

PELICAN BAY POOLS & SPAS · 2026 HOMEOWNER RESOURCE

Sarasota Homeowners Guide to Building a Pool *in 2026*

Everything you need to know before breaking ground — real pricing, the build process, Florida-specific considerations, and how to afford your dream pool starting at \$0 down.

\$0 DOWN TO START

FREE 3D DESIGN

TRANSPARENT PRICING

LICENSED & INSURED

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CHAPTER 1

UNDERSTANDING POOL COSTS IN 2026

Real prices. No surprises.

CHAPTER 01

Understanding Pool Costs in 2026

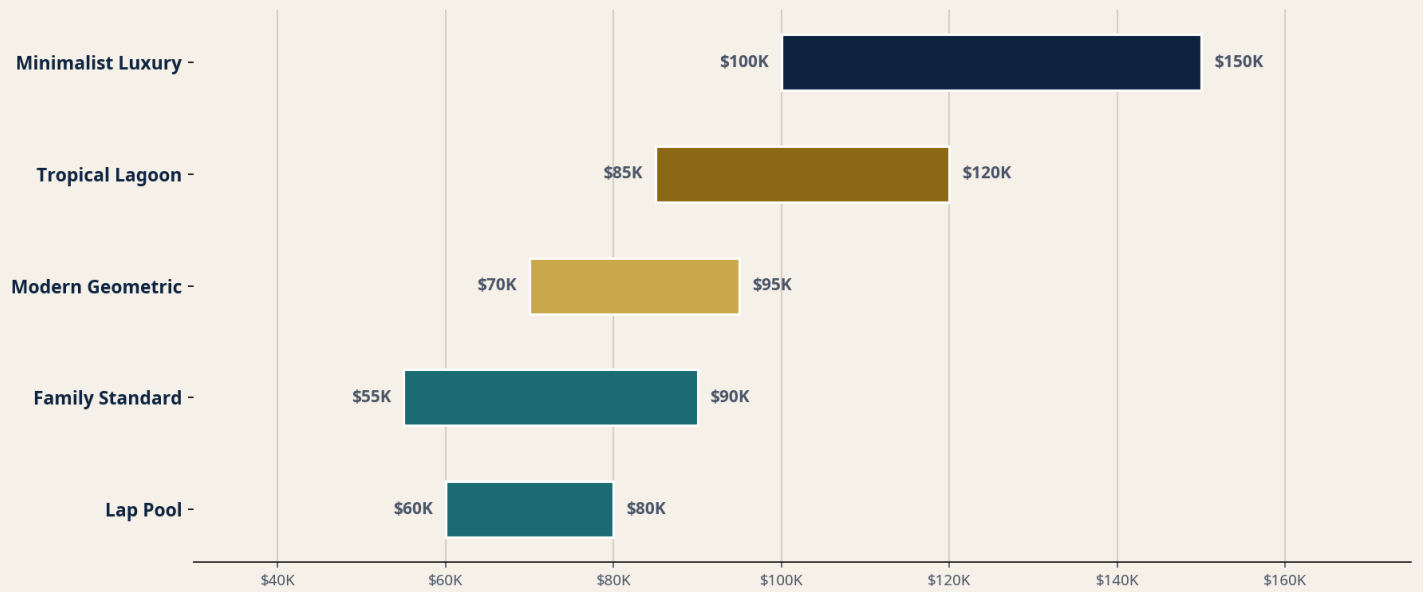
One of the most common questions Sarasota homeowners ask is: "How much does a custom pool actually cost?" The honest answer is that it depends — but not in a vague, evasive way. There are clear, predictable factors that drive the price of a custom gunite pool in Southwest Florida, and we will walk you through every one of them.

In 2026, a custom pool in the Sarasota and Bradenton area typically ranges from **\$55,000** on the entry end to **\$150,000 or more** for a fully loaded luxury build. Every price we quote includes engineering, permitting, excavation, steel, plumbing, electrical, gunite shell, interior finish, decking, equipment, and a final walkthrough. Nothing is left out.

