# Sunset Lagoons Market Research - Boise Area Luxury Pool Market

## Competitor Analysis

### Key Competitors in the Boise Area

1. **Custom Pools Boise**
   * **Pool Types**: Concrete (gunite)
   * **Areas Served**: Idaho, Wyoming, Montana, Oregon, and Nevada
   * **Years in Business**: Over 50 years
   * **Positioning**: Award-winning designs, innovative concepts
   * **Unique Selling Points**: Established reputation, cutting-edge design, full-service capability
2. **Rocky Mountain Pools**
   * **Pool Types**: Concrete (shotcrete)
   * **Areas Served**: Boise and greater Southern Idaho
   * **Years in Business**: Over 50 years (family business)
   * **Positioning**: Family-owned, third-generation pool builder
   * **Unique Selling Points**: Owner-operated (no salesmen), high quality with competitive pricing
3. **Premier Pools & Spas of Boise**
   * **Pool Types**: Gunite/concrete, fiberglass
   * **Areas Served**: Boise area (including Eagle, Meridian, and Star)
   * **Years in Business**: Founders have 12+ years experience
   * **Positioning**: Creating “vibrant outdoor spaces”
   * **Unique Selling Points**: Attention to detail, also offers pool service and equipment repairs
4. **Snake River Pool & Spa**
   * **Pool Types**: Above-ground
   * **Areas Served**: Boise, Meridian, and Twin Falls areas (three branches)
   * **Years in Business**: Over 40 years
   * **Positioning**: Local dealer
   * **Unique Selling Points**: Free in-home consultation, focus on hydrotherapy and wellness
5. **Randall Pool Company**
   * **Pool Types**: Concrete
   * **Areas Served**: Boise metropolitan area (Treasure Valley)
   * **Years in Business**: 15 years (43 years combined experience)
   * **Positioning**: Quality craftsmanship with integrity
   * **Unique Selling Points**: Emphasis on trust and honesty, options for various budgets
6. **H2O Pool Designs**
   * **Pool Types**: Concrete
   * **Areas Served**: Boise/Treasure Valley area
   * **Positioning**: Personal and professional service
   * **Unique Selling Points**: Quality materials, talented craftsmen, projects “unmatched in functionality and aesthetics”
7. **Idaho Pool & Spa**
   * **Pool Types**: Shotcrete/concrete
   * **Areas Served**: Boise metropolitan area + greater Idaho
   * **Years in Business**: Since 1973 (family-owned)
   * **Positioning**: Third-generation pool builder
   * **Unique Selling Points**: Superior quality, outstanding customer service, established reputation
8. **Innovative Rock & Water**
   * **Pool Types**: Concrete
   * **Areas Served**: Boise and greater Idaho
   * **Positioning**: Creating natural environments
   * **Unique Selling Points**: 3D CAD software for visualization, creative design approach
9. **C.H.I. Pools**
   * **Pool Types**: Fiberglass, gunite/concrete
   * **Areas Served**: Greater Boise area
   * **Years in Business**: Over 35 years
   * **Positioning**: Full-service pool company
   * **Unique Selling Points**: 90% business from referrals, demonstration pools at office
10. **River Pools of Boise**
    * **Pool Types**: Fiberglass
    * **Areas Served**: Greater Boise metropolitan area
    * **Years in Business**: 10+ years
    * **Positioning**: Franchise of national brand
    * **Unique Selling Points**: Specialized in fiberglass pools

## Market Pricing Analysis

### Installation Costs by Pool Type

1. **Vinyl Liner Pools**
   * **Price Range**: $60,000 to $75,000
   * **Positioning**: Least expensive type of inground pool
   * **Notes**: Lower upfront cost offset by long-term maintenance expenses
2. **Fiberglass Pools**
   * **Price Range**: $70,000 to $85,000
   * **Average Cost**: Approximately $75,000 for turnkey installation
   * **Notes**: Mid-range pricing with lower long-term maintenance costs
3. **Concrete/Gunite Pools**
   * **Base Price Range**: $75,000 to $100,000
   * **High-End Range**: $100,000 to $200,000+
   * **Positioning**: Most expensive but offers widest customization options
   * **Notes**: High-end customizations can push costs well above $200,000

### Maintenance Costs by Pool Type

1. **Vinyl Liner Pools**
   * **Annual Chemical Costs**: $400
   * **Annual Electricity Costs**: $300
   * **Major Expenses**: Liner replacement every 5-9 years at $4,500 average
   * **10-Year Maintenance Cost**: Approximately $11,500
2. **Concrete Pools**
   * **Major Expenses**: Resurfacing every 10-15 years at $10,000-$20,000
   * **Annual Chemical Costs**: Higher than other pool types due to porous surface
   * **10-Year Maintenance Cost**: Significantly higher than other pool types
3. **Fiberglass Pools**
   * **Annual Maintenance**: Lower chemical and electricity costs
   * **Major Expenses**: Minimal compared to other pool types
   * **10-Year Maintenance Cost**: Lowest of the three pool types

## Market Opportunities and Gaps

1. **Geographic Opportunity**
   * Boise lacks abundant natural water recreation options
   * Summer temperatures often reach mid-90s, creating demand for private pools
   * Serving surrounding areas (Nampa, Meridian, Star, Middleton) expands market reach
2. **Competitive Landscape Gaps**
   * Most established companies focus on concrete/gunite pools
   * Few companies emphasize luxury features and high-end customization
   * Limited focus on eco-friendly and smart technology integration
   * Opportunity to differentiate with premium service and cutting-edge technology
3. **Customer Experience Opportunities**
   * Many companies have been in business for decades but may lack modern customer experience
   * Opportunity for streamlined design process using advanced visualization tools
   * Potential for comprehensive service packages (design, installation, maintenance)

## Market Trends and Customer Preferences

1. **Pool Types and Materials**
   * Concrete pools offer maximum customization but at highest cost
   * Fiberglass pools gaining popularity due to lower maintenance and faster installation
   * Vinyl liner pools remain budget option but require more maintenance
2. **Features and Technology**
   * Smart pool technology integration becoming more important
   * Energy-efficient systems growing in demand
   * Outdoor living spaces integrated with pool design
3. **Service Area Coverage**
   * Most competitors serve Boise metropolitan area/Treasure Valley
   * Some extend to greater Idaho and neighboring states
   * Opportunity to focus on underserved premium neighborhoods

## Conclusion

The Boise luxury pool market presents significant opportunities for Sunset Lagoons to establish itself as a premium brand. With installation costs ranging from $60,000 to over $200,000 depending on pool type and customization, there is substantial revenue potential. The competitive landscape includes several established players, but few appear to focus exclusively on the high-end luxury market with cutting-edge technology and comprehensive service offerings. By positioning as a premium brand with exceptional customer experience and innovative features, Sunset Lagoons can carve out a distinctive niche in this growing market.