

As Seen In... *Woman's Day, Redbook & Good Housekeeping, May 2007*

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Special Advertising Section

## Artistic Pools Builds 50-year Legacy of Unbounded Creativity, Unlimited Customer Service

*Lifestyle:  
Atlanta*



When Ed Wait founded Artistic Pools, Inc. in 1957, the biggest name in swimming was Esther Williams. Today, the world's most admired name in pools is Artistic Pools itself. Consistently winning national and international awards year after year, this 3rd generation, family-owned custom pool design/builder is celebrating 50 years in the business by walking away with the 2006 Consumer Choice Award™ (Category: *Custom Swimming Pools for Business Excellence in Atlanta*). It has received this award every year since 2000.

"The Consumer Choice Award is a testimony to the creativity, hard work, and persistent attention to details of our team," says CEO Ron Coker, Sr., nephew of the founder. "We are unrelenting when it comes to providing customer service."



**ARTISTIC  
POOLS, INC.**

*Integrity  
Innovation  
Inspiration*

770-458-9177  
www.artisticpools.com

Artistic Pools has received more awards for pool design and construction excellence than any other company in the entire Southeast and the eastern U.S. It was listed among the top builders in the nation by *Pool and Spa News*. When the dust settled in the 2005 Master Pool Guild and The Association of Pool & Spa Professionals competitions, Artistic Pools had 14 gold medals and three silver medals including two international APSP gold medals and the coveted APSP regional gold medal for Engineering and Technical Difficulty.

"We excel when the design or site poses challenges. After a half century in the business, we don't run into much we haven't seen before. We have broad range of time-tested solutions based on practical, first-hand experience. Basically, if you can imagine it, we can build it," says President and COO Ron Coker Jr. who grew up in the business and worked in all facets of the company from construction, and service, to sales and design.

Some of Artistic Pool's most extraordinary projects were showcased in best-selling books including *Pools, Patios & Fabulous*

Artistic Pools is a founding member of Master Pools Guild. Membership in the international guild is by invitation to those builders who consistently demonstrate superior design and building talents.

The mark of Legendary Craftsmanship of the Master Pools Guild is more than just a trademark. It is a symbol.

*Outdoor Living Spaces, Master Built Pools and Patios: An Inspiring Portfolio of Design Ideas and Pools, Spas, and Fabulous Outdoor Living Spaces.*

But it is word-of-mouth that has resulted in Artistic Pools' market domination. As one referral leads to another, the company's in-ground luxury swimming pools grace the homes of North Georgia's successful doctors, lawyers and business executives, celebrities and even the Governor's mansion. The company's commercial pools are the centerpieces of many of the area's most desirable country clubs and resorts.

Artistic Pool builds sophisticated pools with the craftsmanship of a time gone by and today's finest materials and technologies. The company is recognized for its innovative use of elaborate water features. Each of these works of art complements the home's architectural style and flows seamlessly into its natural surroundings. Soaring over grand vistas or tucked within a formal garden, the completed project bathes all the senses with the sights and sounds of a luxurious backyard retreat.

Every custom design begins with a personal consultation. For more information visit [www.artisticpools.com](http://www.artisticpools.com) or call 770-458-9177.