Pool Styles & Price Ranges

The style of pool you choose is the single biggest driver of cost. Below is a breakdown of the five most popular pool styles we build across Southwest Florida, along with realistic 2026 price ranges.

2026 Pool Style Price Ranges — Sarasota & SW Florida
 All prices include engineering, permitting, excavation, gunite, finish, decking & equipment



Financing available from under 500/mo-0 Down to Start - Same-day approval - No prepayment penalties

POOL STYLE	DESCRIPTION	BEST FOR	2026 PRICE RANGE
Lap Pool	Long, narrow rectangular design optimized for swimming laps. Clean, athletic aesthetic.	Fitness-focused clients, narrow lots	\$60,000 – \$80,000
Family Standard	Versatile oval/kidney shape with shallow entry, multiple depth zones, and family-friendly features.	Families with kids, standard FL lots	\$55,000 – \$90,000
Modern Geometric	Clean lines, rectangular shape, minimalist styling with integrated spa and sun shelf.	New construction, modern architecture	\$70,000 – \$95,000
Tropical Lagoon	Freeform shape with natural rock features, grotto, and lush landscaping integration. Resort-style feel.	Larger lots, backyard oasis seekers	\$85,000 – \$120,000
Minimalist Luxury	Perimeter overflow, vanishing edge, or infinity design. Premium materials and subtle lighting.	High-budget clients, waterfront properties	\$100,000 – \$150,000

Interior Finishes

The interior finish is the surface you see and touch when you are in the pool. It affects both the look and the long-term durability of your investment.

FINISH	DESCRIPTION	DURABILITY	ADDED COST
White Plaster	The classic Florida pool finish. Smooth, clean, and bright. Included in base pricing.	10–15 years	Included
Quartz Aggregate	A blend of white cement and quartz crystals. More durable than plaster with a subtle sparkle.	15–20 years	+\$2,000–\$4,000
Pebble Tec	The premium choice. Natural pebble aggregate creates a stunning, resort-quality texture.	20–25+ years	+\$4,000–\$8,000

Popular Add-Ons & Upgrades

The features you add are where real personalization happens. Below are the most popular upgrades our Sarasota clients choose, along with 2026 pricing.

Attached Spa	\$10,000 – \$15,000	Sun Shelf / Baja Shelf	\$5,000 – \$8,000
Waterfall / Sheer Descent	\$3,000 – \$8,000	Fire Bowls	\$3,500 – \$6,000
LED Color Lighting	\$2,000 – \$4,000	Salt Chlorine System	\$2,500 – \$4,000
Screen Enclosure	\$15,000 – \$20,000	Smart Automation	\$2,500 – \$4,500

"The number in your proposal is the number you pay. No hidden fees, no mid-project surprises. What we quote is what you pay — period."

— MIKE, OWNER · PELICAN BAY POOLS & SPAS

CHAPTER 2

THE PELICAN BAY DIFFERENCE

\$0 Down. Milestone Payments. One Point of Contact.

CHAPTER 02

The Pelican Bay Difference

Most pool companies in Southwest Florida ask for \$20,000 or more before a shovel hits the ground. They hand you a flat blueprint, assign you a project manager you have never met, and leave you guessing about your timeline and budget. At Pelican Bay Pools & Spas, we built our entire business model around doing the opposite.



\$0 Down to Start

No upfront deposit required



Pay for Progress

• Six milestone payments



One Point of Contact

Owner on every job



Transparent Pricing

No hidden fees ever

Pelican Bay Pools & Spas

\$0 Down to Start Your Build

We are the only Southwest Florida pool builder offering zero-down construction. Your first payment is not due until the first phase of construction — permitting and engineering — is complete. That means you can sign your contract and start the process without writing a large check upfront. Your investment follows the work, not the promise.

This is not a gimmick. It is how we believe construction should work. When a builder requires a massive deposit before breaking ground, they have little incentive to move quickly. When you pay for progress, everyone is aligned.

