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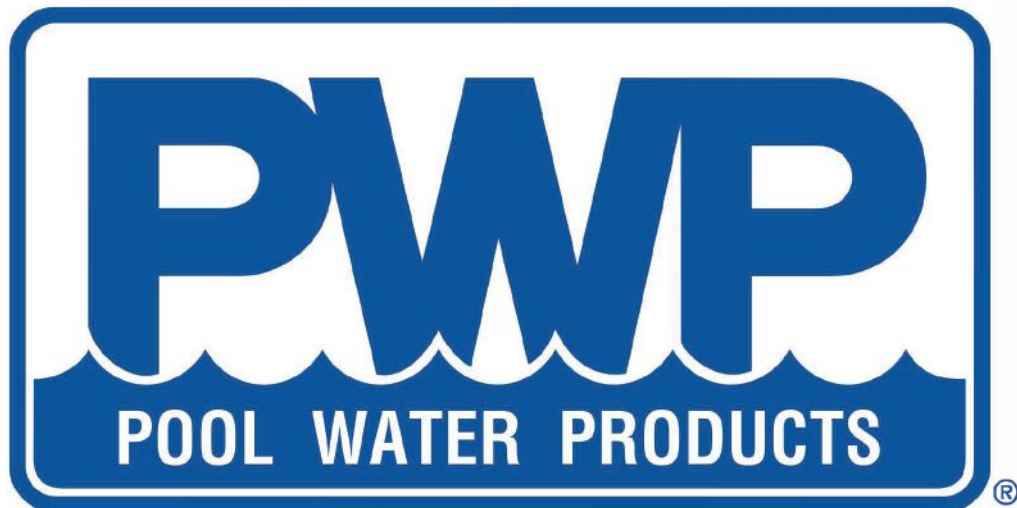
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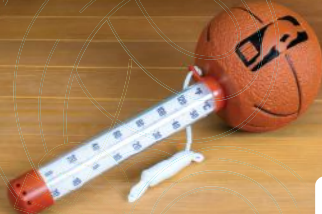
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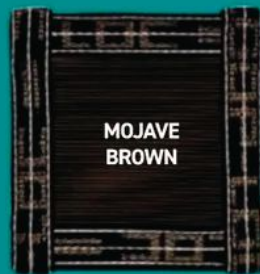
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Joanne McClain
Editor-in-Chief, PSN

The number five has always carried special significance. In math, five is truly a magical number — it's a natural number, a cardinal number, a prime number, a square pyramidal number, a super-prime, and a congruent number, among many things. Five is also the fifth Fibonacci number, and it's the only one that is equal to its position in the famous sequence. (Don't worry, I won't quiz you on any of these!) We seem to have a particular affinity to the number five, perhaps because we have five senses, five fingers and toes on each limb; we even start school at age five.

So it's a particular delight to mark the fifth anniversary of our Top 50 Service program. As you know, it's the sister program to our long-running Builders award, and came from a desire to recognize the portion of the industry long regarded as its backbone.

As you may know, the criteria for the program are built on five (there it is again!) pillars: revenue, training, web presence, industry contribution and community involvement. The application process is an admittedly rigorous one, and I'd like to thank everyone who applied. We know it's an effort to supply all the needed information.

The program has grown with every year, and each time, we see strong new applicants take a place on the list. This year, we welcome nine such companies: Alpine Pools; Aqua Rec's Fireside Hearth N' Home; Carrico Aquatic Resources; Colley's Pools and Spas; Dunota Pool Supplies; National Pool Partners; Poolsure; Smart Pool Services; and The Pool Butler.

Also of special note are the 13 companies who have made our list every year since its inception. In alphabetical order, they are: All Seasons Pools, Spas & Outdoor Living; Burton Pools & Spas; Fronheiser Pools; Gib-San Pool and Landscape Creations; Gohlke Pools; Great Valley Pool Service; Hines Pool & Spa; Keith Zars Pools; Poolwerx Forest Lane; Pure Swim; Regal Pools; Robertson Pools; and Swimming Pool Services.

Congratulations to all of the 2022 Top 50 Service firms. The honor is hard won, and we celebrate your endeavors and success!

A handwritten signature in black ink, appearing to read 'Joanne McClain'.

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CPSA Seeks to Revoke Longtime Calif. Law, Hires New Director

BY REBECCA ROBLEDO



If the California Pool & Spa Association has its way, a contractor law that has been long on the books will be revoked in the Golden State.

The organization also recently appointed a new director to manage it.

At CPSA's request, the California Contractor State License Board has agreed to consider removing two statutes that specifically target the pool industry. From its "California Contractors License Law and Reference Book," one says that pool-construction contracts can be declared void and unenforceable if they don't include all language required on a home-improvement contract. The other automatically awards attorneys fees to the prevailing party in legal actions that involve pool-construction contracts.

The statutes were first instituted about 40 years ago, when the pool industry generated a disproportionate number of complaints. But with more advanced drafting techniques and technology that makes builders more accessible, such laws aren't necessary, said CPSA President Scott Cohen.

"Whatever created the need for those statutes in that era, those things don't exist today," he said. "So we really need them to [be removed] so we can be on a level playing field with all other contracting classifications."

CSLB is supposed to decide on the matter some time this fall, he said.

As for the new director, that post has been taken by Susan Stein Kregar, who also manages the Central Arizona and Southern Arizona chapters for the Pool & Hot Tub Alliance. CPSA now is part of PHTA.

Stein Kregar has worked for PHTA since 2010, during which time she has provided guidance to other chapters throughout the country. She has managed trade associations in several construction trades. She earned her Certified Association Executive designation in 2017 and Certified Non-Profit Accounting Professional in 2015.



Susan Stein Kregar,
CPSA

ASP Adds 10 New Locations

During the first half of this year, the service franchiser America's Swimming Pool Company opened 10 new locations, bringing its total to approximately 382 in 23 states.

ASP entered the Michigan market for the first time, with a location serving Troy. Another marks the company's second location in New York, serving Dutchess County. Four of the new franchises are in Texas, serving Temple, East Fort Worth, West Fort Worth, and Flower Mound. Two are in Florida, serving Lakeland and Wesley Chapel. One New Jersey outlet serves the northeastern area of the New Jersey Shore. And a Missouri location serves Innsbrook.

"We are thrilled to be expanding in the Midwest and doing business in Michigan for the first time, as well as continued growth in established states like Texas and Florida," said Stewart Vernon, COO and founder of America's Swimming Pool Company. "It's a testament to the strength of the pool care industry and the ASP business model that continues to attract top-notch talent to seize the opportunities in their markets."

All locations provide pool maintenance, repair, remodeling and cleaning.

This year marks the 20th anniversary of ASP's founding.

Cover Care Enters Five New Markets

The installation company Cover Care recently expanded into five new markets. It now has teams in Des Moines, Iowa; Frederick, Md.; Bakersfield, Calif.; Richmond, Va.; and Pittsburgh.

The non-franchised nationwide company, headquartered in Westfield, Ind., installs and services automatic pool covers in 44 markets throughout the U.S.

New York Overturns Portable Spa Law; Connecticut Adopts Industry-Written Standard



The Northeast pool/spa industry has seen a couple legislative and regulatory issues go its way.

In New York, a code that many found unmanageable has been overturned. It required that portable spas be safeguarded with the same kind of fencing or other safety measures required on pools. A new law now says that locking covers are sufficient to meet safety requirements, as it is in 49 states.

“New York [said it was] trying to go

over and above,” said Dominick Mondì, executive director of the Northeast Spa and Pool Association. “But we argued that it actually didn’t make anything safer and it just made the experience worse.”

The agency managing implementation of the new law has not yet decided when it goes into effect. Mondì expects the change to take place by the end of the year.

In addition to the change in New York, the state of Connecticut has ad-

opted the International Swimming Pool and Spa Code.

The writing of ISPSA is coordinated by the Pool & Hot Tub Alliance and complies with ANSI guidelines and protocol.

“We support the ISPSA as the preferred pool code for construction,” Mondì said. “What it means for members in the region is more continuity across state lines. It makes it easier to keep everybody on the same page.”

Smart Pool Services Extends Further into Austin

The Austin-based pool/spa service company Smart Pool Services has added another operation in the Austin market with the acquisition of Aqua Blue Pool Services. This marks the company’s 15th location in the Lone Star State, and the 22nd around the country.

Aqua Blue was founded in 2018 by Shane and Sally Smith. The Smiths will be leaving the company.

“Shane and Sally operate a highly impressive company, with an impeccable name in the market,” said Fraser Ramseyer, SPS Founder and CEO. “... This acquisition further consolidates our dominance in a key area of the Austin market, as we look to continue this branch’s impressive growth.”

Pinch A Penny Opens Two New Stores in Texas

Pinch A Penny, one of the U.S. industry’s oldest franchises, has recently added two new stores.

The first is in North Dallas, near Addison. Two husband/wife teams own it — David and Brenda Hughes; and Jack Eckenrode and Kristy Stroup. David Hughes has worked with Pinch A Penny as a contractor who built several of its stores in Texas. All four have experience as successful entrepreneurs.

The other location opened in Clear Lake, Texas. The facility is a turnkey franchise that will be prebuilt, stocked and ready for a new franchisee. Pinch A Penny is searching for a franchisee to take over the 3,000-square-foot store.

Hayward Makes Two Key Leadership Hires

Hayward Holdings, the parent company to the pool equipment manufacturer Hayward, has made two recent key hirings.

Kevin Maczka has been named Vice President of Investor Relations. He will oversee the company’s investor relations strategy, serve as primary liaison to the investor community, and as a key advisor to the leadership team on shareholder-related matters. Most recently, he was Vice President of Investor Relations and Treasurer of Belden Inc.

Cynthia Burns was hired as Vice President of Talent Management. She now serves in the company’s global Human Resources team. She most recently served as Global Head of Talent Strategy at Vanguard.

Hayward became a publicly traded company in early 2021.

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Small Mistakes Can Lead to Big Losses

How to identify those seemingly minor errors that siphon away profits.

BY JUDITH MILLER



When reviewing your company's financials for the quarter, odds are high that you will review the company budget and compare actual results with what you had forecast. If the actuals beat the forecast, you'll smile and continue business as usual. And if the numbers fall south of the forecast, you'll probably continue business as usual but hope for a different outcome.

