

felt tip design group

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landscape architecture
luxury swimming pools
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239. 643. 7871



TAKE THE QUIZ!

Nice Homes, Bad Pools

By Keith Whipple, principal and owner

A Coconut Palm in my backyard blew over in a wind gust, taking out a portion of my pool fence and missing the pool by inches. When the insurance adjuster came to inspect the damage, he looked at the pool and said, "It doesn't look a pool." Trying to explain what he meant, he continued, "It looks like something else. Like it was *designed*. You know what I mean?"

I didn't at first. Later, I realized that in his line of work he sees swimming pools, like those pictured here, all around southwest Florida. To him, these pools represent what a pool is supposed to be: a hole in the ground, filled with blue water, surrounded by concrete and enclosed in a cage. My pool, nor any other pool we design, look like these pools shown here. So, given his perception of what a pool should be, my pool didn't look like a pool to him.

felt tip design group designs beautiful, dramatic, and efficient pools that are appropriate for our area's more exclusive homes and communities. Have a look inside.

If you were to guess the value of these homes, based solely on their pools and nothing else, how much do you think these two homes are worth? \$250,000? \$400,000? See the back cover for the answer...

Where Have We Been?

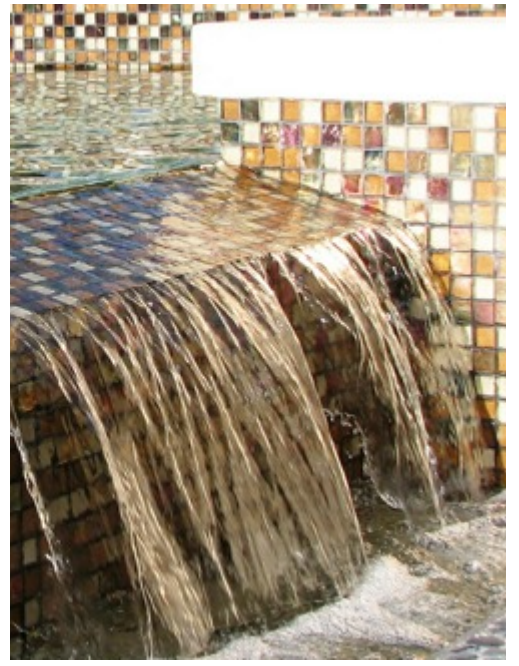
There's been quite a lag between our last newsletter and this one.

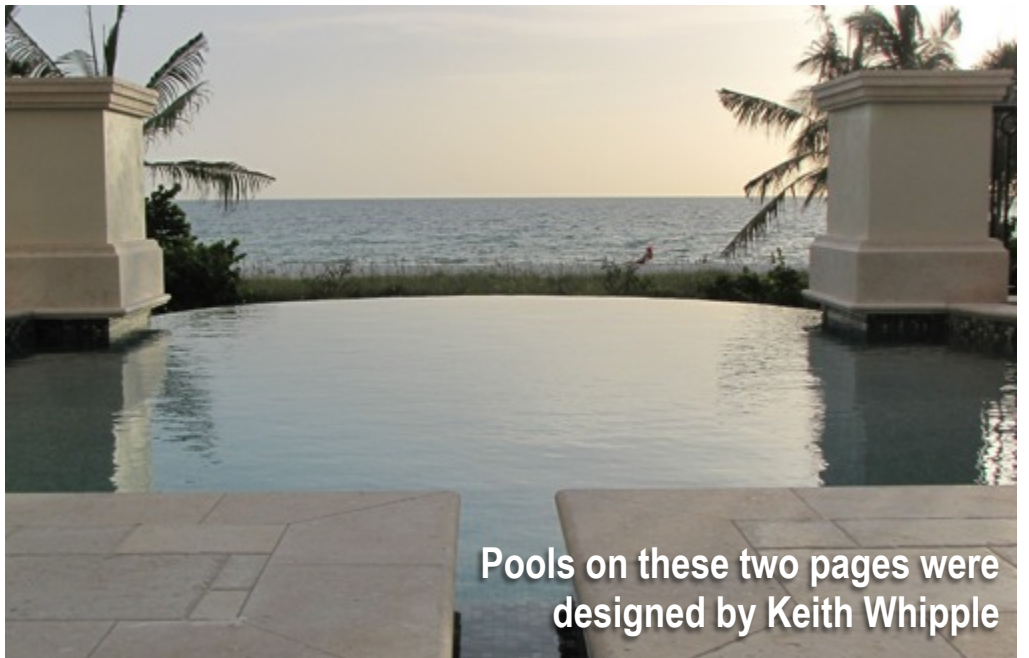
In the first issue of our newsletter, we made a commitment that the newsletter would be different and contain information we felt you'd enjoy. The poor economy has conspired to make our current projects in Naples less newsletter-worthy, and contractual agreements prevent us from divulging what we're doing as consultants for *Walt Disney Imagineering* in Orlando (but we can't stop you from searching *Haunted Mansion Sneak Peek* on YouTube, can we?)

