

Customer Needs Analysis:

It is the desire of Premier Pools, Inc. to design a product that will fit your space, taste, and budget. It is important for us to know your expectations of both the product and company. Please take a few moments to complete this form, so we may serve you better.

Please indicate 1 through 5 on the following items - 1 being most important:

- _____ Child safety
- _____ Lap swimming
- _____ Outdoor entertaining
- _____ Diving
- _____ Aesthetics
- _____ View from indoors
- _____ Water features (fountains/waterfalls)
- _____ Sunbathing
- _____ Special features (water tanning shelf, caves, swim-up bar, fire-pit)
- _____ Spa
- _____ Year round swimming
- _____ Absence of surprise construction cost
- _____ Architectural consistency
- _____ Wide choice of material selections
- _____ Construction time
- _____ Operation cost
- _____ Preservation of existing trees
- _____ General liability & workman's compensation insurance

Desired company features of our pool contractor: (1 through 5)

- Business history and stability
- Strength of warranty
- In-house service department
- In-house water chemistry department
- Financial stability
- Locally owned
- National Spa & Pool member
- Award winning design capability
- Recognized as one of the one hundred top builders by national industry professionals
- Client communications during construction
- Ability to work with outside professionals (home builder/architects)
- Flexibility for changes during construction
- Experience with difficult sites (requiring retaining walls, drainage system, etc.)

Which of the following best describes your pool decision process? (check one):

- Price is our most important consideration
- Value (price vs. features)
- Features are most important, price is secondary

Our desired budget for the pool project should not exceed: \$ _____

We would like to implement our project (check one):

- Immediately
- Within 30 Days
- Within 90 Days
- Time frame is unimportant

