Gorlin Pools Unveils New Website for Southern New Jersey Homeowners

Redesigned site offers a streamlined online experience, project inspiration, and pool care resources.

LAKEHURST, NJ, UNITED STATES, September 30, 2026 /EINPresswire.com/ -- Gorlin Pools, a go-to pool company for homeowners across Central New Jersey and the Jersey Shore, today announced the launch of its newly redesigned website. The new site makes it easier than ever for customers to explore Gorlin's full lineup of services and request appointments online.

> Our customers are busy, and they want answers fast, whether they're on their phone at the pool or planning a project from home”
>
> *Lori Runko*

From weekly maintenance, service and repairs, and pool automation to remodeling, renovations, and new pool builds, Gorlin Pools supports homeowners through every stage of pool ownership, and the new website brings all of it together in one place.

The refreshed website features a modern, mobile-friendly design built around how today's homeowners manage their pool, from checking in poolside to planning their next project at home. Customers can request an estimate, explore recent pool projects, and access seasonal tips and expert advice through the company's newly launched blog.

"Our customers are busy, and they want answers fast, whether they're on their phone at the pool or planning a project from home," said Lori Runko, Operations Manager of Gorlin Pools. "The new site makes it easier than ever for Central New Jersey homeowners to reach us and get the service they need."

Key features of the redesigned website include:
Responsive design optimized for phones, tablets, and desktops
Simple online estimate requests
Photo galleries featuring recent Gorlin Pools projects
Clear overviews of services, from weekly maintenance, repairs, and automation to remodeling, renovations, and new pool builds
Pool care tips, seasonal resources, and a newly launched blog

The new website is live now at https://gorlinpools.com/.

About Gorlin Pools

Since 1999, Gorlin Pools has been raising the standard of pool service in Southern New Jersey. Thousands of families across Mercer, Middlesex, Monmouth, and Ocean Counties trust Gorlin's trained technicians and award-winning service for weekly maintenance, service and repairs, and pool automation, as well as remodeling, renovations, and new pool builds. Learn more at https://gorlinpools.com/.

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