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Cliff's Pools & Patios

The 'smart' choice for pool and patio upgrades

By LARRY SCHWINGEL
SPECIAL SECTIONS WRITER

Swimming pools and patios are two indulgences of choice that are an American tradition.

Whether it's taking a cool dip after a hard day's work, swimming to tone the body, or just enjoying the pleasure of lying by the pool and soaking up the sun, a backyard pool is a great investment.

Cliff's Pools & Patios, owned by Cliff and D'Alma Freyman, has been bringing the American dream to thousands of clients over the years, and during that time, they have seen many changes within the pool industry — including the trend toward remodeling and resurfacing.

Cliff's Pools & Patios provides customers with a complete range of services, ranging from pool and deck resurfacing, tile installation, and fully automated pool systems, to pool and patio accessories, underwater lighting options and leak detection and repair. Brick paver and Travertine marble installations are also a specialty.

They are certified installers of ex-

ceptionally durable finishes such as Diamond Brite® and pebble surfaces and the new River Rok® that provides a rustic, yet sophisticated beauty to your pool.

It is a virtual one-stop shop for all types of pool and patio surfaces, as well as driveway resurfacing and remodeling. As one of the few local pool companies to offer such a large selection of pool and spa tiles, pavers and marble, Cliff's Pools & Patios demands attention for its quality of work.

"We were recently notified that we will receive two remodeling design awards from ASPI (Associated Swimming Pool Industries of Florida), an organization comprised of pool builders, service companies, distributors and manufacturers that has been serving South Florida for 37 years," says Cliff Freyman. "It's quite an honor, and an indication of the kind of work this company does."

Lining the walls of the company's showroom is letter after letter of appreciation, one of the most visible indications of the company's success. "Our customer satisfaction rating is 99 percent, and that's reflected in those letters," says Cliff Freyman. "We

are very appreciative of the kind comments, because they are a response to how we go about doing business, and the work ethic that is applied throughout the company."

Its relationship with major manufacturers assures customers of receiving the best products. Cliff and D'Alma Freyman make sure they receive the best service. "Quality and affordability is essential, but so too is the way you

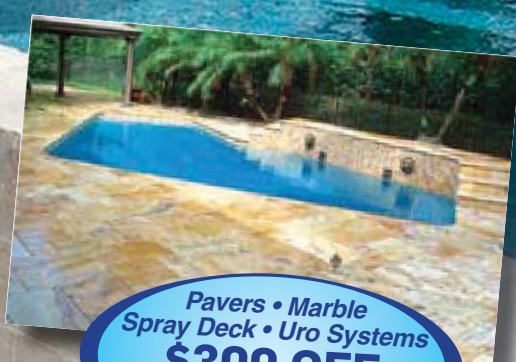



treat your customers," says D'Alma Freyman. "For us, it's always been a top priority."

By popular demand, the company expanded its services recently into Palm Beach County, so the service area now extends from Miramar to Jupiter.

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Cliff's Pools & Patios has upgraded thousands of pools over the years.




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IN YOUR OWN BACKYARD

Cliff's

Pools & Patios

Affordable Makeovers



No Job is TOO BIG or TOO SMALL...
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Who makes
the Difference!