Six Milestone Payments — Pay for What's Done

Our payment structure is built around six clear construction milestones. You only pay when each phase is complete, inspected, and ready for the next stage. There are no arbitrary billing cycles and no invoices that arrive before the work is finished.

1 Permitting & Engineering

~2% of contract

Contract signed — we begin engineering drawings and submit for permits. This is the only payment due before physical construction begins.

2 Rough Shell

~27% of contract

Excavation is complete, steel rebar framework is installed, plumbing is roughed in, and the gunite shell is sprayed and cured. You can see the shape of your pool for the first time.

3 Tile & Plumbing

~25% of contract

Waterline tile is set, coping stones are installed, and all rough plumbing is completed and pressure-tested.

4 Deck & Equipment

~26% of contract

Pavers or travertine decking is installed, and all mechanical equipment — pumps, filters, heaters, salt systems, and automation — is set and wired.

5 Pool Enclosure

~11% of contract

The screen enclosure is constructed, inspected, and certified to Florida Building Code wind-load requirements.

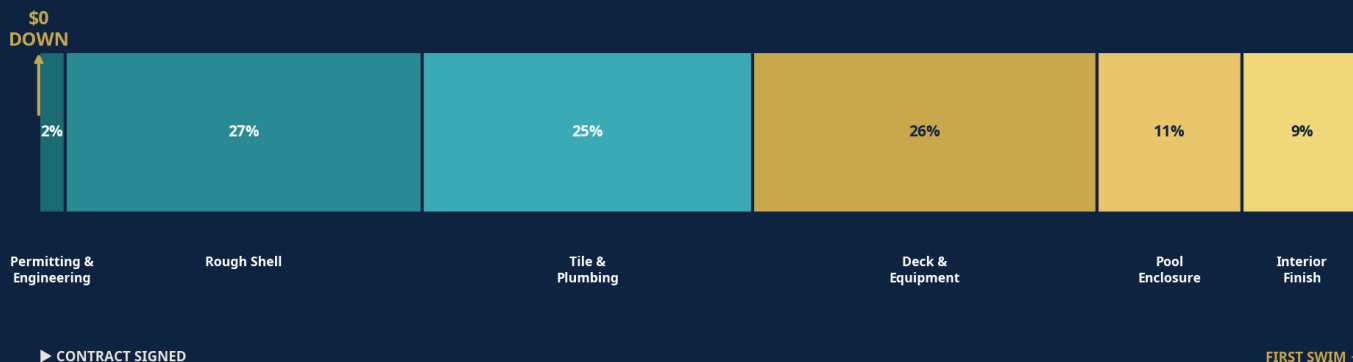
6

Interior Finish & Final Walkthrough

~9% of contract

Interior plaster or Pebble Tec is applied, the pool is filled, startup chemicals are balanced, and Mike personally walks you through every system before handing over the keys.

How You Pay — Six Milestones, Zero Upfront
You pay only when each phase of construction is complete



One Point of Contact — The Owner, Every Time

When you work with Pelican Bay Pools & Spas, you work directly with Mike — the owner. He is not a salesperson who disappears after the contract is signed. He is not a project manager who has never met you. Mike personally oversees every project from the first consultation through the final walkthrough, and he is on-site during the dig. You get his direct number, and he answers it.

That means one person accountable for your timeline, your budget, and the quality of your build. No getting passed around. No "let me check with the team." Just direct, honest communication from the person who is building your pool.

CHAPTER 3

THE 4-STEP BUILD PROCESS

From first call to first swim.

CHAPTER 03

The 4-Step Build Process

Building a pool should be an exciting journey, not a stressful ordeal. Our streamlined four-step process is designed to keep you informed, involved, and confident from the moment you reach out to the moment you take your first swim.



Step 1 — Share Your Vision

We visit your property, walk the lot, note the sun's path, check setbacks, and evaluate lot flow. We learn how your family lives outdoors — whether that means a lap pool for morning workouts, a sun shelf for the kids, or a spa for evening relaxation. This is a conversation, not a sales pitch.



