

At Cliff's Pools & Patios

it's about the people ... and the experience



By **LARRY SCHWINGEL**
SPECIAL SECTIONS WRITER

"Experience is by industry achieved, and perfected by the course of time."

Those words, by William Shakespeare, easily apply to Cliff's Pools & Patios, a true industry leader in South Florida.

In terms of industry experience, there are more than 200 years combined on the management side, and each service technician has been personally chosen because they are the best of the best at their particular specialty.

At Cliff's Pools & Patios, co-owned by Cliff and D'Alma Freyman, it's all about experience, knowledge and ability.

Freyman's team of talented service specialists is detailed and thor-

ough in their craft; they take pride in doing the job right the first time, and there's a company-wide priority to go the extra mile to please customers.

"We have been in business 26 years and achieved a very high level of respect and recognition within a very competitive industry," says Cliff Freyman. "That type of recognition is nice, but to be honest, the recognition that means the most, and is the most rewarding, comes from our customers."

Natural selection

In the construction industry, it's all about selecting the "right" company. But how does a homeowner know whom to select?

"We have a very experienced team of professionals that can do an entire project in-house, without having to rely on sub-contractors," says Freyman.

"That is a huge plus, in that it gives us more control over every project. The chances of making an error are minimized and customers have a wider range of service options."

The proof of the company's success is seen in the thousands of appreciation letters adorning the hallways. "It is a constant reminder of what our goal is, and what we strive to achieve every day," says Freyman.

After close to 30 years of service, Cliff's Pools & Patios has a customer satisfaction rating of more than 99 percent. That statistic is unheard of in the industry. "Delivering on what

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Seen here is spray deck with vanishing-edge, pool tile and water features, with a River Rok custom pool surface and trim-tile effect.

we promise is a priority," says Freyman. "We want to exceed customer expectations, and anyone who has ever dealt with us knows we won't let them down. We are a company they can depend on."

Full range of services

Fully licensed and insured, Cliff's Pools & Patios is an award-winning commercial and residential contractor specializing in pool resurfacing, Diamond Brite® applications, pool service and maintenance, pool tile installation and replacement, coping, lighting, heaters, salt chlorine systems, pool leak detection and repairs. Cliff's Pools & Patios offers the highest quality driveway and patio-paver installations, including traditional pavers, travertine marble pavers, Artistic Pavers™, spray decks and URO tile.

"We are the real deal, and we do it all with full-time crews supervised by company employees," says Freyman. "We have the most complete showroom in the industry, and our workmanship is exceptional; we don't believe in short-cuts."

Teaming up for success

The administrative team consists of Cliff and D'Alma Freyman (co-owners);

Brendan Halpin (office manager); Christine Cunningham (assistant office manager) and Arcadio Ferrer (vice president of construction operations).

The management team of Bob Knox (operations manager);

John Blanco (office service division manager); Wayne Williamson (field service division manager); Tom Samano (pool supervisor); Humberto Machiavello (deck division – pavers and travertine); Tony Martin (deck division – topical applications) and Joe Ingrao (pool and deck remodels) are the best of the best.

Their combined experience and knowledge is second to none. That is why Cliff's Pools & Patios is No. 1.

Frank Ferrer, Steve Brace, Wilmer "Jack" Jacques and Esmey Fertil are the Service Division techs, and the entire team is backed by the support of Lynn and Lavincia, Customer Service specialists.

"We are the most complete pool company in South Florida, but we're also able to add a distinctive look to any patio or driveway," says Freyman. "We can make homeowners' dreams come true because we work very hard as a team. We are reliable, dependable and on time."

If you want quality workmanship, great customer service, competitive pricing and a company that goes above and beyond, choose Cliff's Pools & Patios, 10178 N.W. 47th St., Sunrise. Licenses: CPC-0915306, U-21339, RP252555139, CPO 33-121957 and CGC-1517640.

For more information, call (954) 671-5021, visit cliffspools.com or the pool store Web site at <http://Shop.Cliff-sPools.com>.



Enjoy the charm of a traditional-paver pool deck, with custom tile and trim tile, and a Diamond Brite surface.



Custom travertine marble French-pattern, antique blend pool deck, with vanishing edge, new pool tile, and custom Hawaiian-gem finish.



A classic 6-by-12-inch gold travertine marble driveway is sure to add beauty and curb appeal to your home.