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Taking Advantage of the Latest Pool Trends this Summer

CINCINNATI, OH (July 21, 2015) – After experiencing relentless, unforgiving winters year-after-year, Midwesterners can always appreciate the redeeming qualities of summer – from the warmth of the sun to the extra hours of daylight.

For current or prospective pool owners, now is the time to consider design and renovation trends as the temperatures finally heat up. Industry advancements and style continue to evolve away from a concrete rectangular hole in the ground filled with H2O. Pool construction is now becoming increasingly complicated with a combination of exotic materials, pump/drainage systems and extravagant layouts.

“Pools are a great feature for any property and an invaluable luxury during the relentless heat of the summer,” said Joe King, President of Coldwell Banker West Shell. “It’s important to keep up-to-date on innovations in the industry so that your current or future pool is not only enjoyable to you but also properly equipped when you look to sell your home.”

Following are three noteworthy pool trends for the aquatic homeowner to consider:

- **Aggregate Finishes:** While this isn’t a new idea, it has become ever-so-popular over the years. Instead of your standard smooth concrete finish, pool owners are going the eccentric route by embedding surfaces with a number of materials including granite, glass beads, river stones, and quartz. It tastefully breaks up the monotony of a plain white pool bottom and walls.
- **Water Features:** Waterfalls, underwater jets and stylish fountains are just a few of the popular additions to the modern pool in 2015. This can provide an exciting aesthetic and some added fun for the family. Many of these features are also being accented by colorful lighting for further effect at night.
- **Tanning Shelves:** This is a ledge that sits between 6 – 12 inches below the pool surface. It can be the perfect spot for someone looking to keep cool in the unforgiving sun without completely submerging themselves in the water. It’s also the ideal place to position umbrellas and patio-centric chaise lounges.

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