



# Purposeful, Artistic Whole

ALI ENTERPRISES, INC.

➔ Homeowners see their landscapes as an extension of the house itself. Conjuring that magic requires a master plan and a team of professionals to collaborate with the homeowner toward one ultimate goal: a backyard that looks natural in its setting and fulfills its owner's functional expectations and overall vision. In other words, the goal is a purposeful, artistic whole.

The best outdoor living spaces deliver an experience, a feel, which, says designer and builder Ali Felschow of Ali Enterprises, Inc., is different for every homeowner. Having designed outdoor

living spaces for 20 years, Ali Enterprises has a reputation for creating timeless showcases that integrate seamlessly with their natural surroundings and feel comfortable and inviting.

"I create designs that allow homeowners to experience their spaces in a variety of ways and seasons. For example, I always enjoy rainy days, a great book, or a few dynamite friends, and believe outdoor spaces should allow you to enjoy all seasons, weather, and social settings," comments Ali Felschow, owner of Ali Enterprises, Inc.

The perfect outdoor living design

starts with thinking about the big picture. "Our design process is simple and enjoyable. We talk about our lives and every day events, what makes us happy, and things that we enjoy doing," she adds.

Ali, who holds certification from the Society of Watershape Designers (created by GENESIS®), says that in the vast majority of her company's projects they design the spaces, and if the build is located in South Carolina, their sister company Crystal Pools LLC will contract and build. In other areas, Ali's unique ability to understand

the build process allows for a very comprehensive design.

"I enjoy designing, meeting new people, and then I get to create something my clients will enjoy for years to come," she adds. "It is truly the best job ever!"

**ALI ENTERPRISES, INC.**  
MEMBER OF GENESIS®, POOL & HOT TUB ALLIANCE, WATERSHAPE UNIVERSITY

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Designs and Builds 10-20 Pools per Year  
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