

Pools and Spa Service Business

Limited Summary – No NDA Signed

History and Summary

This company was started in 2010 by an owner who has over 20 years of experience in the industry. He has built up an upscale clientele over the years and estimates that he has 300 active accounts of which approximately 125 are pools that he opens each year.

He also provides warranty service for Pentair, Hayward/Rheem and 210 Warranty.

The current owner had an accident near the end of 2016 which put him out of commission for a few months. He has not fully recovered and wants to exit the business. He will sign a non-compete.

There is one part-time technician that helps as needed

The spa business offsets the seasonal aspect of the pool business.

You are basically purchasing a book of business, accounts, a phone number listed in directories and Ford E150 ½ Ton Van loaded with inventory, service parts and chemicals.

This would be a great add on business to an existing similar company or a base for an experienced technician to build on.

Competitive Overview:

Most service businesses retain clients as long as they do a good job....providing service above and beyond usually is all that is needed to succeed.

Potential Growth/Strengths:

There are many major repair services that are currently not offered because of the owner's physical and staffing limitations

GENERAL POOL & SPA INDUSTRY OVERVIEW

Customer service is the backbone of a successful business.

On a well-designed route, each employee should generate \$100k of gross sales based simply upon service; this figure should increase if repairs are included.

New owner will need customer service, time management, as well as an ability to work outside in all types of elements. In order to service commercial pools they may also need to acquire a Certified Pool Operators License. Additional information available at <https://www.nspf.org/content/certified-poolspa-operator-certification-program>.

Service businesses are recession proof. Predictable monthly cash flow from service customers. You don't work nights or weekends. The pool service business is easy to learn. Very low startup costs. Support for new pool service professionals.

Make sure the route limits the amount of driving time. How long have you had the clients, what services do you offer, and how is your payment history?

Route planning is absolute key to profitability. A well-designed route will out 'net' a larger more established route.

Licensing can vary depending on the county. The most successful of owners I have seen have a strong customer service mindset, as well as building a business, not a job which is what seems to happen most to pool route owners. I would highly stress finding a coach or a mentor that can teach the technical side of the business, since there is currently no formal training available in this area, and until those skills are learned partnering with an industry veteran.

INDUSTRY TREND

Profits should continue to increase with the new construction of more pools.

This industry should expand.

Source: http://www.poolspanews.com/business/coming-together_o.aspx?dfpzone=general

DISADVANTAGES

Outside elements

Lack of barriers to entry

Working conditions (i.e., heat, rain, cold, etc.)

ADVANTAGES

One of the largest advantages is the competition is often times not very professional, and for someone with a strong business sense, they are able to grow rapidly.

Freedom, independence & security

Unlimited earning potential

Income, opportunity for expansion, very limited expansion costs, unskilled competition that allows your business to grow rapidly simply by doing a good job.

RESOURCES

IBISWorld, September 2016 - <http://ibisworld.com>

Service Industry News - <http://www.serviceindustrynews.net>

National Swimming Pool Foundation - <http://www.nspf.org>

Association of Pool and Spa Professionals - <http://www.apsp.org>

Pool and Spa News - <http://www.poolspanews.com>

Florida Swimming Pool Association - <http://www.floridapoolpro.com>

Pool Pro - <http://www.poolpro.com>

SQUA Magazine - <http://www.aquamagazine.com>

Independent Pool and Spa Service Association - <http://www.ipssa.com>

Further details or an NDA to sign for a complete summary contact:

Christopher R Beam, ABI chris@aegis-email.com 479.689.4455

Pool and Spa Business Ideas

Google Search Term

“how to make money in the pool and spa business”

Spa Training: <http://smallbusiness.chron.com/make-money-spa-repair-business-80745.html>

Pool Service Tips (download book): <https://sbpoolroutes.com/benefits-income-potential/>

Pool Cleaning: <https://www.thebalance.com/small-business-ideas-pool-cleaning-service-4045992>

Marketing: <http://aquamagazine.com/service/three-cheap-marketing-tips-for-small-pool-service-pros.html>

Great info for future sale of business (2008-so not timely on pool construction comments:

http://www.poolspanews.com/business/sales-marketing/buying-routes-can-boost-your-business-but-are-you-getting-your-moneys-worth_o

Things to remember when building the business for value: http://www.poolspanews.com/companies/people/a-route-to-success_o