This time, instead of glancing at the numbers, dig into them looking for two

particular opportunities for improvement. Spotting these could save you a bit of money — or your entire business.

First, add up the total costs of the seemingly small issues in your work. Among them:

- Lost or stolen tools
- Trips to the lumberyard
- Warranty expenses
- Minor theft
- Inaccurate time keeping
- Parking tickets

- Re-work
- Misordered items

Individually, you might consider any one of these to be a minor and perhaps irrelevant mistake. But taken together, the costs can be substantial. Recently, a client of mine calculated that unnecessary trips to the lumberyard cost his company more than \$100,000 per year. Years ago, I visited a consulting client who showed me a warehouse full of mis-ordered doors and windows worth, he calculated, nearly \$600,000. Clearly, these aren't minor or irrelevant dollars.

Learning how to identify and correct seemingly minor mistakes can add significant dollars, and sense of control, to projects and the company gross profit. Research your company to identify the most likely culprits, include those costs in job estimates, and track results consistently until the mistakes are reduced to an acceptable level. I'd shoot for less than 0.5% of job costs per instance. Consider boosting estimates by 2.5% to protect against such contingencies.

The second, and more dangerous, item to watch out for is thinking you and your company aren't subject to the normal laws of the universe. Many people — myself included — have fallen prey to such idiocy at one time or another as adults (and I'm not counting the idiocies that occurs before you brain matures at age 24 or 25).

Idiocy in construction looks like this to me: Attempting to grow more than 20% in any one year (15% is risky,

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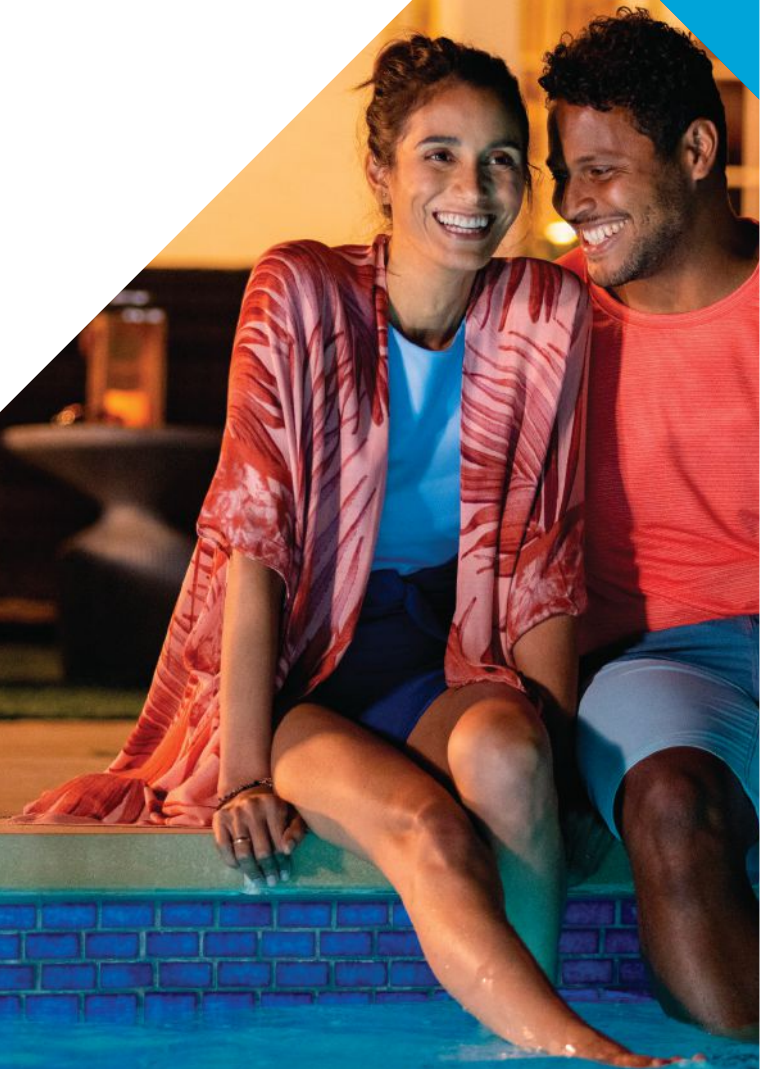
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You might think that you're smarter and quicker than the herd and can beat the odds ... But if you don't plan for the unexpected, the risks can be catastrophic; companies fail more often in times of expansion than contraction.

20% is idiocy). Taking a job double the size of your previous largest job. Hiring more than two new positions at the same time. Believing that you, as owner, don't need to understand financial statements. Hiring fast and firing slow. The list goes on and on. You might think that you're smarter and quicker than the herd and can beat the odds. It might happen to somebody 1% of the time, but it probably won't happen to you. But if you don't plan for the unexpected, the risks can be catastrophic; companies fail more often in times of expansion than contraction.

It won't be easy to protect yourself against unexpected risks. Entrepreneurs are a breed apart: typically ambitious, driven, fast-paced, and often more alert to signals inside their brains than advice from the outside world.

If you're smart (and lucky) you'll live a long life and learn valuable lessons along the way. The best way to jump-start the learning process is to engage with others in the industry and listen to their stories. Attend conferences, read magazines such as this one, as well as Inc. or Harvard Business Review, study online videos and join a local association group. Go to those meetings. The fastest way — akin to drinking from a fire hose — is to join a peer review group whose members will quickly help you to protect against the danger of idiocy.

"Mistakes, I've made a few," Frank Sinatra sang in "My Way." But knowing what you now know, it's time to make fewer. Good luck riding this year's big wave. Consider your options, plan for success, monitor every change until it's routine in the company, and help your people and your company grow sustainably.

Judith Miller is a Seattle-based business consultant and trainer, and a facilitator for Remodelers Advantage. This article previously appeared in sister publication Remodeling.

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Housing Market Slows As Fed Takes Aggressive Approach To Combat Inflation

Inflation remains at 40-year highs while national housing sales levels have reverted back to pre-pandemic 2019 levels, according to Zonda's Ali Wolf and Tim Sullivan.

BY VINCENT SALANDRO



As inflation continues to persist at 40-year highs and the Federal Reserve continues to take an aggressive approach to rein in inflation, the housing market — already at its own inflection point due to slowing sales and increasing cancellations and incentives — is likely to slow. Since housing is an interest-rate sensitive industry, efforts from the Federal Reserve to increase the federal funds rate to tame inflation will have an impact on mortgage rates, affordability, and consumer confidence in the housing sector.

On Zonda's National Housing Market Update webinar, chief economist Ali Wolf says "there's an argument to be made" that many parts of the country have softened and weakened in response to the ongoing

economic conditions.

"[Housing] slows quicker than the rest of the economy, because when the rest of the economy is good, interest rates go up and [housing] slows," Wolf says. "And then [housing] can bring the economy down. But on the other side, [housing] rebounds quicker."

Wolf says there are some indications that inflation is either past its peak level or will reach its peak in the next few months. The goods market — which includes housing, furnishings, electronics, and durable goods — is beginning to see price discounts, and gas prices, while still up 40% on a year-over-year basis, declined 11% month over month. However, inflation remains elevated and GDP decreased for the second consecutive

quarter in 2022, indicating that the economy may be in a recession. While Wolf says the economy may not be in a recession just yet, because of positive job growth, a recession is very likely on the horizon.

"Housing starts have slowed considerably; ISM, which measures manufacturing, is coming down, but it's still in growth territory. The same thing applies to retail sales and small business hiring. Leading economic indicators have gone down," she says. "Whether or not you want to say tomorrow we are in a recession, we have a lot of top-level economic indicators that are starting to shift."

SIGNS OF SLOWING IN THE HOUSING MARKET

Zonda's most recent division president survey, collected during the third week of July, found 30% of home builders reporting demand to be slower than expected, but not worrisome. Approximately 55% of respondents reported demand was both slower than expected and a cause for concern. The Zonda New Home Pending Sales Index, also released during the third week of July, indicated new-home contract sales in June were back to 2019 levels. Some markets, including Phoenix; Sacramento, California; Salt Lake City; Las Vegas; Denver; and Austin, Texas, are performing below 2019 sales levels,

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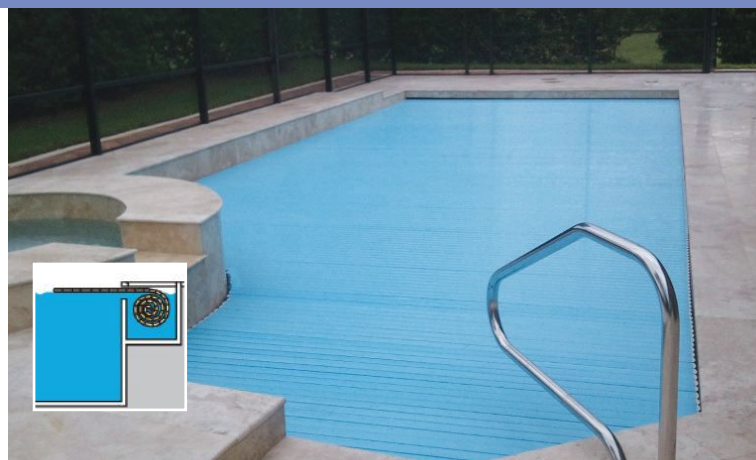
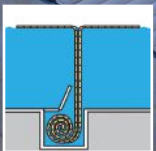
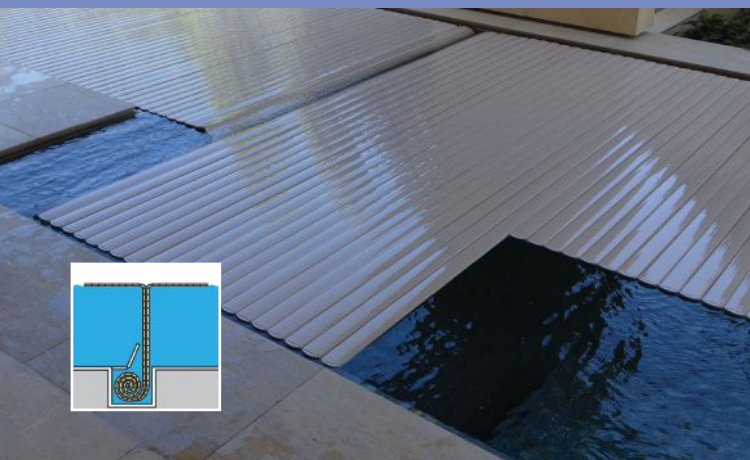


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according to Zonda data.

