

# EGLINTON BUSINESS PROFILE

Learn about the history, unique shops and restaurants in the neighbourhoods along Eglinton Avenue.

## BonaVista LeisureScapes

812 Eglinton Avenue East, 416-645-6980, info@bonavistapools.com

EXPERIENCE  
EGLINTON 



BonaVista has everything you need for a luxurious backyard. A family owned business, BonaVista has been building pools and hot tubs in Toronto for 45 years. The retail location at Eglinton Avenue East and Sutherland Drive is eight years old. "Before we'd install the pool then walk away, but it made sense to do more, so now we also do the patio furniture, the outdoor kitchen, and anything else you need in your backyard," explains owner Jennifer. While Jennifer runs the retail side of things, her sister, an engineer, runs the construction division.

BonaVista specializes in custom pools, hot tubs and concrete decks. It also sells prefabricated hot tubs, which are on display in the showroom and can be easily installed for around \$10,000. The custom pool projects, on the other hand, start at \$50,000.

"Whenever people go on vacation, they love the pool," says Jennifer. "Our clients can have a continuous

vacation. I feel lucky that we are in such a cheerful business - it's all about relaxation and connecting with family."

BonaVista has 50 employees during the peak season and its showroom is located in a neighbourhood where people care about the exterior of their homes as much as the interior.

BonaVista's core business is water quality. They are experts in water, and clients from all around the GTA bring in water samples for testing. Problems are diagnosed and a prescription is issued on the spot.

When asked if the pool and hot tub industry is a competitive one, Jennifer explains that it is actually a very collaborative industry, where peers share knowledge, and if there is something BonaVista does not carry, she would recommend other companies.

"There is plenty of business for everybody."

During the off season, Jennifer likes to host Lunch 'N Learns for architects and designers. Professional development and word-of-mouth referrals are extremely important in the industry.

In addition to residential homes, BonaVista does many big commercial jobs such as the Body Blitz Spa, and the Scandinave Spa at Blue Mountain, an outdoor oasis that is open year-round. Small job or big, Jennifer assures: "If you can dream it, we can build it."

