

# Boundless Imagination

Challenges, and how they are handled, can make or break a company. Ron and RuthAnn Aveta, owners of Creative Master Pools, Inc., know a thing or two about dealing with difficulties. In fact, the pair have a reputation for being pool-building trendsetters. “We push the envelope when it comes to problematic sites and conditions,” says RuthAnn Aveta. “We enjoy designing something different — and we do it right.”

Demanding sites often provide the opportunity for more creative solutions and innovations. Finding ways to create a seamless blend of water and land is always a prime objective for Creative Master Pools, Inc. RuthAnn offers several examples of how the site itself often gives rise to new possibilities. “To accommodate uneven landscapes, a vanishing edge might be added to a portion of the pool, or the pool could be multileveled,” she says. “We can also incorporate rock formations right into a pool wall or position stepping stones across a shallow area. Our only limitation is the client’s acceptance of imaginative solutions.”

Specializing in the building and renovation of concrete indoor and outdoor pools and spas, Creative Master Pools, Inc., designs and constructs complete projects. Utilizing a team of highly skilled masons and other craftsmen, the builder ensures that all aspects of the project — from outdoor kitchens to landscaping and lighting — progress smoothly. Creative Master Pools, Inc., has received numerous national and international design and technical achievement awards, and many of its impressive projects have been featured in coffee table books.

As the only New Jersey member of Master Pools Guild, Inc., the company stays abreast of the latest international innovations and pool-building techniques. Creative Master Pools, Inc., serves as a manufacturers’ testing site for new products and offers pool opening, closing and maintenance services, as well as a complete line of accessories and supplies. ❖

#### Creative Master Pools, Inc.

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#### In Business for 27 Years

Builds 25 – 30 Pools per Year  
Service Area:  
Southern New York State  
and New Jersey



This customer wanted as much natural pool as he could fit in his yard. Fulfilling his desire, this pool features a waterfall, natural stone coping and patio, pebble interior finish and natural stone walls. A sundeck and fountains were added for play and aesthetic appeal.



This classic pool shape was elongated and customized for a more elegant profile, and complementing bluestone was chosen to trim the pool, patio and upper terrace at the house. An in-floor cleaning system provides the level of performance this homeowner sought.

A deep blue-gray pebble finish creates this pool's interior, and natural heating keeps swimmers comfortable. Quartzite stone on the patio is repeated in the mosaic waterline tile, as well as on the grill top. Native fieldstone boulders create the property terraces and dramatic waterfall. Bluestone knee walls add seating.