"[These markets] have really seen a significant downshift in overall demand. These are the markets that had the highest level of home price growth, the markets that were the most frothy, that were growing really quickly," Wolf says. "You could justify it because of job growth and migration. But you've reached a point where, as the monthly mortgage payment has gone up at least 40% since the beginning of the year, there are some people who have stepped back."

Some markets in the Southeast continue to perform above 2019 levels because they remain "investor hotbeds," according to Wolf. Markets in the Southeast have strong migration numbers and household formations, which support confidence in the investor cohort of buyers.

In addition to retreating sales

levels, a high percentage of builders are reporting an increasing number of cancellations, according to Zonda. While a few months ago, 50% of builders reported being able to easily resell homes after cancellations, only 13% said they could easily resell in the July survey. To mitigate lower demand and buyer hesitancy, 73% of builders reported increasing incentives month over month in July. While the majority of incentives are closing costs with preferred lenders, builders also are reporting performing rate buydowns or rate locks and contributing money toward options or closing costs.

"We had some builders that said traffic is so low, demand has really fallen off a cliff, [and] there's no amount of incentive that's helping," Wolf says.

Following months where home

builders reported increasing prices in high numbers, 70% of builders reported no price increases and 20% of builders dropped prices, according to the Zonda survey. In response to slow demand, 87% of builders reported plans to slow starts.

SIMILARITIES, DIFFERENCES FROM 2008

While headlines continue to reference an impending housing bubble and include callbacks to 2008, Wolf says it is important to understand context and how much has changed since the Great Recession. While 24% of loans had a credit score of under 660 and 24% of loans had credit scores above 760, the shares during the current cycle are 6% and 70%, respectively. Zonda senior managing principal Tim Sullivan says the percentage of adjusted-rate mortgages during the

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current cycle are significantly below the levels seen before the Great Recession.

"I get that the run-up in home prices can draw that parallel [to 2008], but it's important to rationalize and keep in the back of our mind that there are similarities, but there are also differences, and the differences are impactful," Wolf says. "I don't want to pretend there won't be pain, and, even with these sound fundamentals, if some consumers pull back, the market has slowed."

Additionally, Wolf says the quick appreciation of prices since the beginning of the pandemic offers an interesting buffer not present during the Great Recession. While a 20% drop in prices from peak levels in 2007 ahead of the Great Recession reverted prices back three years, a similar hypothetical 20% drop in prices from

the current peak would revert prices back 1.5 years, according to Wolf.

"The existence of the equity and how long we've had the buildup in equity and how quickly we've had the run-up in prices offers us this really interesting buffer. A 20% drop in home prices last cycle caused a lot more damage than a hypothetical 20% drop would this time," she says. "Not only because of the duration, but also because of who bought and the fundamentals that were behind those buyers."

REAL-TIME HOUSING STATISTICS

Sullivan says a third of surveyed home builders reported a decline in gross contract sales. Additionally, many builders reported that while gross contract sales have increased in July, both June and July had more

cancellations than sales. Another thing to note, according to Sullivan: Because the pipeline for builders has "a significant number of units," builders are exercising caution in their land strategy. While the supply chain conditions have improved for some categories — including lumber — garage doors, windows and doors, HVAC, and cabinets remain difficult to source, Sullivan says.

"The biggest [builder] worries have to do with affordability: inflation, consumer confidence, interest rates, mortgage rates," says Sullivan. "[But additionally], what we're starting to see is the concept of how to plan for 2022 and beyond. That wasn't even mentioned in February. Now with all these different levels being changed, we have builders asking what is the new normal and how do we move forward from this?"

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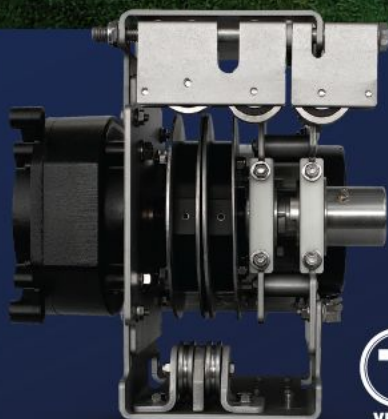
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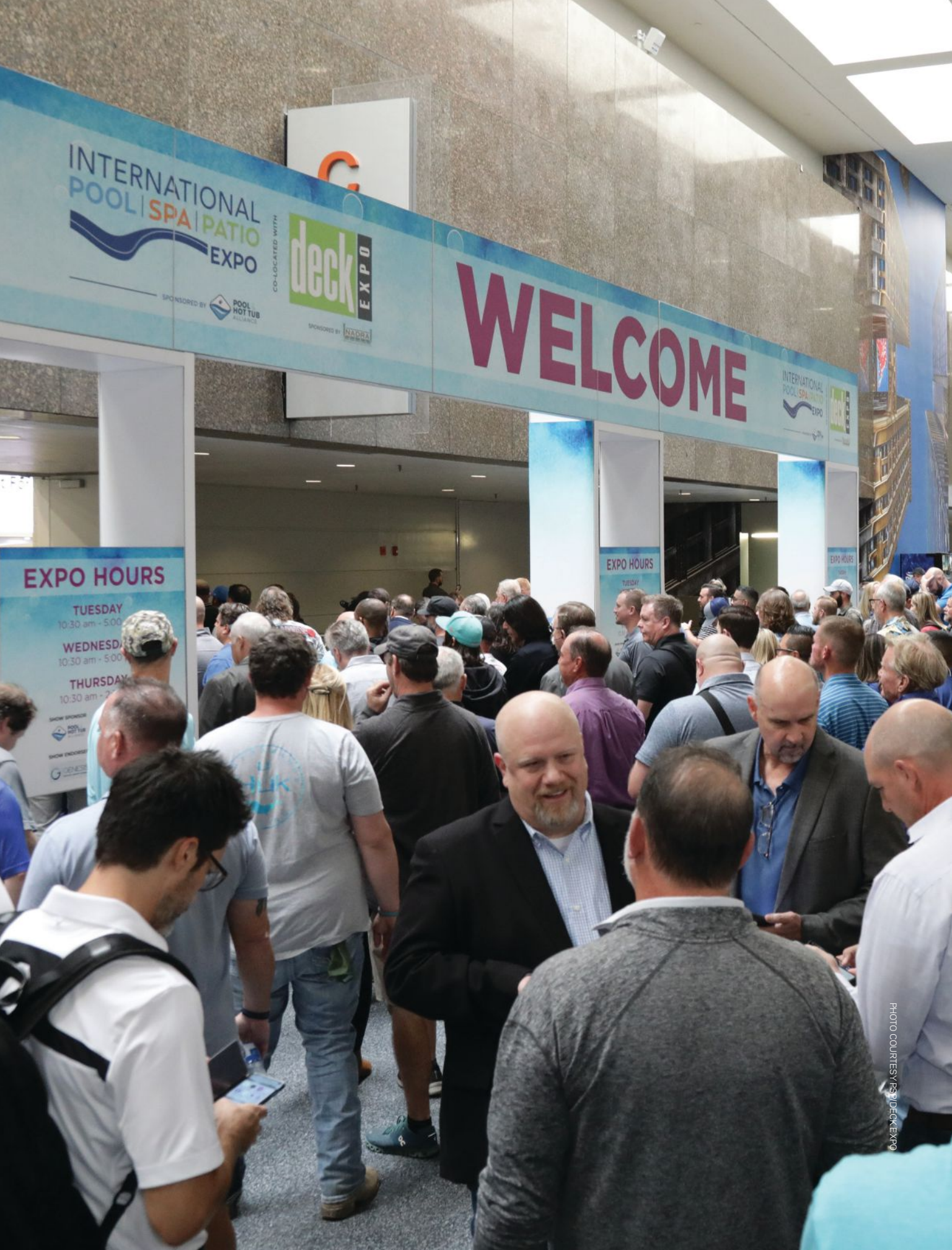
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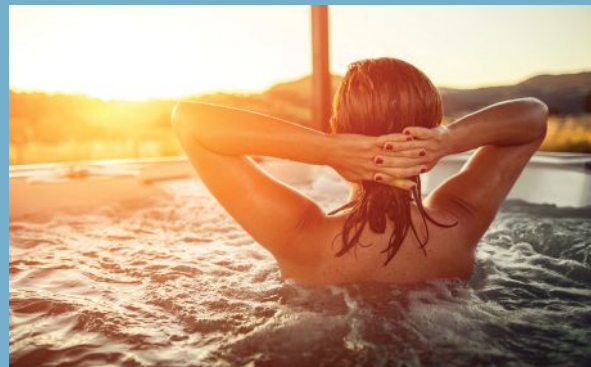
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Party Time!

The Welcome Party is an attendee favorite, notes Megan Magana, senior marketing manager at Informa PLC. This much-anticipated networking event is slated for Tuesday, Nov. 15, from 5 to 7 p.m. Held in the West Hall Terrace at the convention center, it will feature food, drinks and live music. Note: Registration is required; tickets are purchased separately.

The PHTA WAVE Network invites professionals under age 40 in the pool, spa and outdoor living sectors to a special event, also on Tuesday, from 4:30 to 5:30 p.m. The event will occur in the West Hall Terrace of

the Las Vegas Convention Center. Admission is free, but registration is required due to space limitations. Appetizers and beverages (alcoholic and non-alcoholic) will be available. Afterward, young professionals are encouraged to check out the Welcome Party.

Another fun event occurs the following day, Nov. 16. The BBQ Bash kicks off after the expo hall closes, and runs from 5 - 6:30 p.m. Held right outside the convention center, it features refreshments; grilled, roasted and poached edibles; and more. Attendance is included with all registration types.

Back in 1957, pool and spa professionals launched the industry's first trade show. It was exciting to gather with industry colleagues from all over, learn about the latest developments in their craft and make new friends.

Some things never change.

Here we are, 65 years later, and when the Pool | Spa | Patio | Deck Expo comes to the Las Vegas Convention Center on Nov. 12-17, excitement and anticipation are sure to be in the air once again.

The numbers are looking good, says Megan Magana, senior marketing manager at Informa PLC, the show's organizer. In the past, in-person Expos drew around 10,000+ attendees and 500+ exhibitors. This year, she expects attendance to be up 25% and many more new exhibitors in the 120,000-net-square-foot exhibit hall. She notes that it's larger than last year and was "still growing" at press time.

