

## Quick Pitch to Sell Automatic Safety Covers

An automatic safety pool cover should be sold as an essential part of the pool, not as an accessory. Just like pumps, filters and heaters, an automatic safety cover provides numerous benefits and enhances the pool owning experience. These benefits fall into three main categories that make up the core of the selling pitch: Safety, Savings and Convenience.



**Safety:** An automatic safety pool cover is the safest way to protect an inground pool from accidental entry by children or pets. Less than 1% of drowning accidents in the United States had a cover installed on the pool, compared to 30% that had fences around the pool. While there is no substitute for parental supervision, an automatic safety pool cover can provide peace of mind that the pool is secured against unwanted entry.



**Savings:** An automatic safety pool cover acts as a vapor barrier, virtually eliminating evaporation. This reduces heat loss by 70%, water loss by 80% and chemical loss by 50%. All of this adds up to big savings for the homeowner, and helps protect the environment. The cover will also act as a solar collector and add heat to the water. Most automatic safety pool covers will pay for themselves in 5-7 years based on the heat, water and chemical savings.



**Convenience:** An automatic safety pool cover not only prevents entry by children and pets, it also keeps out leaves, dirt, UV rays and other things that can discolor or stain your pool. And when it comes time to use your pool, you will spend less time cleaning and more time enjoying your new pool.

All told, these core benefits are the key in selling an automatic safety pool cover to the homeowner. Not only does it provide important safety protection, it also saves the homeowner money and eliminates many of the headaches of owning a pool by reducing chemical usage and keeping the pool clean. Again, these benefits make an automatic safety pool cover more of an essential item than an optional one.