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Attorney General Ashley Moody News Release

Attorney General Moody Takes Legal Action Against Pro Pool Builders



TALLAHASSEE, Fla.—Attorney General Ashley Moody today is taking action against Pro Pool Builders, LLC for misleading Florida consumers. In advertisements, Pro Pool Builders promised to complete pools for consumers in 90 days from the date of permit issuance. However, in numerous instances, Attorney General Moody’s Consumer Protection Division investigation uncovered that the builders failed to complete, or even start, many consumers’ pools, despite receiving substantial payments.

Attorney General Ashley Moody said, “Pro Pool Builders took large payments from consumers and promised to complete pool construction within 90 days from the date of permit issuance. However, instead of performing the work, consumers report that they either didn’t start projects or left incomplete pools in consumers’ yards, then abruptly closed business, leaving many consumers having to pay third-party contractors or even causing liens to be placed on properties. This is unacceptable, and we are taking action to stop these practices and hold the defendants accountable for ripping off Floridians.”

An investigation by Attorney General Moody’s Consumer Protection Division revealed that Pro Pool Builders operated from late 2020 to early 2022. The company advertised completion of the pool installation within 90 days from the date of permit issuance; however, the builders failed to complete or even start many consumers’ pools. The investigation also revealed that the

defendants solicited new business and continued to collect deposits or payments for projects even though the company could not fulfill the current contractual obligations.

Pro Pool Builders then abruptly shut down and stopped responding to consumers. According to the investigation, after closing, the company allegedly failed to pay some suppliers or subcontractors, leaving consumers responsible for paying the third parties, or causing some consumers to have liens placed on the homes.

Attorney General Moody's Consumer Protection Division received at least 40 complaints from Floridians about Pro Pool Builders, collectively alleging more than \$1.5 million in payments to the company for untimely, incomplete and/or inadequate services.

The civil action seeks to enjoin defendants from engaging in unfair and deceptive practices relating to offering or providing pool design or installation, operating a business that sells, promotes or operates in pool design or installation, or collecting funds from new consumers in the pool business. The action also seeks civil penalties for each violation of the Florida Deceptive and Unfair Trade Practices Act. In addition to a civil action, the principal manager of Pro Pool Builders is facing six counts in a separate criminal matter.

To view the action, click [here](#).

Attorney General Moody recently took action against several other pool companies who targeted Floridians with deceptive business practices. In [October](#), Attorney General Moody took civil action against Cox Pools of the Gulf Coast for allegedly taking large upfront payments from consumers and leaving jobs incomplete. In [August](#), Attorney General Moody's Statewide Prosecutors filed criminal charges against the owner of a Tampa-based pool company for stealing more than \$1.5 million from Floridians. In [July](#), Attorney General Moody announced the permanent shuttering of Olympus Pools, the result of legal action taken for the company failing to complete pool projects for consumers.

To help Floridians when looking to build a pool, Attorney General Moody released *Scams at a Glance: Sink or Swim*. The resource helps consumers spot and avoid pool contractor fraud. To learn more, click [here](#).

To report pool-related scams, file a complaint with the Florida Attorney General's Office online at MyFloridaLegal.com or call 1(866) 9NO-SCAM.

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