Nevertheless, there's no getting around the fact that the coronavirus pandemic is still with us. But thanks to the fact that so many people have taken advantage of vaccines and boosters, life has returned to a more normal state — making an in-person trade show possible again.

In fact, the health protocols for the 2022 Expo are strikingly different than in the past two years. The show floor will look more like pre-pandemic times, with masks and social distancing not required indoors.

With a nod to the in-person nature of the show, Magana suggests that attendees take advantage of the "My Show Planner," a free tool that can be used when registering. It will help you organize your show-related activities. To find it, visit the show's website (poolspapatio.com) and create a My Show Planner account. With it you can compile a list of exhibitors you want to see, create a calendar of sessions you've registered for and events you want to catch. A map of the show floor that marks the booths you'd like to visit also can be printed. It also synchs with the show's mobile app to make the on-site experience easier. "It's like going to the grocery store weekly," Magana

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9 to 10:30 a.m.

notes. "You can do it on the fly, but that's not the best approach. Set yourself up for more success. Go in with a goal."

A handy show feature, Deck Plus, makes meet-ups between manufacturers and buyers at the convention center easy. They can set up meetings beforehand and then at the show, gather in the lounge. It's free to registered attendees and, Magana notes, meetings can be scheduled two weeks prior to the Expo.

Another popular feature returning to the show floor: the New Product Showcase. "It's a fun show feature," Magana notes. "I recommend checking it out prior to 2023."

In the recent past, the show has featured "power panels" for retailers, builders and service technicians. But this year there will be keynote speakers sharing industry tips via the CEO Panel. It's slated for Nov. 15, from 9 to 10:30 a.m., at the conven-

tion center. They'll be discussing industry trends and expectations heading into 2023.

Panel participants include: Rick Roetten, president, North America, Hayward Holdings; Dave Jackson, CEO, Jacuzzi Group Worldwide; Ardy Arani, CEO/managing director, Big Green Egg; Matt McDermott, president, Heritage Div./SRS; and Landon Tarvin, vice president, Deckorators. The moderator is Manuel Perez de la Mesa, former CEO of PoolCorp.

When it comes to the Expo, Magana says it's truly the place to prepare for 2023 and kick off the selling cycle for next year. "Products, education and networking are important — and it's all there. Don't wait to see new products (until they come on the market)," she urges. "Where better than at the Expo? It's the place to celebrate how far we've come and to look at new horizons."

What to See and Do in Vegas

Sure, you could spend your "off" time walking along the Strip, popping into casinos here and there. But there's so much more to do in Las Vegas. Here are 10 options for when you're not busy at the convention center.

A famous "show" you can view for free as you stroll along the Strip can be found outside the Bellagio Hotel & Casino. More than 1,000 fountains sway in front of the hotel, enhanced by music and light, with water shooting as high at 460 feet periodically. This recurring free show captivates pedestrians day and night.

To simply describe the High Roller as a giant Ferris wheel would be doing it a disservice. The 550-foot-tall, 520-foot diameter ride is air-conditioned and has a pod capacity of 40 people — compared with a typical Ferris wheel that fits two per seat. Located at 3545 S. Las Vegas Blvd., Las

Vegas, NV, it offers great views of the city.

The Mob Museum, as the National Museum of Organized Crime and Law Enforcement is commonly known, is a popular stop for visitors. Located in the heart of downtown Las Vegas, it's not your typical museum. Guests can use forensic evidence to solve crimes in the Crime Lab, test their shooting skills in the Firearm Training Simulator and more. Located at 300 Stewart Ave., Las Vegas 89101; (702) 229-2734; info@themobmuseum.org.

Want to "see it all"? Then hop on the Big Bus Open Top Night Tour. This evening tour cruises key spots downtown and on the strip — and it includes a guided walking tour along historic Fremont Street. Lasting 2 to 3 hours, the tour costs from \$49.99 per adult.

Folks aren't kidding when they say the Eiffel

Tower Paris Las Vegas offers a breath-taking view of the city. Rising 46 stories above the street, this replica of the Paris, France landmark might be at half-scale, but it's full-on fun. Paris Las Vegas Casino Hotel, 3655 S. Las Vegas Blvd.; (877) 796-2096.

The Fremont Street Experience is a pedestrian mall and downtown attraction. The FSE takes up the westernmost five blocks of Fremont Street, and is bursting with activity, such as zip-lines, street performers, casinos, music and entertainment venues. 425 E. Fremont St., Las Vegas, NV 89101.

The Linq Promenade is the place to go for great restaurants and stores. Located at 3545 S. Las Vegas Blvd. in Las Vegas, it leads you straight to the Link High Roller Observation Wheel. Access to the Vegas strip Monorail is nearby.

There are shows galore in Vegas, and most folks would agree that Cirque du

Soleil's "O" Show at Bellagio Las Vegas is a must-see. It was inspired by the concept of infinity and the elegance of water, and it features acrobats, synchronized swimmers and divers. Running Wednesday-Sunday, 7 p.m. and 9:30 p.m. Tickets start at \$79. Phone: (888) 488-7111.

Want some R&R? Check out the gondola rides at the Venetian Resort. A singing gondolier pilots each boat down the Grand Canal. Indoor and outdoor rides are available, depending on seasonal and weather conditions. Tickets are \$34 per person Thursday-Sunday. Call (877) 691-1997 for more information.

The Ghosts of Las Vegas Tour runs nightly, starting at 8 p.m. The 90-minute walking tour takes you to some of the most haunted locations in Las Vegas. Tickets must be purchased in advance, online or by phone. Visit ghostcitytours.com for more details.



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Saturday, November 12		Speaker(s)	Track
8 a.m. - 5 p.m.	C201: GENESIS CONSTRUCTION SCHOOL: Concrete Pools (Day 1 of 3)	Greg Andrews; Terry Brannon, P.E.; Travis Bozick, P.E.; Rocky Wisely, Randy Dukes, Tom Dankel	Genesis
	PHTA Certified Service Technician (CST) Course (Day 1 of 3)	Trevor Sherwood	PHTA
	PHTA Certified Maintenance Specialist (CMS) Course (Day 1 of 3)	Kevin Tucker	PHTA
	PHTA Certified Hot Tub Technician (CHTT) Course (Day 1 of 2)	John Schaedler	PHTA
	Watershape University C3611: Essential Plaster Workshop (Day 1 of 2)	Bill Drakeley, Jon Temple, Eric Knight	Watershape University
	Watershape University C4112: Advanced Watershape Construction - Wellness (Day 1 of 2)	David Peterson, Wallace J. Nichols	Watershape University
	Watershape University C2711 Major Renovations Workshop (Day 1 of 2)	Paolo Benedetti, Rick Chafey	Watershape University
Sunday, November 13		Speaker(s)	Track
8 a.m. - 5 p.m.	C201: GENESIS CONSTRUCTION SCHOOL: Concrete Pools (Day 2 of 3)	Greg Andrews; Terry Brannon, P.E.; Travis Bozick, P.E.; Rocky Wisely, Randy Dukes, Tom Dankel	Genesis
	D180: Drawing for Professionals (Day 1 of 2)	Andy Kaner, MLA	Genesis
	D271: Architectural Styles (Day 1 of 2)	Paul John Boulifard	Genesis
	D211: Elements of Design (Day 1 or 2)	Jason Brownlee, Master CBP, ASLA	Genesis
	D265: Master Designer Methods: Kirk Bianchi, Crafting the Outdoor Space as a Living Art Form (Day 1 of 2)	Kirk Bianchi	Genesis
	PHTA Certified Maintenance Specialist (CMS) Course (Day 2 of 3)	Kevin Tucker	PHTA
	Pool & Spa Operator ® (CPO®) Certification Course (Day 1 of 2)	Connie Sue Centrella	PHTA
	PHTA Certified Service Technician (CST) Course (Day 2 of 3)	Trevor Sherwood	PHTA
	PHTA Certified Hot Tub Technician (CHTT) Course (Day 2 of 2)	John Schaedler	PHTA
	Watershape University C3611: Essential Plaster Workshop (Day 2 of 2)	Bill Drakeley, Jon Temple, Eric Knight	Watershape University
	Watershape University C4112: Advanced Watershape Construction - Wellness (Day 2 of 2)	David Peterson, Wallace J. Nichols	Watershape University
	Watershape University C2711 Major Renovations Workshop (Day 2 of 2)	Paolo Benedetti, Rick Chafey	Watershape University
Monday, November 14		Speaker(s)	Track
8 a.m. - 5 p.m.	C201: GENESIS CONSTRUCTION SCHOOL: Concrete Pools (Day 3 of 3)	Greg Andrews; Terry Brannon, P.E.; Travis Bozick, P.E.; Rocky Wisely, Randy Dukes, Tom Dankel	Genesis
	D180: Drawing for Professionals (Day 2 of 2)	Andy Kaner, MLA	Genesis
	D271: Architectural Styles (Day 2 of 2)	Paul John Boulifard	Genesis
	D211: Elements of Design (Day 2 or 2)	Jason Brownlee, Master CBP, ASLA	Genesis
	D265: Master Designer Methods: Kirk Bianchi, Crafting the Outdoor Space as a Living Art Form (Day 2 of 2)	Kirk Bianchi	Genesis
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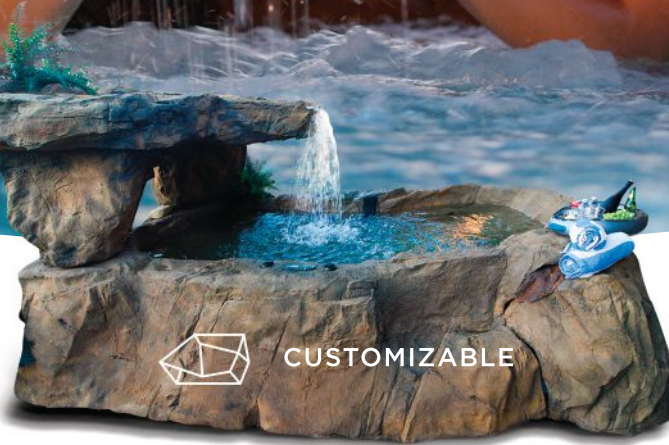
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Monday, November 14		Speaker(s)	Track
8 a.m. - 5 p.m.	Pool & Spa Operator ® (CPO®) Certification Course (Day 2 of 2)	Connie Sue Centrella	PHTA
	PHTA Certified Service Technician (CST) Course (Day 3 of 3)	Trevor Sherwood	PHTA
	PHTA/ICC Present the 2021 International Swimming Pool & Spa Code	Ken Gregory	PHTA
	Watershape University B1611: Business Administration Essentials	Julie Kazdin, Chris Volk	Watershape University
	Watershape University C3341: Essential Plumbing Workshop	Dave Penton, Kevin Cobabe	Watershape University
	Watershape University W208: Vanishing and Slot-Edge Design, Engineering & Construction	Dave Peterson	Watershape University
8 a.m. - 12 p.m.	NADRA's Deck Evaluation/Inspection Certification	Jim Mailey	NADRA
1 p.m. - 4 p.m.	Start With The End In Mind: Secrets to Build Predictable Profitable Growth	Chris Breen, Amy Breen	NADRA
Tuesday, November 15		Speaker(s)	Track
7:30 a.m. - 8:45 a.m.	If We Could Turn Back Time: 25 Lessons That We Have Learned	Matt Gohlke, Nick Day	Business
	Watershape University: Steel Reinforcement and Effects on Shotcrete	Bill Drakeley	Watershape University-BUILDER
	Use Automation to Sell More and Satisfy More, without More Manpower!	Brett Abbott	Business
	How to Survive and Thrive in an Ever-Changing Retail World	Jane Merritt, Mallory Wachowski	PHTA-Retail

