

Boundless Imagination

Challenges, and how they are handled, can make or break a company. Ron and RuthAnn Aveta, owners of Creative Master Pools, Inc., know a thing or two about dealing with difficulties. In fact, the pair have a reputation for being pool-building trendsetters. “We push the envelope when it comes to problematic sites and conditions,” RuthAnn says. “We enjoy designing something different — and we do it right.”

Demanding sites often provide the opportunity for more creative solutions and innovations. Finding ways to create a seamless blend of water and land is always a prime objective for Creative Master Pools, Inc. RuthAnn offers several examples of how the site itself often gives rise to new possibilities. “To accommodate uneven landscapes, a vanishing edge might be added to a portion of the pool, or the pool could be multileveled,” she says. “We can also incorporate rock formations right into a pool wall or position stepping stones across a shallow area. Our only limitation is the client’s acceptance of imaginative solutions.”

Specializing in the building and renovation of concrete indoor and outdoor pools and spas, Creative Master Pools, Inc., designs and constructs complete projects. Utilizing a team of highly skilled masons and other craftsmen, the builder ensures that all aspects of the project — from outdoor kitchens to landscaping and lighting — progress smoothly. Creative Master Pools, Inc., has received numerous national and international design and technical achievement awards, and many of its impressive projects have been featured in coffee table books.

As the only New Jersey member of Master Pools Guild, Inc., the company stays abreast of the latest international innovations and pool-building techniques. Creative Master Pools, Inc., serves as a manufacturers’ testing site for new products and offers pool opening, closing and maintenance services, as well as a complete line of accessories and supplies. ❖

Creative Master Pools, Inc.

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In Business for 27 Years

Builds 25 – 30 Pools per Year

Service Area
Southern New York State
and New Jersey

This is one rocky road that family and friends won’t mind traveling. The freeform pool gets much of its personality from the bold waterfalls and elevated spa. The deck is loaded with amenities as well, including a well-appointed pool house.



Privacy is the name of the game for this swimming oasis. Embraced by both untamed splendor and cultivated finery, the rectangular pool is surrounded by a spacious deck that includes a pool house — all set to handle guests who need a break from the sun and fun.



Dive in, jump in or slip in, just get in! This roomy swimming pool is classic in its good looks, yet modern in its amenities. The elevated spa, adorned with a mosaic of tile, cascades into the pool, while a tanning ledge and in-pool steps offer spots for lounging and chatting.