**

**BEST POOL LINERS**

**( B.P.L. )**

**OFFERS SOME  
ADVANTAGES  
OVER THE  
COMPETITION**

**HERE THEY ARE . . .**

**BEST POOL LINERS**

***SPECIALIZES***

***IN***

***POOL LINERS.***

**COMPANIES THAT**

**SPECIALIZE**

**ARE USUALLY**

**BETTER &**

**FASTER**



# **THE COMPETITION SPECIALIZES IN “EVERYTHING”**

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>- <b>NEW POOLS</b></li><li>- <b>FILTERS</b></li><li>- <b>PUMPS</b></li><li>- <b>HEATERS</b></li><li>- <b>FILTER REPAIRS</b></li><li>- <b>PUMP REPAIRS</b></li><li>- <b>HEATER REPAIRS</b></li><li>- <b>PLUMBING</b></li><li>- <b>INSTALLATIONS</b></li><li>- <b>PLUMBING REPAIRS</b></li><li>- <b>POOL OPENINGS</b></li><li>- <b>POOL CLOSINGS</b></li></ul> | <ul style="list-style-type: none"><li>- <b>LEAK DETECTIONS</b></li><li>- <b>CHEMICAL SALES</b></li><li>- <b>WATER ANALYSIS</b></li><li>- <b>SPA SALES</b></li><li>- <b>SPA REPAIRS</b></li><li>- <b>WALL REPAIRS</b></li><li>- <b>SKIMMER REPAIRS</b></li><li>- <b>SKIMMER</b></li><li>- <b>REPLACEMENTS</b></li><li>- <b>SOLAR HEATERS</b></li><li>- <b>STEP INSTALLATIONS</b></li><li>- <b>POOL LINERS</b></li></ul> |
|--|--|

**NOBODY CAN POSSIBLY BE  
GOOD AT EVERYTHING.**

**HOW GOOD ARE THEY AT  
INSTALLING POOL LINERS?**

# ***BEST POOL LINERS***

## **HAS**

# ***MORE***

# ***EXPERIENCE***

**INSTALLING 1,000 LINERS YEARLY !**

**THE COMPETITION AVERAGES  
25 LINERS YEARLY**





**BEST POOL LINERS**



**OUR EXPERIENCE AND SPECIALIZATION  
SPEAKS FOR ITSELF !**





**INEXPERIENCE & NON-SPECIALIZATION  
ALSO SPEAKS FOR ITSELF**





***BEST POOL LINERS***  
**CUSTOMER SERVICE**

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**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***