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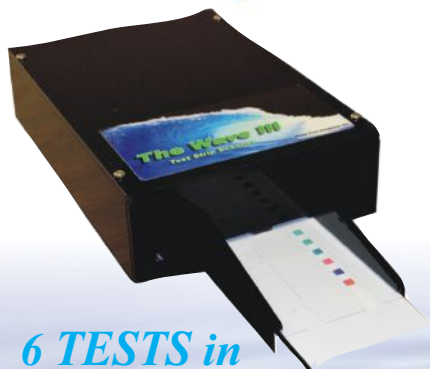
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Tuesday, November 15		Speaker(s)	Track
7:30 a.m. - 8:45 a.m.	Water Balance 101	Christopher Golden	Service
	The Multi-Types of Railing Requirements for Multifamily & Other R2 Dwellings	David Mullins	Deck Education
	Comprehensive Swimming Pool Inspections with Leak Detection	Darren Merlob	Service
	D323: Outdoor Kitchen Design	Jason Brownlee	Genesis-Outdoor Living
	C205: Pool Tile - The Good, the Bad, and the Ugly	Greg Andrews	Genesis-Builder
8 a.m. - 5 p.m.	NPC's Start-Up Technician Certification Course	Kent Westfall	Add'l Education
8 a.m. - 4 p.m.	ASA Shotcrete Nozzleman Education Course (English)	Charles Hanskat	Add'l Education
8 a.m. - 12 p.m.	PHTA Exams		PHTA
9 a.m. - 10:20 a.m.	State of the Industry / CEO Panel	Kevin Holleran, Dave Jackson, Ardy Arani, Matt McDermott, Landon Tarvin, Larry Katz	Special Events
10:30 a.m. - 5 p.m.	Exhibits Open; Exhibitor Product Clinics		
4:30 p.m. - 5:30 p.m.	PHTA WAVE Network Young Professionals Reception		Special Events (PHTA)
	First Time Attendee Reception		Special Events
5 p.m. - 7 p.m.	Welcome Party		Special Events
Wednesday, November 16		Speaker(s)	Track
7 a.m. - 8:30 a.m.	Breakfast of Champions Powered by PHTA		Special Events
8 a.m. - 4:30 p.m.	Quality Shotcrete - Know It When You See It (without Exam) Presented by the American Shotcrete Association	Charles Hanskat	Add'l Education

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**- Rob Goodall, Goodall Pools & Spas
PSN Top 50 Builder**

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2022 INT'L POOL SPA PATIO EXPO CONFERENCE
NOVEMBER 15 - NOVEMBER 17, 2022 | LAS VEGAS CONVENTION CENTER, LAS VEGAS, NV

Wednesday, November 16	Speaker(s)	Track
8 a.m. - 6 p.m.	Quality Shotcrete - Know It When You See It (Presented by ASA) with Exam	Add'l Education
8:45 a.m. - 9:45 a.m.	Geotechnical Loads and the Unified Soil Classification System	Watershape University-BUILDER
	D415: Designer Dialogues; How to Choose to Work with the Architectural Styles; Timeline Design	Genesis-BUILDER/Design
	Outdoor Kitchen Reward the Lifestyles of the Owners	Outdoor Living
	Post Pandemic Business Awareness	Business
	"I'll Just Get it Online": Strategies to Keep Your Customers on Your Doorstep	Retail
	Finding Leaks - Turn Headaches into Profits	Service
	Maximizing Efficiency: The Role of Specialty Chemicals in Pool Care	Service
	Stop Losing Money Before the Job Even Starts: How to Fix your Estimates	Deck Education
	C230: Shotcrete Science (Part 1)	PHTA-BUILDER
9:45 a.m. - 10 a.m.	Break	
10 a.m. - 11 a.m.	Builders, Bloopers and Blunders - Common construction defects in swimming pools	Business
10:00 am - 11:00 am	C230: Shotcrete Science (Part 2)	Genesis-BUILDER
	Impressive Construction Proposals	Watershape University-Business

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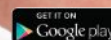
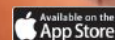
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Hungry for Knowledge

Industry-specific classes are always a big draw for the Expo, and knowledge seekers won't be disappointed this year either. Sessions for pool and spa builders, service technicians, retailers and deck professionals cover a lot of ground throughout the week.

With more than 100 classes on the schedule, it's not easy to name just a few expected stand-outs, but Magana takes on the challenge. She points out "10 Secrets to a Successful Digital Marketing Strategy," set for Nov. 16, 10-11 a.m. This session will impart information that students need to know so they can enhance their digital footprints. Speaker: Bruce Porter, SWAT Marketing Solutions Inc.

Another session expected to draw 'em in is "Consolidation of the Pool Service Industry: From the Experts." Set for Nov. 17, 9:15-11:30 a.m., it will be led by the CEOs of two of the largest pool service consolidators, National Pool Partners and Smart Pool Services. The session will cover the consolidation trend and what it means for the service sector.

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Any Shape



Anywhere

2022 INT'L POOL SPA PATIO EXPO CONFERENCE
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Wednesday, November 16		Speaker(s)	Track
	10 Secrets to A Successful Digital Marketing Strategy	Bruce Porter	Business
	Service Touchpoints: 9 Critical Points of Contact that Impact Customer Loyalty	Anne Obarski	Retail
	Equipment Pads Built for Ease of Service	David Penton	Watershape University-Service
	How to do More Service with Reduced Staff	Mike Leone	Service
	Staining, Scaling & Discoloration: Identification, Prevention & Removal	Jim Sturick, Jana Auringer	Service
10:30 a.m. - 5 p.m.	Exhibits Open; Exhibitor Product Clinics		
5 p.m. - 6 p.m.	BBQ Bash		Special Events
6 p.m. - 9:30 p.m.	Pool Nation Awards		Special Events
7 p.m. - 10 p.m.	GENESIS Family Reunion and Winemaker Dinner		Special Events (Genesis)
Thursday, November 17		Speaker(s)	Track
7:30 a.m. - 9 a.m.	C415: Damp Proofing Panel (Part 1)	Terry Brannon	Genesis-Builder
	Instagram Shops, Facebook, Tik Tok, Pinterest and More! Understanding Your Expanded Social Commerce 2022 Ad Options!	Pam Vinje	Business
	Myths of Water Chemistry and Testing	Christopher Golden	Service
	Building Your Lean Projects for Profitable Results	Brad Humphrey	Business

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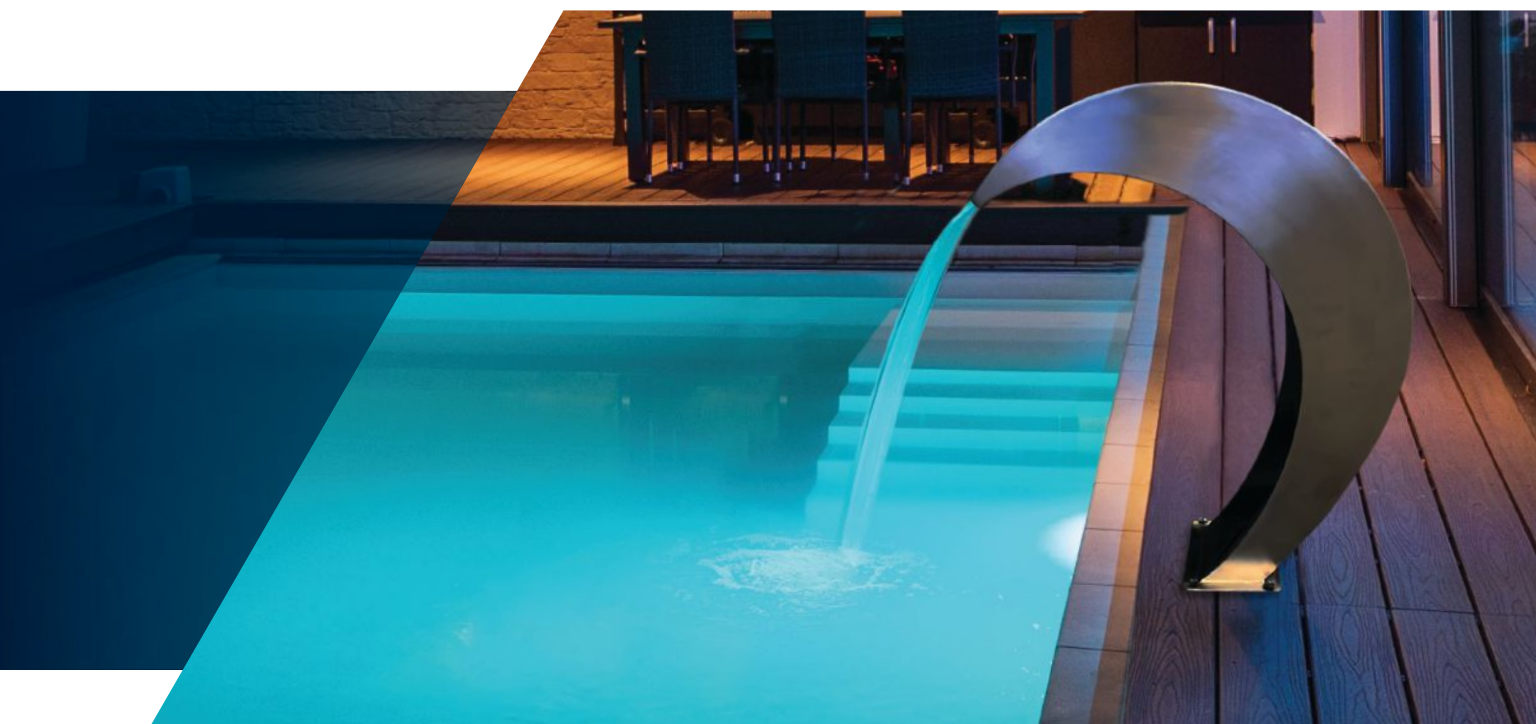
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2022 INT'L POOL SPA PATIO EXPO CONFERENCE
NOVEMBER 15 - NOVEMBER 17, 2022 | LAS VEGAS CONVENTION CENTER, LAS VEGAS, NV