Step 2 — See It in 3D

We build a custom 3D model of your pool in your actual backyard using VIP3D software and photorealistic AI renders. You can see the depth, materials, lighting, and finishes before any construction begins. Move the spa, widen the sun shelf, try a different deck material — all in real time, at no cost.



Step 3 — Refine & Build

Once the design is perfect, we lock in your price and begin the permitting process. We handle all engineering drawings, permit applications, and inspections. Your price is guaranteed — no change orders for things we should have anticipated, no surprises mid-build.



Step 4 — Daily Progress Updates

You will never be left guessing. Every day during active construction, Mike sends you photo and video updates directly from the job site. You always know exactly where your project stands, what was completed today, and what is happening tomorrow.

How Long Does It Take?

Most custom gunite pools take **6–8 weeks** after permit approval. Permitting itself typically takes 4–8 weeks depending on the municipality. Here is a realistic week-by-week breakdown once permits are in hand:

WEEK	PHASE	WHAT HAPPENS
Week 1	Excavation	Dig day — the shape of your pool is cut into the ground. Steel rebar framework begins.
Week 1-2	Steel & Plumbing	Rebar cage is tied, plumbing lines are roughed in and pressure-tested.
Week 2	Gunite Shell	Gunite is pneumatically applied over the steel framework. Shell cures for 7–10 days.
Week 3-4	Tile & Coping	Waterline tile is set, coping stones are installed, and deck form work begins.
Week 4-5	Deck & Equipment	Pavers or travertine are installed. All mechanical equipment is set, plumbed, and wired.
Week 5-6	Screen Enclosure	Enclosure is framed, screened, and inspected.
Week 6-8	Interior Finish	Plaster or Pebble Tec applied, pool filled, chemicals balanced. Final walkthrough with Mike.

CHAPTER 4

FLORIDA-SPECIFIC CONSIDERATIONS

What every Sarasota homeowner needs to know.



CHAPTER 04

Florida-Specific Considerations

Building a pool in Southwest Florida is not the same as building a pool in Ohio or Texas. The climate, soil conditions, hurricane exposure, and local regulations create a unique set of considerations that every Sarasota homeowner should understand before breaking ground.

Gunite vs. Fiberglass vs. Vinyl: Why Gunite Wins in Florida

You will encounter three main pool construction types when shopping for a builder. In Florida, one is clearly superior — and it is the only type we build.

FACTOR	GUNITE (CONCRETE)	FIBERGLASS	VINYL LINER
Custom Shapes & Sizes	✓ Unlimited	Limited to molds	Limited options
Florida Sandy Soil	✓ Excellent	X Can shift/pop	X Poor
Hurricane Resistance	✓ Superior	Moderate	X Poor
Lifespan	✓ 30-50+ years	15-25 years	7-12 years (liner)
Resale Value Impact	✓ Highest	Moderate	Lowest
Finish Options	✓ Plaster, Quartz, Pebble Tec	Gelcoat only	Liner patterns only

In Southwest Florida, a screen enclosure is not a luxury — it is a practical necessity. The combination of Florida's insect population, afternoon thunderstorms, and year-round debris makes an unenclosed pool significantly more work to maintain. A quality screen enclosure keeps out leaves, insects, and debris, reduces chemical consumption, and provides UV protection for your family.

Pelican Bay builds all screen enclosures to Florida Building Code wind-load requirements. Budget **\$15,000–\$20,000** for a quality enclosure, and consider it a non-negotiable part of your build.

Florida Pool Safety Requirements

Florida law (Florida Statute 515) requires that every residential pool have at least one of the following safety barriers in place before the pool can be filled:

- ◆ A fence or wall at least 4 feet high that completely surrounds the pool and has a self-closing, self-latching gate
- ◆ A screen enclosure that completely surrounds the pool
- ◆ An approved safety pool cover
- ◆ Door alarms on all doors in the home that provide direct access to the pool area

We handle all safety barrier requirements as part of every build. Your pool will not receive a final inspection until all required safety features are in place.

