

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 Aveta 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. Offering consumers the most energy efficient technology available today, their new ES model pool can reduce energy consumption by 50 percent or more. 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 29 Years
Builds 25 – 30 Pools per Year
Service Area Southern New York State and New Jersey



This customer wanted as much of a natural pool as he could fit in his yard. Fulfilling his desire, this award-winning pool features a waterfall, natural stone coping and patio, pebble interior finish, and natural stone walls. A sundeck and fountain were added for play and aesthetic appeal.



Designed to brighten and embellish, the lightscaping transforms the ambiance, giving it a colorful note that is best enjoyed under a night sky. A variety of natural materials, including granite boulders, form the waterfall and the surrounding deck of this multiple award-winning poolscape.



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 silver award-winning pool, while a tanning ledge and in-pool steps offer spots for lounging and chatting.