Thursday, November 17	Speaker(s)	Track
7:30 a.m. - 9 a.m.	Hiring, Managing, and Leading in Pool Service Fast Friends - Quickly Bond with Clients to Discover What They Really Want VGBA Application and Field Inspections Solving the Biggest Marketing Challenge the Deck & Patio Construction Industry - Unconverted Leads	Service Business PHTA-Builder Deck Education
9 a.m. - 9:15 a.m.	Break	
9:15 a.m. - 10:30 a.m.	Preventing Litigation D423: Outdoor Living: How to Create Beautiful and Comfortable Outdoor Rooms D237: How Innovative Creativity Can Profit Your Business Find, Hire, Train and Retain Self-Motivated Workers Pool Inspections: Why, Who, How & When How to Design with Elevations from Too Flat to Too Steep Consolidation of the Pool Service Industry - From the Experts C415: Damp Proofing Panel (Part 2)	Watershape University-Business Genesis-Outdoor Living Genesis-Business Business Service Builder/Design Service Genesis-Builder
10:30 a.m. - 3 p.m.	Exhibits Open; Exhibitor Product Clinics	

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To the PSN & Jandy Top 50 Service honorees

WE SEND OUR HIGHEST REGARDS



We are honored to work with many of you. You exemplify the grit, strength and vision that makes our industry great. We look forward to continuing our partnership with you to make this industry even greater.



Service Standouts

For the fifth year, PSN ranks the Top 50 companies in the pool/spa service sector.



It is our honor to recognize this year's *PSN* and Jandy Top 50 Service companies — a group that continues to demonstrate the increasing vitality of this pool/spa industry sector.

It serves 135,095 accounts — 126,497 residential and 9,408 commercial. These firms earned a total of \$307.9 million in 2021, with residential customers accounting for \$250 million and commercial bringing in \$35.8 million. They boast a total of 2,302 service employees.

This Top 50 list includes businesses of all models — from large-scale national firms to independent service companies to service departments of multi-disciplinary outfits. It reflects a

new reality — the ever-increasing presence of consolidators in the pool/spa service sector. These companies, which purchase existing independent firms to spur quick growth, took top spots in this year's list, reflecting high scores in the five scoring categories: revenue, training programs, internet presence, industry participation and community involvement.

In this, our fifth year presenting this ranking, we take a look at those companies that have appeared in every edition since Day One, and compare how they have performed during that time.

Turn the page to learn more about these companies, and learn which firms have joined the ranking for the first time.

2022 TOP 50 SERVICE

	Company	Headquarters	President/CEO	2021 Total Service Revenue	2021 Residential Service Revenue
1	Pool Troopers	Tampa, Fla.	Mark Patton, Gary Crayton	\$39,382,178	\$33,382,178
2	Smart Pool Services	Austin, Texas	Fraser Ramseyer	\$37,952,680	\$37,838,538
3	National Pool Partners	Orlando, Fla.	Augusto Titarelli	\$50,520,780	\$40,416,624
4	All Seasons Pools, Spas & Outdoor Living	Orland Park, Ill.	Doug Mayhall	\$2,441,253	\$2,266,353
5	Claro Pool Services	Palm Desert, Calif.	Stephen Little	\$6,340,870	\$6,340,870
6	Great Valley Pool Service	Frazer, Pa.	Tracy Bond	\$4,566,868	\$4,552,331
7	Gohlke Pools	Denton, Texas	Matt Gohlke	\$8,634,107	\$6,453,428
8	Gib-San Pool and Landscape Creations	Toronto, Ontario	Ed Gibbs	\$5,800,000	\$5,800,000
9	Fronheiser Pools	Bally, Pa.	Ron Fronheiser	\$2,584,194	\$1,925,470
10	Pure Swim	Los Angeles, Calif.	Rich Gallo	\$2,571,932	\$2,571,932
11	Colley's Pools & Spas	Hamburg, N.Y.	Scott Colley	\$3,400,000	\$3,230,000
12	Aqua Pool & Patio	East Windsor, Conn.	Michael Giannamore	\$2,385,902	\$2,105,400
13	Hines Pool & Spa	Austin, Texas	Andy Hines	\$6,707,170	\$3,341,258
14	Burton Pools & Spas	Fort Smith, Ark.	David Burton	\$4,660,736	\$3,785,386
15	Hamlin Pools	Pharr, Texas	Taylor Hamlin, Travis Stansberry, Joshua Stansberry, Tyler Stansberry	\$3,781,734	\$3,025,388
16	Alpine Pools	Allison Park, Pa.	Matt Zanin, Tom Esser	\$1,800,000	\$1,800,000
17	Hastings Water Works	Brecksville, Ohio	David J. Hastings	\$3,780,000	\$2,000,000
18	Keith Zars Pools	San Antonio, Texas	Keith Zars	\$17,592,950	\$13,153,000
19	Goodall Pools and Spas	Camp Hill, Pa.	Robert Goodall III	\$3,577,260	\$2,160,097
20	Pools of Fun	Plainfield, Ind.	Tim Colon	\$2,595,524	\$2,562,234
21	Payan Pool Service	Santee, Calif.	Javier Payan	\$2,365,165	\$1,580,416
22	Carrico Aquatic Resources	Jefferson, Wisc.	Tom Carrico	\$6,785,892	\$13,330
23	Robertson Pools	Coppell, Texas	Ron Robertson	\$4,846,832	\$4,846,832
24	The Pool Butler	Hiram, Ga.	Tim Bolden	\$2,975,312	\$2,750,995
25	Morehead Pools	Shreveport, La.	Michael Moore II	\$2,338,476	\$2,198,378
26	Molinari Pools	Vero Beach, Fla.	Joel Molinari, Jr.	\$4,088,000	\$3,088,000
27	Aqua Rec's Fireside Hearth N' Home	Tacoma, Wash.	Chris Kovacs	\$12,000,000	\$7,000,000
28	Poolwerx Forest Lane	Dallas, Texas	Wayne Kamper, Service Manager	\$6,500,000	\$5,900,000
29	Swimming Pool Services	Waukesha, Wisc.	David Thompson	\$2,165,652	\$2,165,652
30	Shasta Pools	Phoenix, Ariz.	Jeff Ast	\$3,000,000	\$3,000,000
31	Poolwerx Redlands	Redlands, Calif.	Cal & Sharon Boothby	\$1,995,579	\$1,876,955
32	Heritage Pools	North Charleston, S.C.	Michael Gesmond	\$700,000	\$700,000
33	Regal Pools	Tomball, Texas	Joshua Buzzell, Edwin Escobar	\$1,455,800	\$1,455,800
34	Poolwerx Union Hills	Phoenix, Ariz.	Mark Howard	\$6,149,894	\$3,537,411
35	Coast to Coast Pools	Sarasota, Fla.	Dustin Pointer	\$2,225,139	\$2,225,139
36	Pool and Spa POSEIDON	Longueuil, Quebec	Nicolas Guillotte	\$6,517,990	\$3,258,000
37	Puryear Custom Pools	Fort Worth, Texas	Jason and Jennifer Satterwhite	\$3,615,967	\$3,615,967
38	Claffey Pools	Southlake, Texas	Charlie Claffey	\$5,107,157	\$5,107,157
39	Ohio Pools & Spas	North Canton, Ohio	Amanda Annis	\$1,695,929	\$1,695,929
40	Richards Total Backyard Solutions	Houston, Texas	JR Richard	\$591,644	\$583,863
41	J&M Pool Company	Senoia, Ga.	Ryan Smart	\$3,768,998	\$3,508,998
42	MCM Pool Service	Norton, Mass.	Chris Murphy	\$2,141,166	\$2,141,166
43	Spartan Pool & Patio	Norman, Okla.	Jordan Demeter	\$1,984,573	\$1,945,375
44	Stewart Pools	Fort Worth, Texas	Aron Stewart	\$521,103	\$499,458
45	Poolsure	Houston, Texas	Alan Falik	\$3,000,000	\$0
46	Unified Pool Solutions	Katy, Texas	Mark Uberecken	\$1,124,000	\$1,024,000
47	Master Touch Pool Services	Coral Springs, Fla.	Nilson Silva	\$1,175,850	\$1,175,850
48	Lucent Pools	Fort Worth, Texas	Richard G. Ash Jr.	\$1,533,223	\$986,214
49	Bontrager Pools	Elkhart, Ind.	Don Bontrager	\$3,390,655	\$3,217,233
50	Dunota Pool Supplies	Orlando, Fla.	Francisco Ferrer & Marco Linares	2,850,000	\$1,850,000

2021 Commercial Service Revenue	Residential Service Accounts	Commercial Service Accounts
\$6,000,000	18,907	407
\$114,142	16,025	35
\$7,578,117	15,923	529
\$174,900	1,530	26
\$0	1,030	0
\$14,537	445	3
\$42,807	3,079	21
\$0	1,800	0
\$0	2,539	0
\$0	329	0
\$170,000	221	2
\$14,000	775	2
\$3,365,912	1,243	788
\$226,519	60	5
\$756,346	1,288	72
\$0	700	0
\$1,780,000	710	210
\$93,950	6,454	7
\$241,250	4,291	30
\$33,290	1,974	2
\$518,675	558	60
\$3,232,109	4	948
\$0	3,050	0
\$86,703	700	45
\$140,098	1,263	69
\$300,000	700	15
\$3,000,000	8,452	1751
\$600,000	2,952	100
\$0	1,361	0
\$0	10,900	0
\$83,542	1,515	15
\$0	500	0
\$0	505	0
\$2,186,747	407	235
\$0	1,624	0
\$1,303,000	2,100	525
\$0	478	0
\$0	876	0
\$0	202	0
\$7,781	1,320	5
\$260,000	1,500	8
\$0	1,069	0
\$39,198	240	3
\$21,645	236	5
\$3,000,000	0	3200
\$0	182	0
\$0	1,015	0
\$174,038	398	6
\$173,422	2,082	234
\$86,500	985	45

At the Top of Their Game

Every other year, we ask our Top 50 Service leaders to name the one person most responsible for the company's success in the past year. Meet the 2022 Service MVPs.



