

MPG[®]

MASTER POOLS GUILD

The Mark of Pool Perfection
Membership Information



Global Excellence in Pool Building

For over 60 years, the Master Pools Guild (MPG) has stood as a beacon of excellence in the pool and spa industry, bringing together an elite community of pool builders worldwide.

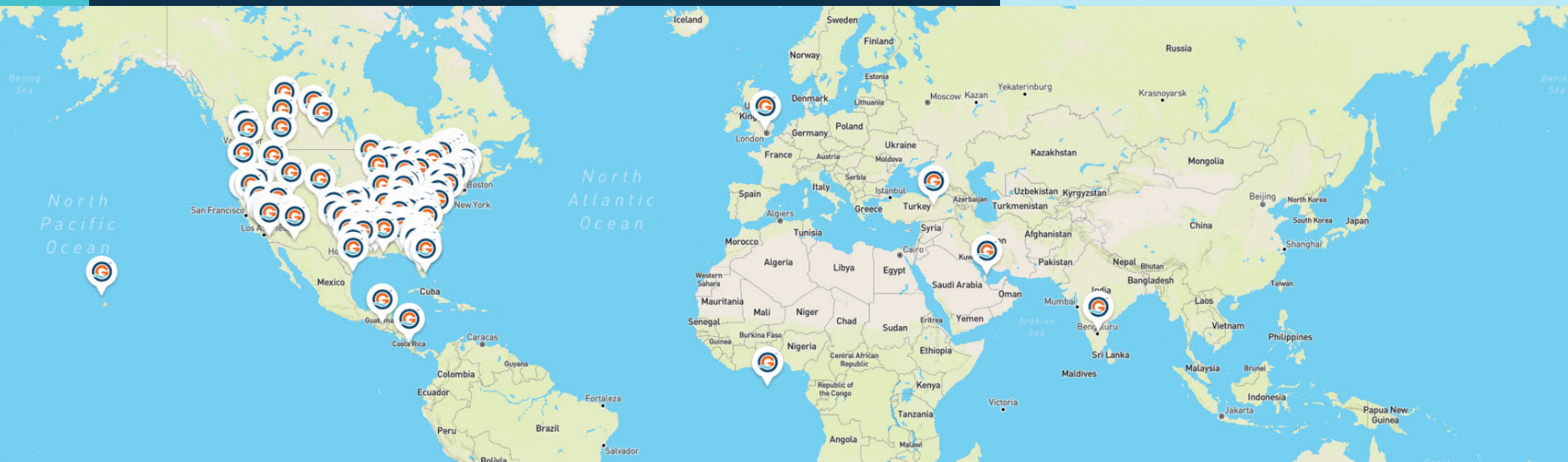
With roots stretching across the globe, MPG represents a commitment to unparalleled craftsmanship, quality, and a shared vision of enhancing the lives of families and communities through exceptional customer experiences.

Our mission is to support and uphold our members' dedication to their craft, fostering a global network grounded in trust and innovation.

masterpoolsguild.com

Contents

Introduction	2
Industry Advantage	3
What Membership Means	3
Benefits of MPG Membership	4
The MPG PEP Program	5
Marketing Support	5
Education & Development	6
MPG Events	6
Contact Us	7



Industry Advantage

While the pool industry is thriving, it's also highly competitive, offering customers a wide variety of pool builders to choose from.

Membership in a prestigious organization like MPG sets your business apart, showcasing your dedication to quality, integrity, and customer care. Unlike our competitors, MPG prioritizes upholding industry-leading standards in professionalism and craftsmanship above all else. This ensures clients receive the best service possible. Becoming a part of MPG reflects a commitment to the art of pool building that makes a lasting impression on clients, placing you a step above your competitors in the market.



"Without a doubt, this group includes the greatest pool builders in the world. Wonderful organization."



Beauty Pools Inc.



What Membership Means...

Joining MPG is more than an association – it's an alliance of trusted professionals.

As a member, you are part of a distinguished global community that embodies quality and adheres to MPG's Code of Ethics, ensuring transparent, honest practices that customers can trust. The MPG badge is a hallmark of excellence, giving clients the confidence that they are working with the industry's finest.

Benefits of MPG Membership

Master Pools Guild offers unique benefits designed to empower & elevate its members:

-  **Industry Support**
Given that members are typically not competitors, the level of sharing and support within the industry is unmatched.
-  **Collaboration and community**
MPG is not a buying group like other organizations. It's a genuine guild that fosters collaboration rather than competition, where members can share ideas, problem-solve, and support one another's success.
-  **Access to premium resources**
Members can tap into a wealth of industry resources, including an online portal, expert insights, and exclusive vendor offers.
-  **Marketing support**
From a personal profile listing on our site to social media marketing, MPG boosts your visibility, reaching customers on various platforms and increasing lead generation.
-  **Recognition**
Stand out at award events, earn accolades for outstanding work, and build your brand credibility through our prestigious awards programs.



"We love being members of the Master Pools Guild. From the support on any question you might ever have, to the training classes that are the best in the business. Top it all off with the family-like feel and the excitement of seeing your industry friends 1-2 times a year and it's just been the best thing we have ever done."



Ashton Pools



The MPG PEP Program

Our Preferred Equipment Provider (PEP) Program is a valuable benefit designed exclusively for MPG members.

Through the PEP Program, members earn rebates from selected vendors, providing an additional revenue stream based on the equipment purchases they already make. These rebates reinforce MPG's commitment to supporting member growth & sustainability.

Comprehensive Marketing Support

MPG's marketing support equips members with tools to reach & resonate with a broader audience.

Members gain a profile on the MPG website and can proudly display the MPG logo as a mark of distinction. MPG also amplifies member visibility through dynamic social media marketing campaigns, ensuring members are seen by customers seeking top-quality pool builders.



"The Guild is proud to use our global reputation to support worthy charitable causes, notably water programs that will benefit people, young & old, across the world. This includes the Step Into Swim campaign, run by the Pool and Hot Tub Alliance (PHTA)."



Alka Pool

Education & Development Opportunities

As an MPG member, education is at your fingertips. MPG offers webinars, educational articles, and even industry conferences to help you stay ahead in the pool construction field.

Our Generation Next initiative brings mentorship and support to the next wave of industry leaders, allowing experienced professionals to guide newcomers and share invaluable insights.



MPG Events

MPG members gather twice yearly for meetings filled with learning and connection.

These spring and fall events provide unique opportunities to view the latest products, attend seminars, meet top vendors, and gain insights from industry leaders. MPG events are more than gatherings – they serve as an exclusive space where lifelong professional relationships are forged, ideas are exchanged, and members celebrate their achievements.





If you would like to become a member of the **Master Pools Guild**, please contact us via the website or email with the following information:

Business name

Years in Industry

Location

Your reasons for wanting to become a member

We look forward to hearing from you.

masterpoolsguild.com • mpg@masterpoolsguild.com

