

# Leisure World

POOL & SPA

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*"Saving the World  
One Pool at a Time"*



## POOL SCHOOL

COMPLIMENTARY EVENT—RESERVATIONS REQUIRED

April 27th 2010—7:00 PM at Leisure World.

*Everyone is invited and encouraged to attend.*

*This is a great opportunity to review the basics and learn what's new.*

Topics covered will include, but are not limited to the following:

- Mechanical basics: Pumps, filters, heaters, chemical feeders, cleaners, valves, suction ports (skimmers and main drains), and pressure ports (return jets)
- Maintenance Basics: Water chemistry, brushing and vacuuming, chemicals, sanitizers
- Virginia Graeme Baker Act and swimming pool and spa safety

In addition to the information presentation, we will offer complimentary snacks and drinks, a "Pool School Night" only sale for attendees and a variety of exciting and fun pool related door prizes including a \$100 chemical coupon.

**Since seating is limited, reservations are required and can be made  
by calling Leisure World at (816) 221-1731.**



# Leisure World

## POOL & HEARTH

POOLS FIREPLACE INSERTS GAS LOGS STOVES • SPRING 2010

## GET READY FOR POOL SEASON

### HELPFUL TIPS & REMINDERS

- Have your water checked weekly, monthly, or however frequently you wish
- Change the sand in your filter every 3-5 years for chlorinated pools and every year for Baquacil pools
- **SCHEDULE EARLY** – Any service work needed before opening the pool **Schedule now!!!**
- **ALWAYS** pre-mix granular chemicals (add chemical to the water, **NEVER** add water to the chemical)
- Use chlorinators or floaters to dispense chlorine. Do not put chlorine directly in the skimmer or the pump.
- **ALWAYS** keep your chemicals in a separate storage facility away from your pump, filter system, and other equipment
- **USE** skimmer socks and backwash the filter on a regular basis. (2-3 times a week for clear pools, 2-3 times a day for dirty pools)
- **BRUSH** your walls and floor on a weekly basis
- Regularly inspect pool tools (brushes, vacuums, nets) for rough and sharp edges for those with vinyl liners

## What a Winter!

The only positive spin we could come up with to apply to this past winter is that it has made us all look forward to warm weather and pool season more than ever. But, be aware that the extreme and prolonged cold experienced in Kansas City this winter likely has caused some unexpected problems with swimming pools. We suggest opening early in order to get a handle on your pool and making sure that any problems are dealt with before the rush of Memorial Day weekend. Also, having the pool open and looking good even if it is still too cold to use just makes you feel better!

If the cold left a strong impression in your mind and on your wallet this winter, please consider the alternative heating products offered by Leisure World Pool and Hearth going into the 2010/2011 winter. Leisure World is continuing to grow our fireplace and hearth business and is the only true

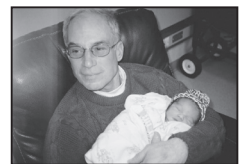
fireplace authority in the Northland! We specialize in heat producing, highly efficient alternative heating products such as wood, gas, and pellet stoves, inserts, fireplaces and furnaces. This part of our business will be growing year round so please take a minute to look around and ask questions the next time you are in and reduce your home heating costs next year. With this in mind, we still have a variety of log sets, wood and pellet stoves, and accessories waiting to find a home. Take advantage of our end of season hearth product sale from now until May 1, 2010. Bring in this newsletter to save a minimum of 10% or more on all hearth products. Prepare for next year's heating season before the rush and let us schedule your hearth appliance work now. And don't forget, all of our high efficiency pellet and wood appliances qualify for a 30% federal tax credit up to \$1500 if purchased before the end of 2010.

## New Additions to the Leisure World Team

Justin and Michele Dro are the proud new parents of Brogan Waters Dro. He was born March 17, 2010 at 1:53 a.m. with the luck of the Irish on his side. Stop in to congratulate the new father or the even more proud grandparents, Linda and Bob.



*Brogan with Father and Grandfather*



Also, please welcome a few new additions to our staff since last year:

*Lisa Demaree*—in-store sales associate

*Mike Auger*—service technician

*Emily Wright*—pool season manager (Emily has been with us the past two summers and will be with us full time beginning in mid-May)

# Age of Technology

In today's completely connected world, Leisure World Pool and Hearth is trying to stay ahead of the technology revolution. Please visit us throughout the year at [www.leisure-worldkc.com](http://www.leisure-worldkc.com) to stay up to date with our promotions, sales, and events for all your pool and hearth needs. Please also visit our Facebook page to become one of our friends. We are constantly taking email addresses in order to begin email correspondence that will include news, tips, and of course specials! To make sure you are included in our private email blasts, please provide your email address for the free skimmer sock coupon inside this newsletter. Or just drop us a line at [info@leisureworldkc.com](mailto:info@leisureworldkc.com) with the subject "Email List."



