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**Cliff's Pools & Patios:**  
 'We are the real deal'

By **LARRY SCHWINGEL**  
 SPECIAL SECTIONS WRITER

"Bait and switch" is what Cliff Freyman, owner of Cliff's Pools & Patios, calls companies that promise one thing and deliver another. According to him, it's very prevalent in South Florida to grab the check and run before a project is completed.

"It is a very disturbing trend, and it gives the industry a black eye," says Freyman, who along with wife D'Alma runs one of the most successful pool and patio businesses in South Florida.

"Due to the economy, many companies are doing business based on cheap pricing; hiring less-than-skilled workers and cutting corners on labor and materials," says Freyman. "It really is buyer beware, and I hope that any homeowner thinking of installing a new pool, or remodeling an existing one, will take a good hard look at the company they are doing business with."

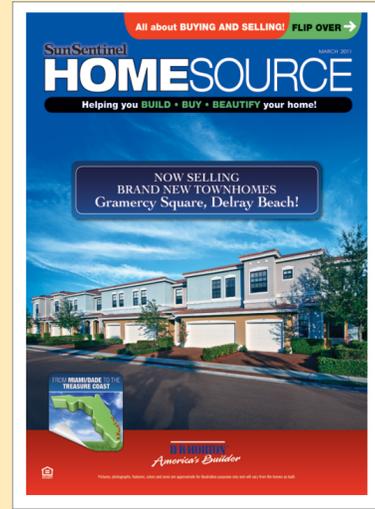
According to Freyman, the "bait and switch" way of doing business also includes introducing unrealistic pricing into the marketplace, hurting reputable companies. "A lot of businesses are scaling down; they don't assign supervisors to the project, and they are masters of the bait and switch," says Freyman. "They advertise low prices, and the customer ends up eventually paying more because of all the upcharges. Today, in South Florida, there are more smoke-and-mirror companies than ever before, especially in the pool and paver industry."

Service and integrity are two of Cliff and D'Alma Freyman's top priorities as business owners. Over the years, their company has established a proven record of success — so much so that due to popular demand, the company's service area now runs from Miramar in Broward County, north to Jupiter in Palm Beach County.

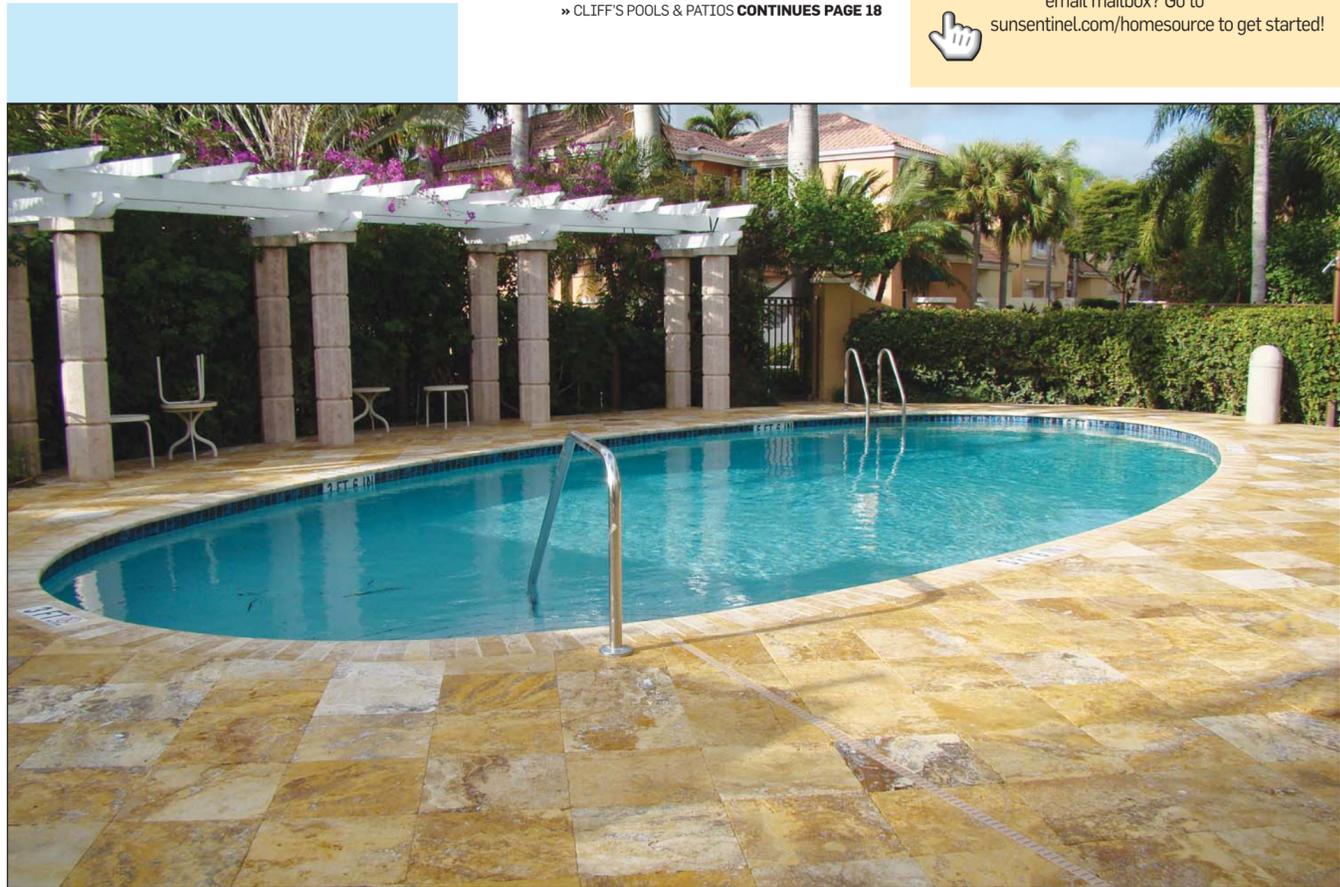
"We responded to our customer's wishes, and the expansion is doing extremely well," says D'Alma. "There is a trust factor when you deal with us. People know we are upfront and honest about what we are capable of delivering. We are the real deal."

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