Permits: What to Expect

Every pool in Florida requires a building permit. The permitting process involves submitting engineering drawings, a site plan, and a permit application to your local municipality. Permit timelines vary by county and city, but homeowners should generally plan for **4–8 weeks** from permit submission to approval. We handle the entire permitting process on your behalf — you do not need to do anything.

CHAPTER 5

FINANCING YOUR POOL

\$0 Down. Same-Day Approval. Payments under \$500/mo.

CHAPTER 05

Financing Your Pool — Making It Affordable

A custom pool is a significant investment, but it does not have to feel like one. Between our \$0 Down construction model, flexible lender partnerships, and the real financial return a pool delivers, building your dream backyard is more accessible than most Sarasota homeowners realize.

\$0 Down. Same-Day Approval. Payments Under \$500/mo.

We work with multiple lenders to find the best rate for your credit profile. There are no prepayment penalties, and our \$0 Down construction model means you do not need to drain your savings to get started. Your first construction payment is not due until after permitting and engineering are complete.

\$0

DOWN TO START
YOUR BUILD

<\$500

MONTHLY
PAYMENTS
STARTING AT

**Same
Day**

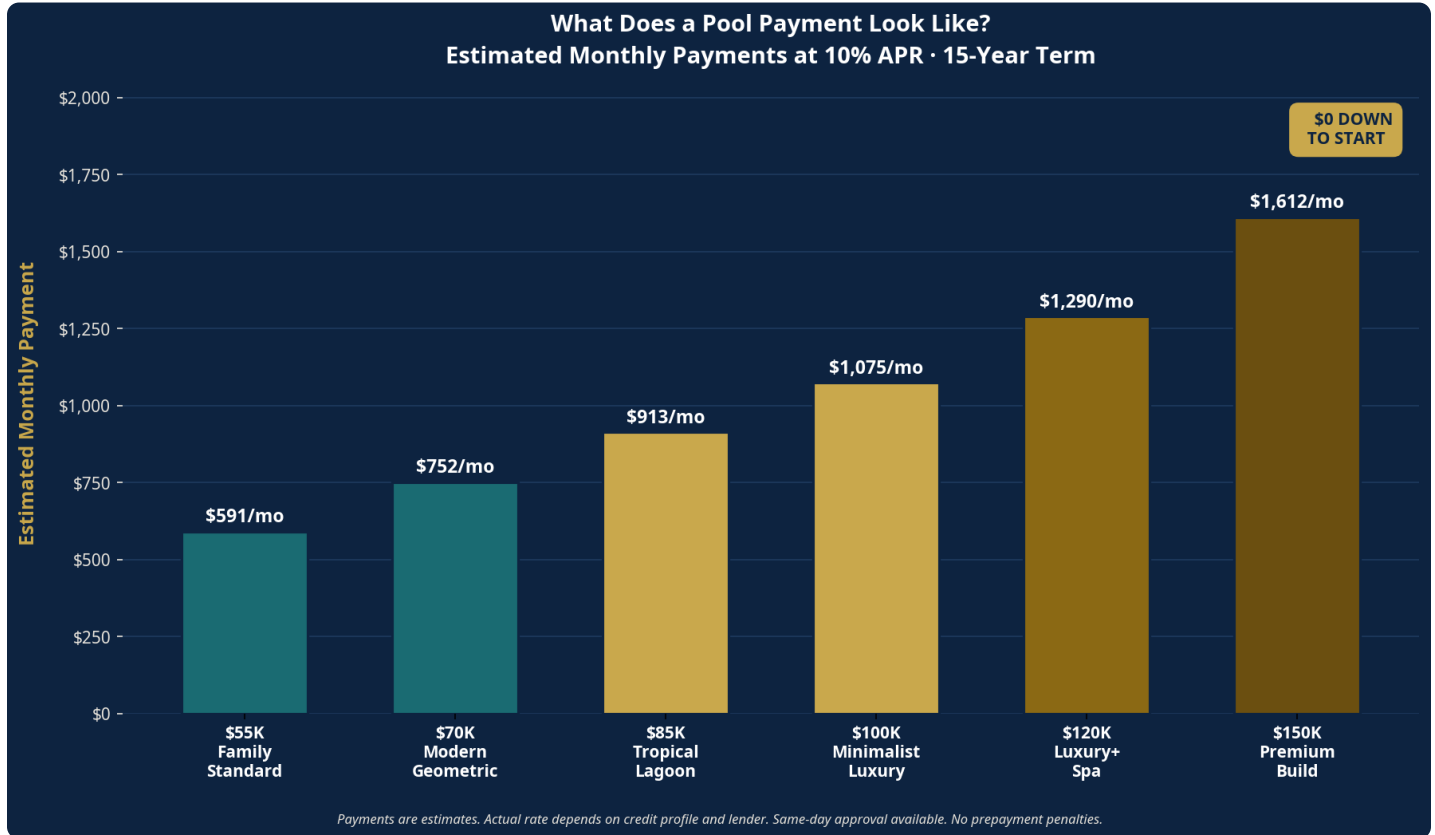
LOAN APPROVAL
AVAILABLE

0

PREPAYMENT
PENALTIES

What Does a Pool Payment Actually Look Like?

The table below shows estimated monthly payments at different pool investment levels, calculated at a 10% APR over a 15-year term. Many homeowners qualify for lower rates depending on their credit profile and the lender we match them with.



FAMILY STANDARD

\$55,000 – \$70,000

\$591–\$752

PER MONTH

10% APR · 15-year term
\$0 Down to Start

MOST POPULAR

\$70,000 – \$95,000

\$752–\$1,020

PER MONTH

10% APR · 15-year term
\$0 Down to Start

LUXURY BUILD

\$100,000 – \$150,000

\$1,075–\$1,612

PER MONTH

10% APR · 15-year term
\$0 Down to Start

Payments are estimates at 10% APR, 15-year term. Actual rate depends on credit profile and lender. Many clients qualify for lower rates. Same-day approval available through our lending partners.

Your Pool Pays for Itself

When evaluating the cost of a pool, it is important to consider the full financial picture. A backyard pool is not just an expense — it is a lifestyle upgrade that replaces thousands of dollars in annual spending while simultaneously adding measurable value to your home.

Consider what the average Sarasota family spends each year on activities a pool can replace:



