

Uncovering The Dream

Pools by John Clarkson, also known as PBJC, enjoys three generations of pool-building expertise. With roots going back to the 1950's, PBJC is the only North Florida member of Aquatech, an invitation-only society of pool building professionals. Membership in Aquatech keeps PBJC on the cutting edge of trends and developments in pool design and construction. As a result, the PBJC team sustains an admirable level of talent and competence, which shows through in every project.

Homeowners who work with PBJC consistently enjoy an experience that exceeds their expectations. The Clarksons have always excelled at listening to their clients, and helping them uncover a vision for their backyard. According to vice president and lead design consultant Jordan Clarkson, the only way to craft top-of-the-line projects is by getting to know the customers' desires and design preferences in detail. "It starts with an extensive interview and finishes with a completed waterscape that makes the homeowners go 'Wow!'"

"By not rushing the sales process, our clients get to explore unending possibilities," Clarkson says. "By taking extra time to educate, offer suggestions and respond to clients' wishes, it makes doing business with us straightforward and easy."

The craftsmen at PBJC believe that the construction process runs smoothest when one company manages the entire project from start to finish. Clarkson notes that if a family chooses extravagant features, the experts at PBJC can handle the request, as the company's artisans are skilled in constructing multi-level pools, blending different decking materials, and coordinating them with beautiful rock treatments and custom water features.

Perhaps that's why nearly 80 percent of PBJC's business comes from referrals. PBJC has been repeatedly recognized as a "Top 50 Pool Builder" by a well-known trade magazine. The company has also continued to enjoy a steady stream of design and craftsmanship awards. For founder John Clarkson, the greatest accomplishment came in 1998, when he was inducted into the Association of Pool & Spa Professionals' Hall of Fall. ❖

Pools by John Clarkson

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In Business for 19 Years

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The repeating curves of this infinity-edge pool gave the homeowners their desired look of water that appears to flow directly into the St. Johns River. Two graceful herons stand at the edge, adding a natural touch to this serene view.



The expansive deck and water features on this vanishing-edge pool were designed to add usability and excitement to the expansive yard without overpowering the unique 1930's riverfront home remodel. A circular spa in the lower deck is the perfect accent to the pool.



A raised spa with perimeter overflow is always an eye-pleaser, especially when complemented with an all-tile finish and custom lighting throughout. The final result is absolutely divine.