Royal Pools by Adams Announces Expanded Custom Pool Design Services for Northern California Homeowners

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SAN JOSE, CA - January 02, 2026 -
Royal Pools by Adams announces the expansion of its custom swimming pool design and construction services across Northern California, introducing enhanced planning processes and modern construction techniques to meet growing demand from Bay Area homeowners.

The company has implemented new design consultation procedures that incorporate advanced 3D modeling technology and expanded material options for homeowners planning pool installations. These developments come as the company enters its 52nd year of operations in the region, responding to increased interest in outdoor living spaces and home improvement projects.

"The expansion of our design services reflects the evolving needs of Northern California homeowners," said Ray Langford, Marketing Director at Royal Pools by Adams. "Modern pool construction requires integration of new technologies, sustainable materials, and compliance with updated safety regulations. Our enhanced consultation process addresses these requirements while helping homeowners visualize their projects before construction begins."

The company's residential pool construction services now include comprehensive site analysis, structural engineering assessments, and coordination with landscape architects. Design teams utilize digital rendering software to create detailed project visualizations, allowing homeowners to review multiple design options and make informed decisions about their pool installations.

Royal Pools by Adams has also expanded its pool resurfacing division to address the maintenance needs of existing pool owners throughout the Bay Area. The resurfacing services incorporate new surface materials and application techniques that extend pool lifespan and reduce maintenance requirements. All new pool

installations include structural warranties backed by the company's five decades of construction experience.

The company maintains membership in the California Pool & Spa Association and the Pool & Hot Tub Alliance, ensuring compliance with current industry standards and safety regulations. These affiliations provide access to continuing education programs and technical resources that inform the company's construction practices.

Recent industry data indicates growing demand for residential pool installations in Northern California, driven by property value considerations and lifestyle preferences. The Pool & Hot Tub Alliance reports that pool installations can increase property values by 5-8% in many California markets, contributing to sustained interest in custom pool construction.

"Our approach to each project begins with understanding the specific requirements of the property and the homeowner's intended use," added Stan Finney, General Manager at Royal Pools by Adams. "Whether designing a lap pool for fitness, a family pool for recreation, or an architectural feature pool, each project requires careful planning and precise execution."

The company operates a showroom featuring material samples, equipment displays, and design examples to assist homeowners in the planning process. Financing programs are available through third-party providers to facilitate project planning and budgeting.

As part of the Adams Pool Solutions network, Royal Pools by Adams coordinates with affiliated companies to provide comprehensive pool and outdoor living solutions. This organizational structure enables the company to manage complex projects requiring multiple specialties while maintaining consistent project management.

Royal Pools by Adams serves residential clients throughout Northern California, including San Francisco, San Jose, Oakland, and surrounding communities. The company specializes in custom pool design and construction, pool resurfacing, and related aquatic construction services.
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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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