

Royal Pools by Adams Dedicates Design and Build Teams to Custom Swimming Pools for Bay Area Homeowners

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Royal Pools by Adams has reaffirmed its focus exclusively on new custom pool design and construction, deploying dedicated design and build teams to guide Bay Area homeowners through each stage of the process. The San Jose, California company, reachable online at royalpools.com, structures its operations so that specialists handle design, permitting, and construction separately, allowing each team to concentrate on a defined portion of a project from concept to completion.

The approach responds to a common source of confusion among homeowners considering a backyard pool. Many builders divide their attention across repair, maintenance, and new construction, which can lengthen timelines and blur accountability. By concentrating on new custom builds, Royal Pools by Adams aims to give clients a clearer path through design choices, regulatory approvals, and the physical construction phase.

Custom pool design in the Bay Area involves several considerations that vary by property. Site grading, soil conditions, local permitting requirements, and setback rules all influence what can be built and how long it takes. A dedicated design team evaluates these factors before construction begins, producing plans that reflect both the homeowner's preferences and the constraints of the site. The build team then executes those plans, coordinating excavation, plumbing, finishing, and inspections.

"Separating our design and build teams lets each group develop deep expertise in its part of the process," said Ray Langford, Marketing Director at Royal Pools by Adams. "Homeowners work with designers who understand permitting and material options, then hand off to a construction crew that has built these projects for years. That continuity tends to reduce surprises during the build."

Royal Pools by Adams custom pool construction covers residential projects ranging from timeless,

understated layouts to resort-style features with integrated spas, water elements, and hardscaping. The company advises homeowners to begin planning well before a target completion date, since design revisions and permit review can add weeks to a schedule depending on jurisdiction. Material and finish selection, including plaster, aggregate, and tile choices, also affects both cost and long-term maintenance.

Langford noted that homeowners evaluating any pool contractor should confirm licensing, review recent local projects, and ask how a company manages inspections. "A licensed builder with an established track record in the region will understand which materials and construction methods hold up in local conditions," he said. "That knowledge is difficult to substitute."

The company also encourages prospective clients to consider how a pool will fit within broader backyard planning, including landscaping, access, and future use, so that the finished project integrates with the surrounding space rather than standing apart from it.

Royal Pools by Adams is the custom residential pool construction brand of the Adams Pool Group, a family-operated business founded in 1953. Headquartered in San Jose, California, the company brings more than five decades of experience to residential pool projects across the Bay Area. Royal Pools by Adams is Diamond Certified and a member of the California Pool & Spa Association and the Pool & Hot Tub Alliance. The company was recognized on the 2026 Pool and Spa News/Hayward Top 50 Builders list.

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For more information about Royal Pools by Adams, contact the company here: Royal Pools by Adams Ray Langford (408) 371-8000 info@royalpools.com 2258 Camden Ave, San Jose, CA 95124

Royal Pools by Adams

Royal Pools, founded in 1969, is a Bay Area pool builder specializing in custom pools and spas. They offer energy-efficient designs, superior craftsmanship, and lifetime warranties.

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