1

Pool Troopers

ANTHONY BASILICATO

VP of Integrations & Training
Anthony strategically onboards new team members from acquisitions into our programs/platforms. He developed Pool Troopers University, our internal training program. He brings new ideas and keeps people engaged through his positive attitude.



2

Smart Pool Services

CHRISTIAN DONOVAN

Branch Manager
Christian oversees the day-to-day operations of our largest Texas branch. Because of his exceptional industry knowledge, he is an instrumental member of several internal advisory committees, contributing his balanced and experienced perspective.



3

National Pool Partners

EDDIE SKEHAN

VP of Operational Excellence
Eddie has been responsible for shaping our supply chain relationships and fleet services in the company's first year. In a year of extreme staffing, supply chain and vehicle challenges, he handled it successfully enough that our field teams barely felt any issues.



4

All Seasons Pools, Spas & Outdoor Living

MELANIE BRZOWSKI

Service Office Manager
Melanie is one of the most technically knowledgeable employees that we have, and is often our technicians' go to person when they find themselves having a difficult time troubleshooting an issue. She provides exceptional training to her staff.



5

Claro Pool Services

JEFF HEMPHILL

Service Manager
Jeff demonstrates the leadership skills he learned in the U.S. Marine Corps and the never-quit attitude despite our frenetic pace. He is a quiet, reserved and rock-steady leader — eager to help others learn and always pitching in to work with the team.



6

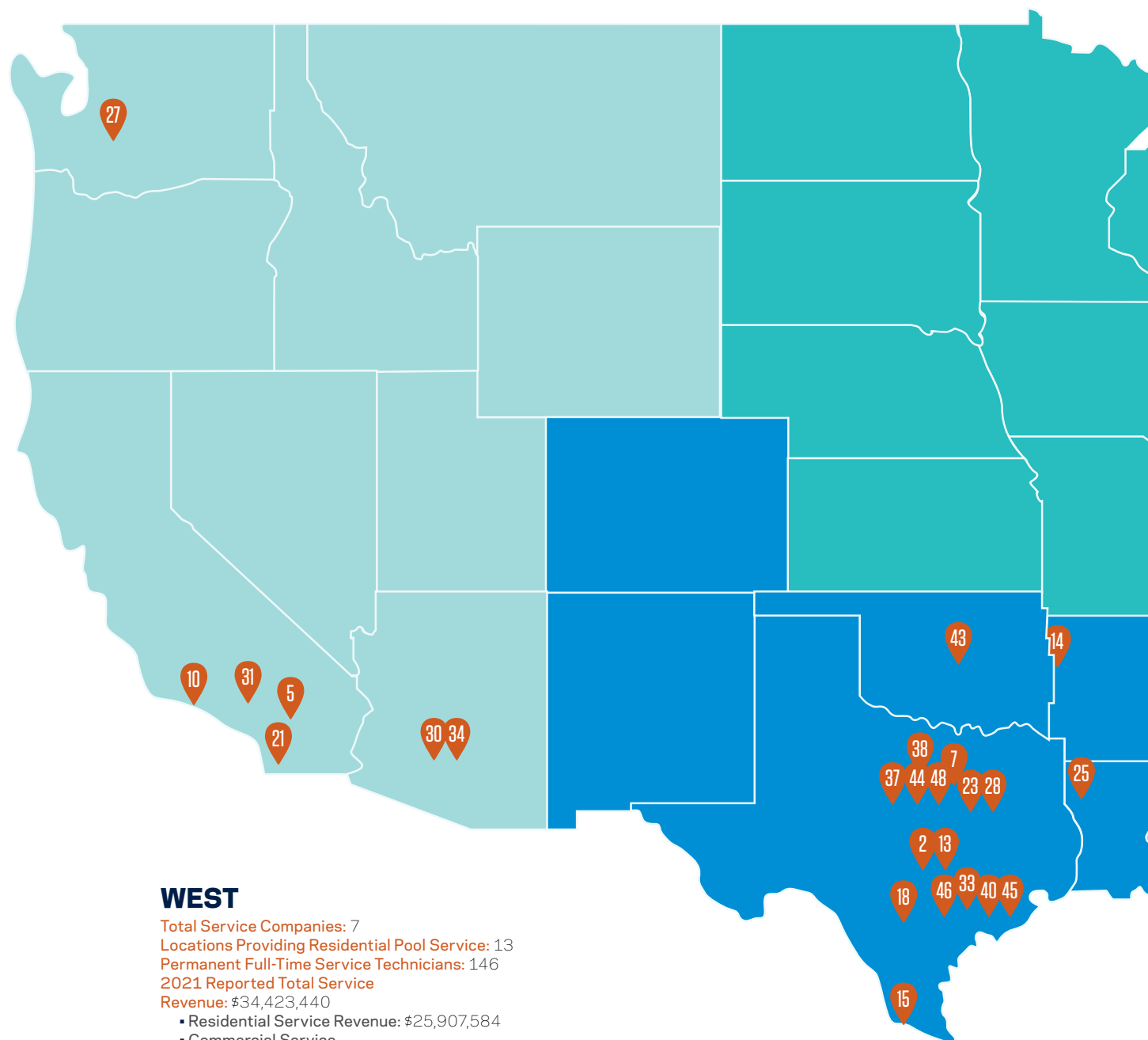
Great Valley Pool Service

MATT KOCHAN

Service Manager
Scheduling is a full-time job yet Matt spends a large portion of his day with our recurring service technicians coaching, mentoring, and helping them to troubleshoot issues encountered out in the field. He is the glue that holds this company together.

TOP 50 SERVICE by Region

On the map below, each tab represents a Top 50 Service company, with numbers indicating their ranking. The tabs represent each company's headquarter location.



WEST

Total Service Companies: 7

Locations Providing Residential Pool Service: 13

Permanent Full-Time Service Technicians: 146

2021 Reported Total Service

Revenue: \$34,423,440

- Residential Service Revenue: \$25,907,584

- Commercial Service

Revenue: \$5,788,964

Residential Accounts: 23,191

Commercial Accounts: 2,061

MIDWEST

Total Service Companies: 7

Locations Providing Residential Pool Service: 13

Permanent Full-Time Service Technicians: 111

2021 Reported Total Service Revenue: \$22,854,905

- Residential Service Revenue: \$13,920,731

- Commercial Service

Revenue: \$5,393,721

Residential Accounts: 7,863

Commercial Accounts: 1,420

NORTHEAST/MID-ATLANTIC

Total Service Companies: 9

Locations Providing Residential Pool Service: 339

Permanent Full-Time Service Technicians: 182

2021 Reported Total Service Revenue: \$30,973,382

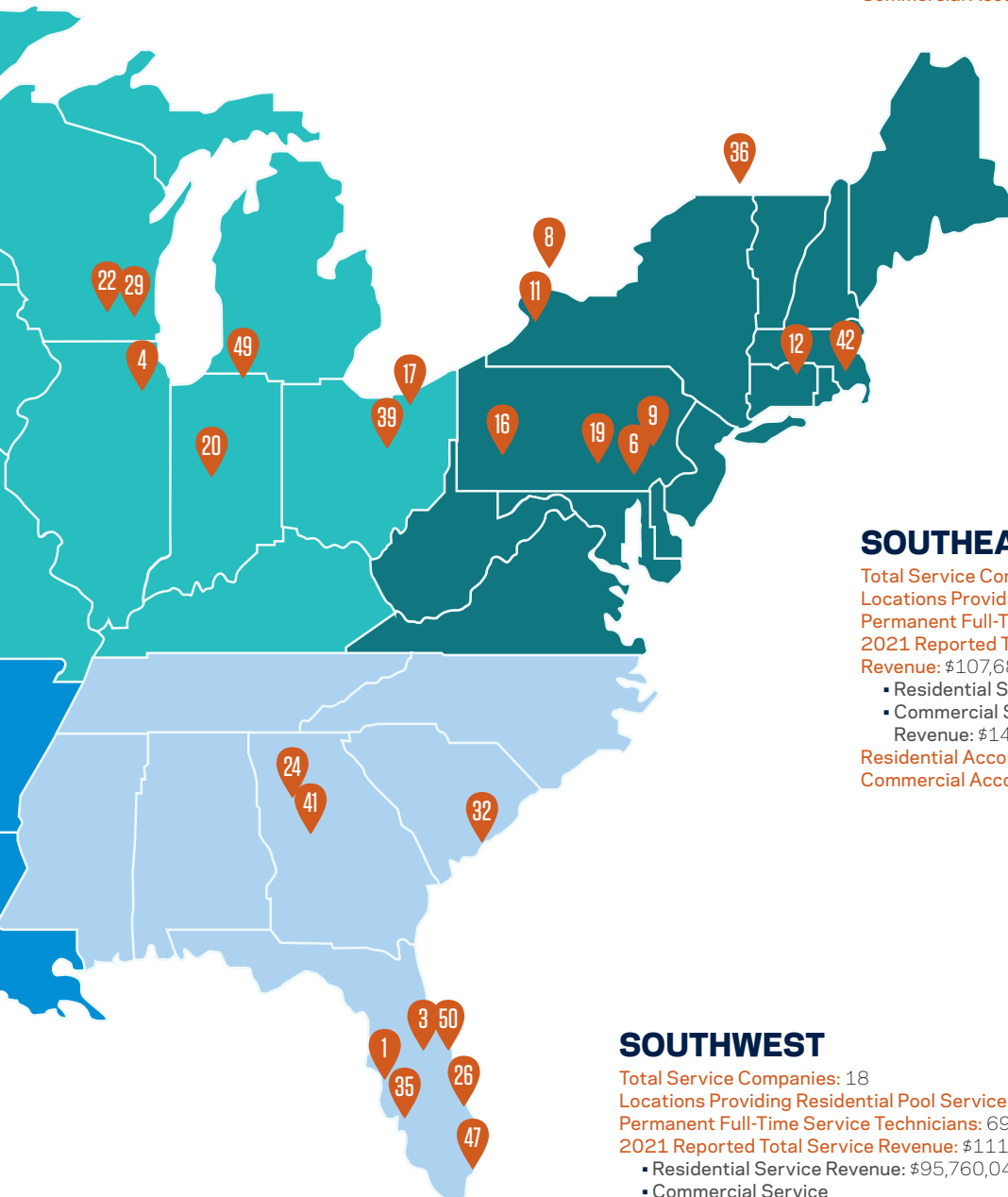
- Residential Service Revenue: \$25,172,466

