

Experienced Pool Builder Launches Waterclear Pools in Northwest Arkansas

FAYETTEVILLE, AR, UNITED STATES, August 27, 2026 /EINPresswire.com/ -- [Waterclear Pools](#), a custom gunite pool construction company, has officially launched to serve homeowners across Northwest Arkansas, bringing decades of pool-building experience to a region seeing rapid residential growth.

Founded by Michael Whitson, Waterclear Pools specializes in custom gunite pool construction, offering homeowners a fully personalized alternative to pre-fabricated pool packages. The company will serve Bentonville, Rogers, Fayetteville, Springdale, Fort Smith, Van Buren, Bella Vista, Cave Springs, Centerton, Johnson, and Pea Ridge, with plans to expand further across the region.



"Northwest Arkansas is growing fast, and homeowners here deserve the same level of custom craftsmanship and attention to detail that's standard in more established pool markets," said Michael Whitson, founder of Waterclear Pools. "We're not building cookie-cutter pools. Every project starts with the homeowner's backyard, their family, and how they actually want to use the space — and we stay involved from the first design conversation through the final walkthrough."

Prior to launching Waterclear Pools, Whitson spent decades building custom pools in Florida, working with homeowners on projects ranging from small backyard pools to luxury resort pools. That experience now informs every project Waterclear Pools takes on in Northwest Arkansas, from initial design through final walkthrough.

Waterclear Pools offers full-service gunite pool construction, including custom design, saltwater and traditional chlorine systems, and resurfacing and renovation for existing pools. The company also offers in-home consultations to help homeowners plan pools suited to their property, budget, and family needs.

Northwest Arkansas has seen sustained population and housing growth in recent years, driving increased demand for custom outdoor living projects, including pools. Waterclear Pools was founded to meet that demand with a builder-led, design-focused approach not always available from larger regional pool companies.

Homeowners interested in a custom gunite pool can request a consultation at waterclearpools.com/gunite-pool-builder.

About Waterclear Pools

Waterclear Pools is a custom gunite pool builder serving Northwest Arkansas, including Bentonville, Rogers, Fayetteville, Springdale, and Fort Smith. The company specializes in custom pool design and construction, resurfacing, and saltwater conversion, led by founder Michael Whitson with decades of hands-on pool-building experience.

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