Family Vacations

-\$6,000/yr

Replaced by your backyard resort



Gym & Swim Memberships

-\$2,400/yr

Swim, exercise, and relax at home



Weekend Entertainment

-\$3,600/yr

Hosting at home replaces going out



Property Value Increase

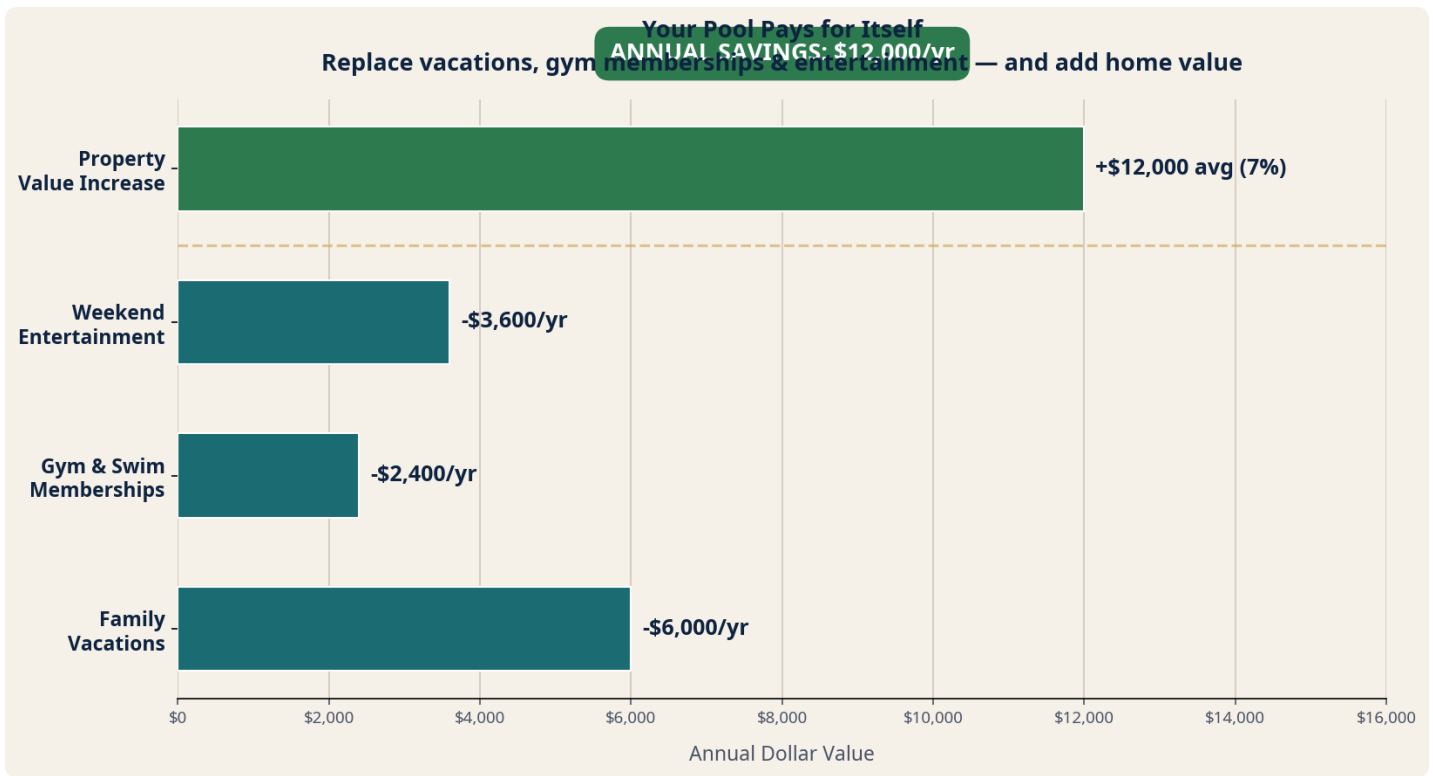
+7% avg

Average home value increase in FL

ANNUAL LIFESTYLE SAVINGS

\$12,000/yr

Based on average family spending replaced by a backyard pool



"Most families spend \$12,000 a year on vacations, gym memberships, and weekend entertainment. A backyard pool replaces all three — and adds real value to your home. The math works."

— MIKE, OWNER · PELICAN BAY POOLS & SPAS

How to Get Started with Financing

Getting pre-qualified for pool financing is simple and does not require a hard credit pull to get started. Here is what the process looks like when you work with Pelican Bay:

- ◆ Schedule your free 3D design consultation — no commitment required

- ◆ Receive your detailed proposal with a locked-in price

- ◆ We connect you with our lending partners for same-day pre-qualification

- ◆ Choose your loan term and monthly payment that fits your budget

- ◆ Sign your contract — your first payment is not due until permitting is complete

READY TO GET STARTED?

See Your Dream Pool *Before We Break Ground*

Free 3D design consultations for homeowners in Sarasota, Bradenton, Lakewood Ranch, and the Gulf Coast. No commitment. No pressure. Just a clear picture of what your backyard can become.

GET YOUR FREE 3D DESIGN →

CALL OR
TEXT

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◆ LICENSED & INSURED ·
CPC1459687

◆ \$0 DOWN TO
START

◆ OWNER ON
EVERY JOB

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Spas**

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