



Serenity Pools Announces New Marketing Strategy for 2013

/EINPresswire.com/ Houston, TX (submitpressrelease123.com - press release) Soon, when you search for information on outdoor living spaces in Houston, you'll find Serenity Pools at the top of the list. Owners Greg Channel and Brian Panacek are re-focusing their efforts for 2013 and plan to bring their outdoor living expertise to Houston area residents. The website is undergoing exciting changes for the new year to become an informational leader. Customers can get answers to all of their pool building process questions, and discover much more about the benefits of having their own backyard oasis.

"It was always our goal to have an informative site where clients and potential clients can educate themselves on the benefits of outdoor living," says owner Brian Panacek. "We want to be a site that people can turn to and find all the answers they need to help make a decision about installing a pool or an outdoor kitchen, for example." The site will be adding a blog post section that will cover topics ranging from how to choose a pool builder to cutting costs on pool maintenance.

Since founding Serenity Pools in 2007, Greg and Brian have sought to provide their customers with unparalleled service. "We have a saying around here," says Greg, "Bigger isn't better. Better is better." This philosophy carries over in every area of the business. Rather than seeking out growth that would inhibit their ability to properly service all of their customers, Serenity Pools takes on only a few jobs at a time to ensure every customer's needs are met. "I don't want to sell pools all day - I want to build pools," says Greg.

Brian says, "At Serenity Pools, we don't just sign a customer up, hire a sub-contractor, and then ignore the customer like some builders in the area. We are on the job site each and every day. You will get to know us on a first-name basis - that's how we want it." Brian and Greg have both found that being hands on with each and every project ensures quality workmanship, and a completed job they are proud to call their own.

The changes to the website, www.serenitypoolshouston.com, will begin mid-January 2013. Informational articles will be regularly published so that an extensive library of detailed and accurate knowledge will be available to the general public. "If you have a question about your backyard living space, our website will be the best place on the internet to get your answer," asserts Brian. "We are bringing our knowledge to the people of Houston so that they can enjoy their homes that much more."

Contact Serenity Pools for a free in-home consultation and a 3D design directly at info@serenitypoolshouston.com or 832-900-7946. Follow Serenity Pools of Houston on Facebook at www.facebook.com/SerenityPoolsOutdoorLiving.

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Serenity Pools was founded in 2007 by co-owners Greg Channel and Brian Panacek. They are quickly becoming recognized in the Houston area as the premier company that combines knowledge of not only pool building, but how to put together an outdoor space their customers can be proud to show off. They combine more than 20 years of project management experience to provide exceptional service that ensures a beautiful job every time.

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