We hope you enjoy this issue.

Summer 2011



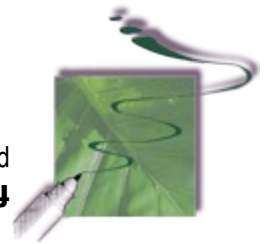




Pools on these two pages were designed by Keith Whipple



po box 10098 | naples fl | 34101-0098
felt tip design, inc.



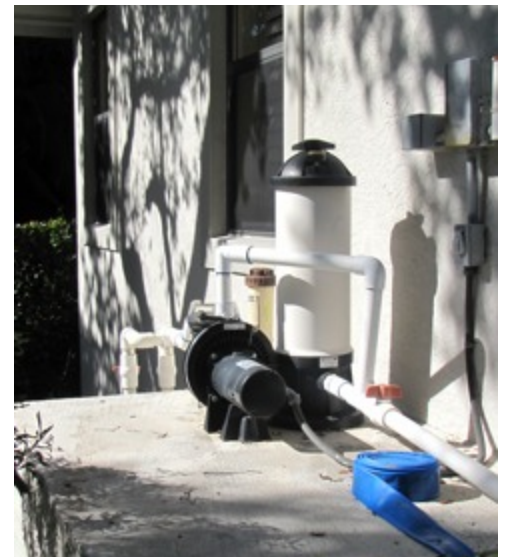
Bad to the Bone

Did you look at the home prices below? Both homes from the front page with the Bad Pools sold in the last year-and-a-half at over \$850,000 (both were valued over \$1 million in 2006.) Expensive homes should have better pools, don't you think?

The photos tell only half the story of how bad those pools really are. The finish materials were cheap and installed carelessly, but the greatest sins are the pools' mechanical designs. In both cases, these pools were serviced by one pump, drawing water through a suction line that was entirely inadequate. They were filtered by a small cartridge filter, and the lone pump was switched on and off with a mechanical on/off timer, usually in a rusting enclosure.

Additionally, one of these pools had the worst spa we've ever seen. It was sort of a tear-drop shape, but the narrow part of the tear drop was so narrow that no one could sit in it. Only half the spa's surface area could actually accommodate bathers. And get this: it had only one jet! In fact, it really wasn't a jet at all, but the pump's spa return line with an eyeball fitting. There are a lot of bad pools in Collier and Lee counties, but this one may have been the worst we've seen.

felt tip design group designs pools because we love beauty, and pools can be beautiful and dramatic. Are you designing a client's home or building one? Does it have a pool, and does the client deserve a pool worthy of the home? Call us and let us design beautiful pools for your deserving projects.



The equipment set-up for one of the Bad Pools on the front page. One pump and a tiny cartridge filter trying to keep a 6-foot deep swimming pool clean. This set-up is appropriate for a small koi pond or water feature, but not a swimming pool.

Answer from the front page: Home pictured on top: \$880,000 | Home pictured on bottom: \$861,700

Source: Lee and Collier County Property Appraisers