

# A rizona Lifestyle

m a g a z i n e 2 0 0 1

Your  
guide  
through  
Arizona's  
signature  
**HOMES**



\$3.95

July-December 2001  
azbusinessmagazine.com

In six years, Roger Soares, president and owner of HydroScapes LLC, has never completed the same project twice. "My clients want a one-of-a-kind pool that won't be duplicated," he says. A veteran of the custom home business, Soares has been applying techniques used on designer dwellings for that vital Valley landscape feature, the pool. The firm completes renovations, but more often forges a project from the ground up, or rather down.

Soares recalls the niche need from his home building days. "I built custom homes for 16 years, in Aspen, San Diego, New York, Pennsylvania and South America," he says. "When we moved here six years ago, I got into the pool industry with a service called Swim Care. We started HydroScapes because people were always asking for referrals for fixing and building pools. I figured there was a need." To meet that need, HydroScapes covers all aspects of design. From educating owners on the particulars of pool care—"There's really no such thing as a self cleaning pool. It's like saying your teeth are self cleaning."—to casting long-lasting structures, HydroScapes is there. "Our work is like comparing a Yugo to a Mercedes," the owner says. "We

do more than what will just get you by. We're looking for the longevity of the structure."

Another specialty is the state of the art. Soares works with the founders of Genesis 3, a pool design school based in Florida, and constantly brings new information to his clients. "It's a great resource for new techniques or new technology," he says. "They want to raise the standard of the pool industry." HydroScapes, likewise, raises the standard, by concentrating on the quality of a smaller number of pools. Soares completes anywhere from six to 20 pools a year, in the \$100,000-plus range. Depending on the detail, time frames can take several months, but clients appreciate that attention. "We do a hands on approach with my customers," he says. "I take them on because they like me and I like working for them. If they want the detail and quality of the job, then that's the type of customer I'm looking for."

Roger Soares, president and owner of HydroScapes LLC

## Water Ways