**COMPETITOR'S**  
**POOL LINER**  
**WARRANTIES STATE :**

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

**PAY**

- **PRORATED LINER COST**
- **FULL PRICE FOR NEW LINER  
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**





# POOL COMPANIES

## 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 MIL**



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

**27 MIL \***

**50 %**

**THICKER & STRONGER**

**\* GUARANTEED IN WRITING**

**COMPARE TO**

**20 MIL \***

**THICKNESS LINER**

**\* INDUSTRY STANDARD**



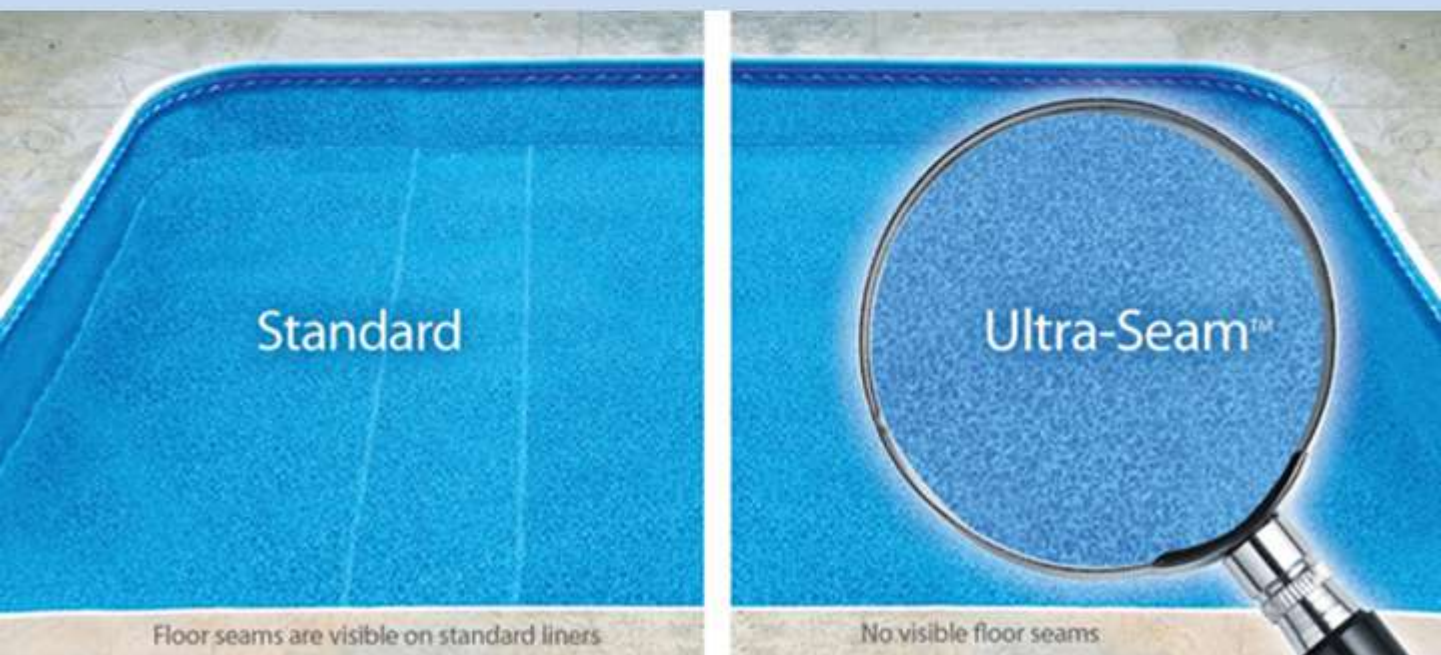
**20 MIL**



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

**THE STRONGEST SEAMS**  
**IN THE INDUSTRY**

**NEARLY INVISIBLE FOR A MORE  
AESTHETIC APPEARANCE**



**\* 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

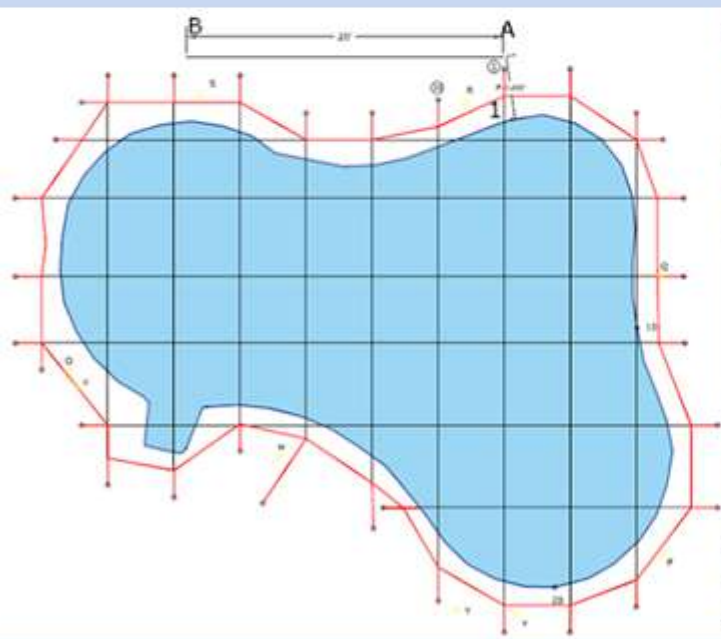
**USE CHEAPER  
RECYCLED\* VINYL**



**\* 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 B.P.L. POOL LINER**

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



**OPTIONAL EXTENDED WARRANTY**

**FOR \$1000**

**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**



# **LIFETIME POOL LINER WARRANTY CERTIFICATE**

## **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: \_\_\_\_\_

# **ONLY \$1000**

# **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>7-30</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**

**ONLY \$500 ADDITIONAL**



# 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**



# **DEPOSIT REQUIRED**

## **OTHER COMPANIES :**

# 90%

- **90% represents all their expenses & most of their profit.**

## **FACT**

**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.**

**B.P.L. DEPOSIT : ONLY 25%**

# **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 MINIMUM DEPOSIT –  
MINIMUM RISK POLICY**

***PRE-SEASON***  
**SPECIAL**  
**OFFER :**

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

- **AT NO EXTRA COST !**
- **SAVE \$1000 !**

**\*10 PER SALESPERSON.**

**PLEASE ASK FOR CURRENT AVAILABILITY**



**BEST POOL LINERS  
LIFETIME POOL LINER WARRANTY**

1115 Inman Ave. Suite 360, Edison NJ 08820

Original Purchaser Name: \_\_\_\_\_ Date of Purchase: \_\_\_\_\_  
**PRE-SEASON**

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 a defect to the pool liner fabrication, Best Pool Liners warrants to the original purchaser as long as they own their swimming pool to repair or replace their swimming pool liner under the following terms.

- SPECIAL OFFER**
1. BEST POOL LINERS will provide FREE LABOR AND MATERIALS to compensate the original purchaser 100% of costs incurred in having their pool liner inspected.
  2. BEST POOL LINERS will provide FREE LABOR AND MATERIALS (liner needed) to replace defective liner.
  3. BEST POOL LINERS will provide FREE LABOR to remove the old liner and install the

**COST : \$0**

Original Purchaser Name: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

**CHECK FOR  
AVAILABILITY**

**DEAR POOL OWNER**

**THANK YOU FOR YOUR TIME !**

**FOR ANY FURTHER QUESTIONS**

**OR FOR PRICING DETAILS**

**PLEASE CONTACT**

**YOUR SALES REPRESENTATIVE**

**OR CALL US AT 1.800.223.3037.**

**BEST POOL LINERS**

**MANAGEMENT**