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THE NEW AMERICAN HOME 2014 BUILT – LITERALLY – AROUND ANTHONY & SYLVAN POOLS

Pools flow throughout entire house, connecting the indoors and the outdoors.

DOYLESTOWN, PA (January 31, 2014) — [Anthony & Sylvan Pools](#), America's premier in-ground swimming pool and spa builder for nearly 70 years, has been chosen for the third time – first in 2009, again in 2012 and now in 2014 – as the official pool builder for [The New American Home](#), being unveiled next week at the [National Association of Home Builders' International Builders' Show](#) in Las Vegas. Anthony & Sylvan is the first pool builder given this honor three times.

In The New American Home 2014, pools are integral to overall home design – from the entryway to the backyard.

“Gone are the days when the swimming pool is an afterthought to a home builder,” said Mitch Martinez, General Manager of Anthony & Sylvan. “Today, pool designers and architects are collaborating to transform the role that a pool plays in the fundamental house design. The New American Home and its pools share space and blend seamlessly together.”

Pools are a significant component of The New American Home 2014 – and they are not confined to the backyard. Beginning at the front of the house, a reflection area greets guests as soon as they enter. Flowing around a pathway, it then leads to a “floating” sitting area. Water also flows around the walkway from the atrium to the main part of the house. The reflection pool touches key areas in the home – master bedroom, hallways and bathrooms.

Visible from the entryway, the backyard infinity pool overlooks the lights of Las Vegas while a fire tray mimics flames coming from the far side of the pool. Upon entering the backyard, guests are a mere one-foot from the water's edge. A raised, built-in hot tub has 360 degrees of water cascading into the pool below, with a seating area just outside creating a cohesive entertainment spot between the yard and pool.

The 722-square-foot concrete swimming pool features:

- Black pebble finish
- Glass tile at the waterline
- Two 10-inch wet deck lounges
- A 10-inch in-water bench
- Three colored LED lights

“In addition to a gathering spot for family and friends, these pools are unique, flowing pieces of art.” said Martinez.

The New American Home serves as the official showcase house of the International Builders' Show. It is a real-world laboratory demonstrating concepts, builders' best practices, energy efficiency, National Association of Home Builders' green building, building materials designs and construction

techniques that can be replicated – in whole or in part – in housing built in any place and in any price range.

About Anthony & Sylvan Pools

Founded in 1946, Anthony & Sylvan Pools builds pools that last a lifetime, for a lifetime of memories. The company has built more than 370,000 pools, making it the largest and most trusted pool builder in the U.S. Throughout its nearly 70-year history, Anthony & Sylvan has been committed to customer satisfaction and provides a team of highly trained professional designers and craftsmen to see every backyard transformation through – from start to finish. Boasting A+ ratings with the Better Business Bureau and an outstanding rating on consumeraffairs.com, the company is Las Vegas' largest pool builder, a member of the Association of Pool & Spa Professionals and was recently awarded the 2013 Super Service Award by Angie's List. For more information, please visit: <http://www.anthonysylvan.com>.

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