# LEISURE WORLD CONSTANTLY STRIVES TO PROVIDE VALUE

**What is value?** This term is constantly evolving for businesses such as ours as consumers have access to information like never before. Pricing for most products is totally transparent and it is safe to say that we cannot compete with internet retailers and box stores in terms of providing product at the lowest cost. We have a store, employees with knowledge, inventory, trucks, etc. These factors make it difficult for us to provide the lowest costs on products but are keys to allowing us to provide excellent value.

Value is more than low cost. Value consists of three fundamental components: cost, quality, and service. Specialty retailers and service companies such as Leisure World can better leverage the three components that create value by providing fair prices while simultaneously offering excellence in customer service and exceptional quality. It is impossible to offer the best of all three at one time.

With everyone watching their dollars more closely, Leisure World has been working on more ways to save you money. We have brought in a larger selection of

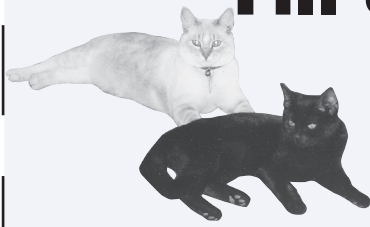
value leading pumps and filters this year than we've ever had before. Also, we have the ability to repair parts rather than simply replace entire units: for example we can replace a bad pump motor rather than the entire pump therefore saving big money! In some cases we can even replace the bearings in a motor saving even more. Additionally, on top of always stocking Kansas City's largest new parts selection, we also can in some cases save you money by using a used part instead. Try finding anyone else that works this hard to save you money!

On behalf of all of us that make our living through Leisure World Pool and Hearth and other small, local businesses, we ask that you think twice next time you consider purchasing from a box store or online retailer instead of buying locally. Make absolutely sure you are receiving the best value for your dollar.



# WATER TESTING

There will be a one-time \$10 fee for entering a new pool or spa into our water test computer. This service will remain complimentary for existing customers and there is no limit on number of tests per customer. Take full advantage of this valuable service and let our chemical experts take the guesswork out of your water chemistry.



# Fill out this coupon and bring it to Leisure World for

## One Free Skimmer Sock

## or \$2 Off a Package of Four Skimmer Socks

Redeem this coupon with your email address at Leisure World Pool and Hearth for ONE FREE SKIMMER SOCK or \$2.00 off a package of four. Skimmer socks extend the filter media life and make cleaning your skimmer a breeze by trapping COTTONWOOD, POLLEN, INSECTS, PINE NEEDLES, and other small/ fine debris that skimmer baskets miss.

**Expires July 4, 2010**

email address\*: \_\_\_\_\_

\*We will use this solely for Leisure World info, promotions and sales. We will not furnish this information to any outside entity.

## 2010 Product Pricing

Leisure World has been working very hard to contain our pricing for you in 2010. As a result, we anticipate keeping our prices the same as in 2009 with some items actually decreasing in price! Please take advantage of great pricing combined with the service and expertise you have come to expect from Leisure World. Also, don't forget that Leisure World's customers receive a 10% credit for every \$150 spent on chemicals – all season long. Rest assured that Leisure World sells only the highest quality stabilized chlorine tablets and high strength shock available. Additionally, we have a wide variety of ancillary and specialty chemicals to help you through those puzzling problems that sometimes plague even the most diligent pool owners. Please let our knowledgeable and friendly staff perform your water testing so you will know exactly what your pool needs to be sparkling clear in 2010!

## 2010 Service Rates

Our service and labor rates will remain the same in 2010. Listed below are some of the more common pool services

and their respective costs. The pool opening and closing costs are for labor only and do not include any product/material costs.

**Pool Opening:** \$200 plus materials (chemical customer)/\$225 (non-chemical customer)

**Pool Closing:** \$200 plus materials (chemical customer)/\$225 (non-chemical customer)

**Sand Changes:** based on the size of the filter—disposal of old sand additional

Up to 200# - @\$160      Up to 350# - @\$240  
Up to 600# - @\$350      Up to 1000# - @\$500

**Specialty Jobs:** (liner, heater, filter, and pump installations, re-plumbing and renovations, etc.): Individually estimated.

**Service Call:** Hourly Service Rate \$100/hr. minimum 1/2 hr.—This is applicable to such common issues as leaks, filter or pump problems, heater troubleshooting and repair, water clarity, etc.

# ESTIMATES

Leisure World takes great pride in providing the best quality work at fair prices. Ensuring the job is done right starts with thorough planning. In most cases, the planning of jobs requires a visit to a customer's home in order to view the scope of the job and take all necessary measurements to provide a detailed estimate of the work to be done. To help offset the cost of providing such estimates, Leisure World will be charging \$25 plus a non-refundable fuel surcharge for all on-site estimates. If the estimated work is later performed by Leisure World, the \$25 estimate charge will be credited on the final invoice.