

What does being TradeCertified™ mean to you?



TradeCertified™ pool dealers earn this coveted award by demonstrating excellence on every level, from employee training to customer satisfaction. Completely independent and based solely on merit, all award results are tabulated and verified by an unbiased third-party accounting firm.

TradeCertified™ does the work on behalf of customers to identify the best pool dealerships in North America. A TradeCertified™ pool dealership must meet a demanding set of criteria – criteria that ensures a commitment to exceed customer expectations in five key areas including:

Affiliations • Facilities • Product Service • Employee Education • Customer Satisfaction

We've earned this prestigious award!



We've stood the test of time.

TradeCertified™ retailers must have an established business history to be considered for the award. They are required to be active members of national or local trade and business groups, which exhibits their devotion to their customers, the swimming pool industry and their local community.



We've proved ourselves.

In order to become a TradeCertified™ pool dealer, a company must have a proven track record of customer satisfaction. Winners must also sign and adhere to a Customer Bill of Rights which outlines how all customers should be treated before, after and during a swimming pool sale.



We know what we're doing.

TradeCertified™ winners must engage in continuing education hours for their employees, which means that from the sales team to the service technicians, you should be in good hands. Their service department must also meet standards set forth by various industry organizations or local state licensing agencies to qualify for the award.



We won based on merit.

Pool dealers are selected based on merit. To maintain complete impartiality, TradeCertified™ employs a third-party accounting firm to validate applications submitted by local pool dealers who sell products and services in the swimming pool industry throughout North America.

Less than 5% of local dealerships in North America qualify.

This impartiality and the demanding nature of the TradeCertified™ award criteria make this accolade the first of its kind in the hot tub and swimming pool industries.

We have found a strong correlation between superior customer satisfaction and businesses that follow a proven set of best practice guidelines we have refined over the years. Using that philosophy to guide us, TradeCertified™ works diligently to do much of the leg work on your behalf to identify the best local swimming pool professionals.

*David T. Wood
Editor-in-Chief & Publisher*

★ Customer Bill of Rights ★

Preamble

As a TradeCertified™ pool dealer, our goal is to serve you, the consumer, in a manner that speaks to the way we all would like to be treated: with honesty, fairness, respect and openness. While we certainly do this “behind the scenes,” we feel it is important to specifically and openly address these issues that show our deep-seated commitment to you. To that end, we subscribe to the TradeCertified™ Consumer Bill of Rights, a rigorous guide established to ensure your purchase, ownership and service experience meets and exceeds your expectations.

Quality Service

- Timely, scheduled and prompt service calls.
- A professional technician who is easily recognizable and shows identification upon request.
- A full explanation of your service/maintenance issues, including estimated time and costs to complete.
- Your approval of charges prior to work being started.
- A complete description of all work performed and an itemized list of applicable designs.

Customer Satisfaction

- Our pledge to always act in good faith.
- Our commitment to the highest standards of ethics and integrity.
- Our belief in the honest and fair treatment every customer, without discrimination.
- Our passion to provide timely and accurate responses to inquiries and requests.
- Our dedication to maintaining customer records with the utmost care in privacy and confidentiality.

Professional Sales

- A friendly, non-aggressive and courteous sales environment.
- A considerate and knowledgeable professional consultant.
- Truthful and accurate marketing materials.
- A complete explanation of all costs associated with purchase.
- A full and confidential discussion of payment/financing options.



Prompt Delivery

- Timely and prompt delivery and/or installation.
- Thorough on-site inspection and testing of all products delivered.
- A comprehensive discussion related to maintenance and recommended service schedules.
- An understandable explanation and written copies of warranties on all products sold.

Clean Facilities

- Clean, well-maintained and appealing showroom facilities.
- A variety of well-stocked product lines that enhance the ownership experience.
- Convenient operating hours, with after-hour appointments available if necessary.

**In fact, we at Seasonal Specialty Stores give you much more than this!
Just read your Buyer Protection Plan.**

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