

Ad Number:  
Insertion Number:  
Size:  
Color Type:

Client Name:

Advertiser:

Section/Page/Zone: **REALESTATE/E017/REBR**

Description:

This E-Sheet confirms that the ad appeared in Sun-Sentinel on the date and page indicated. You may not create derivative works, or in any way exploit or repurpose any content displayed or contained on the electronic tearsheet.

Helping you **BEAUTIFY** your home!

# ‘We are the real deal’

"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."

» CLIFF'S POOLS &amp; PATIOS CONTINUES PAGE 18

Check out  
**SunSentinel**  
**HomeSource Magazine**  
for more ways to build,  
buy and beautify your home.



Want to have it delivered directly to your email mailbox? Go to [sunsentinel.com/homesource](http://sunsentinel.com/homesource) to get started



**Pool and deck remodeling and the installation of travertine marble is a specialty of Cliff's Pools and Patios**



## POOLS | PATIOS | DRIVEWAYS

## Specializing in Leak Detection & Repairs

Diamond Brite | Florida Gem | All Pebble Surfaces | Brick Pavers | Travertine Marble | Artistic Pavers®  
| Spray Decks | URO Systems | Exclusive Marble-Tec | Pool Coping | Pool Tile | Custom Lighting  
Water Features | Salt Chlorine Systems | Heaters | All Pool Equipment  
• Complete Showroom • Weekly Maintenance (limited service area) •

## FREE REMODELING ESTIMATES

**1.877.933.pool (7665) • [www.cliffspools.com](http://www.cliffspools.com)**  
- Residential & Commercial -

## - Residential & Commercial -



No Job is TOO BIG  
or TOO SMALL...  
Cliff's Pools  
DOES THEM ALL!



*It's Cliff  
Who makes  
the Difference*