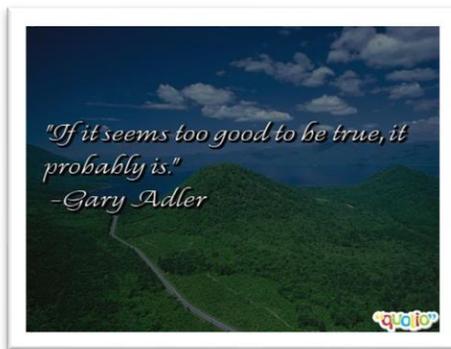


We have all heard the phrase: Too GOOD to be TRUE



Yet the internet and our emails are full of scams promoting get rich schemes and cures for everything that is not going as planned in our lives. The pool industry has been subject to these gimmicky products for over 60 years. We of course are not alone. Basement leak sealers, driveway miracle repairs, spells and miracle potions for just about everything. "We promise if you pour this in your pool, you will be able to walk on the water!"

Most of these products come to us by way of the residential pool market. They are NEW on the market and depend on the home pool owner buying the potion and then having some sort of pool improvement happening. If improvement doesn't occur, then they have sold a product one time. With over 11 million residential pools and spas in the USA, that is a good target market. If by chance the pool filter started doing its job or some other outside influence happened, they may have convinced the pool owner that buying another round of the product is worthwhile.

Buyer Beware! The residential pool market is mostly unregulated and not held accountable with their advertising promises. Some of the product evangelist will even venture into the commercial pool market which is more regulated but not close to as effective as it needs to be.

The pool operator needs to have tools at their disposal to debunk the miracle schemes before they get caught up in the promises that never are fulfilled. Here are fundamental suggestions:

1. Try not to make a product decision during a time of crisis. Always take time to analyze what is currently wrong and use a proven method to fix it.
2. Use common sense – if you have not heard of the product don't buy it. Honest marketing exists through many professional organizations and magazines. Start your research without a deadline hanging over your head.
3. Conduct thorough Due Diligence. Set protocols for yourself and stick to them.
4. Get all product testimonials and promises in writing.

Not a week goes by that TAP does not get contacted by a company that has a product they would like us to hear their sales pitch. We also have a Professional Providers List we publish that offer advantages

to both our swim clubs, the pools they use, and the companies that have proven reliable products. We simply don't have time to conduct business in this fashion, so we have established the protocols below:

The companies that make up TAP's professionals providers list must meet TAP's expectations for exemplary service, knowledge and quality of workmanship for our customers, and attend a TAP-USA Swimming Regional Build a Pool Conference at least once every 4 years. These providers are capable of coordinating all activities with our department and support solution-oriented innovation in the aquatics field. TAP-LLC is not responsible for quality of products or services from any companies listed as professional providers. If there is a cost savings realized by using our professional providers, those savings are passed on directly to our clients involved in the project. Providers who make or distribute a PRODUCT must have a minimum of 2 years of successful product use-statistics in the USA for a minimum of 15 aquatic centers in at least 5 states.

You should not be all that enamored with what a salesman is telling you, but rather PROOF that the product works in the field. Stick with this simple system and your will not waste money on gimmicks and save yourself headaches down the road. **If it sounds too good to be true it probably is.**