- Commercial Service

Revenue: \$1,742,787

Residential Accounts: 13,940

Commercial Accounts: 562



SOUTHEAST

Total Service Companies: 9

Locations Providing Residential Pool Service: 37

Permanent Full-Time Service Technicians: 1,167

2021 Reported Total Service

Revenue: \$107,686,257

- Residential Service Revenue: \$89,097,784

- Commercial Service

Revenue: \$14,311,320

Residential Accounts: 41,854

Commercial Accounts: 1,049

SOUTHWEST

Total Service Companies: 18

Locations Providing Residential Pool Service: 42

Permanent Full-Time Service Technicians: 696

2021 Reported Total Service Revenue: \$111,948,152

- Residential Service Revenue: \$95,760,042

- Commercial Service

Revenue: \$8,582,436

Residential Accounts: 39,649

Commercial Accounts: 4,316



7

Gohlke Pools**JOSH CAGLE****Repairs Manager**

Josh played a critical role in managing the complex demands placed on us during the February 2021 Texas storm. We installed over \$1M worth of equipment/parts and it's largely thanks to him that we were able to thrive during such a difficult year.



8

Gib-San Pool and Landscape Creations**SEAN BARRETT****Head of Client Care**

Sean is a dedicated, loyal and trustworthy teammate. His depth of knowledge of each and every client's pool and site is impressive. His knowledge and understanding places him in the category of one of the top service industry professionals.



9

Fronheiser Pools**SCOTT SCHAEFFER****Lead Service Technician**

Scott is one of our longest tenured and most experienced technicians. He thrives and enjoys solving problems that most other techs wouldn't want to be involved with. We are fortunate to have Scott's talents as part of our service team.



10

Pure Swim**ADAM SAYRE****Account Manager**

Adam has trained three new techs last year which increased revenue by 24%. He was instrumental in acquiring the biggest account in our history, a \$1.7M studio account, which also gave us a new division. We wouldn't be where we are without him.



11

Colley's Pool Sales**ROBERT RIGLEY****Head Service Technician**

Bob Rigley has been a dedicated and loyal employee for 35 years. His knowledge and expertise have made him one of our most requested technicians. He has helped our service department become highly successful and sought after.



12

Aqua Pool & Patio**DEBBIE CALLENDER****Vice President/Lead Service Manager**

Debbie manages the office staff and keeps all the technicians working every day. She treats the staff with concern and respect. Anyone who knows her would agree that she is a wonderful boss and service manager.



13

Hines Pool & Spa**SAM BREYFOGLE****Repair Technician & Maintenance Field Trainer/Supervisor**

Sam is a second generation employee and has excelled as a cleaner, repair technician, leak detection specialist, field supervisor and trainer. His positive attitude and exemplary work ethic sets an example for all.



14

Burton Pools & Spas**JERRY TURNER****Service Manager**

Jerry was key in overhauling our customer communication system, which has increased the profitability of our service dept. 3.5 times over last year. Jerry was able to secure buy-in from our tenured team along with new hires to create a cohesive transition.

TOP 10 Highest Service Revenue

A company's Total Service Revenue is considered in the overall score on which the ranking is based. These 10 earned the most pool/spa service-related revenue in 2021.

	Overall Top 50 Ranking	Company	Headquarters	2021 Total Service Revenue
1	3	National Pool Partners	Orlando, Fla.	\$50,520,780
2	1	Pool Troopers	Tampa, Fla.	\$39,382,178
3	2	Smart Pool Services	Austin, Texas	\$37,952,680
4	18	Keith Zars Pools	San Antonio, Texas	\$17,592,950
5	27	Aqua Rec's Fireside Hearth N' Home	Tacoma, Wash.	\$12,000,000
6	7	Gohlke Pools	Denton, Texas	\$8,634,107
7	22	Carrico Aquatic Resources	Jefferson, Wisc.	\$6,785,892
8	13	Hines Pool & Spa	Austin, Texas	\$6,707,170
9	36	Pool and Spa POSEIDON	Longueuil, Quebec	\$6,517,990
10	28	Poolwerx Forest Lane	Dallas, Texas	\$6,500,000



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“Super magical stuff”

“Best pool product ever”

“Love this brand!!”

“Would not be without it”

“Beautiful water!”

“I’ll always buy it”

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Experience**

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can I say?*



“WOW!”



TOP 10 Residential Firms

These firms generated the most revenue from residential pool/spa service. Here, we also see how many accounts they maintain.

	Overall Top 50 Ranking	Company	Headquarters	2021 Residential Service Revenue	Number of Residential Service Accounts
1	3	National Pool Partners	Orlando, Fla.	\$40,416,624	15,923
2	2	Smart Pool Services	Austin, Texas	\$37,838,538	16,025
3	1	Pool Troopers	Tampa, Fla.	\$33,382,178	18,907
4	18	Keith Zars Pools	San Antonio, Texas	\$13,153,000	6,454
5	27	Aqua Rec's Fireside Hearth N' Home	Tacoma, Wash.	\$7,000,000	8,452
6	7	Gohlke Pools	Denton, Texas	\$6,453,428	3,079
7	5	Claro Pool Services	Palm Desert, Calif.	\$6,340,870	1,030
8	28	Poolwerx Forest Lane	Dallas, Texas	\$5,900,000	2,952
9	8	Gib-San Pool and Landscape Creations	Toronto, Ontario	\$5,800,000	1,800
10	38	Claffey Pools	Southlake, Texas	\$5,107,157	876



15

Hamlin Pools

PJ HERNANDEZ

Team Leader

PJ's desire to learn, dedication to his customers and willingness to help others and train newer technicians made him a shoe-in for our MVP. What makes him special is while he is busy performing so much work, he still does all the little things right.



16

Alpine Pools

EDWARD NEWCAMP

Service Manager

Edward is a 41-year employee and is a problem solver with excellent communication skills. He teaches junior employees and regularly attends service seminars and training. He is an excellent team player and a leader for our company.

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TOP 10 Commercial Firms

Some companies that specialize in commercial service have joined the ranks. These ten earned the most from maintaining, servicing and repairing commercial pools.

	Overall Top 50 Ranking	Company	Headquarters	2021 Commercial Service Revenue	Number of Commercial Accounts
1	3	National Pool Partners	Orlando, Fla.	\$7,578,117	529
2	1	Pool Troopers	Tampa, Fla.	\$6,000,000	407
3	13	Hines Pool & Spa	Austin, Texas	\$3,365,912	788
4	22	Carrico Aquatic Resources	Jefferson, Wisc.	\$3,232,109	948
5	27	Aqua Rec's Fireside Hearth N' Home	Tacoma, Wash.	\$3,000,000	1751
6	45	Poolsure	Houston, Texas	\$3,000,000	3200
7	34	Poolwerx Union Hills	Phoenix, Ariz.	\$2,186,747	235
8	17	Hastings Water Works	Brecksville, Ohio	\$1,780,000	210
9	36	Pool and Spa POSEIDON	Longueuil, Quebec	\$1,303,000	525
10	15	Hamlin Pools	Pharr, Texas	\$756,346	72



17

Hastings Water Works

SCOTT WAITE

Director of Operations
Scott mastered the art of an uncomfortable conversation when having to reprimand or hold staff accountable when needed. Yet he is just as adept at singling out those that have exceeded expectations. Scott is an integrator — he gets things done.



18

Keith Zars Pools

STEVE AMOS

Scheduler and Technician Manager
Steve energized our technicians and set them up for success every day. He led by serving. Sadly, Steve passed away in 2021 and left a big hole in our hearts. His words, work ethic, and how he made us feel, lives on today.

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NEW TO TOP 50

Welcome to these companies, which have ranked on the Top 50 Service list for the first time.

Ranking	Company	Headquarters	Number of Locations Providing Residential Pool Service
2	Smart Pool Services	Austin, Texas	21
3	National Pool Partners	Orlando, Fla.	9
11	Colley's Pools and Spas	Hamburg, N.Y.	2
16	Alpine Pools	Allison Park, Pa.	1
22	Carrico Aquatic Resources	Jefferson, Wisc.	2
24	The Pool Butler	Hiram, Ga.	2
27	Aqua Rec's Fireside Hearth N' Home	Tacoma, Wash.	1
45	Poolsure	Houston, Texas	Commercial only
50	Dunota Pool Supplies	Orlando, Fla.	2

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19

Goodall Pools**ANGIE STRAUSSER****Service Manager**

Angie has developed and maintained a schedule for her team that will not cause mid-season burnout, all while increasing profitability. She created a 6-month and 3-year business plan that has made her department successful.



20

Pools of Fun**BRYAN CRITSER****Vice President - Operations**

Bryan has truly been a blessing to our service department. Not only does he take care of the daily routing but he has also implemented a new software for our service team. Doing all of this at once is a remarkable performance.



21

Payan Pool Service**VALERIE VENEGAS****Office Manager**

Valerie has made a lot of necessary changes and improvements in our organization. She has the courage to hold people accountable. As a result, morale is at an all-time high and she continues to find ways to keep making improvements.



22

Carrico Aquatic Resources**ANDREW SMITH****Director of Iowa Operations**

Andy has overseen our growth in the Iowa commercial pool market with an annual average growth of 20% each year since 2016, enabling us to gain a larger market share. He has recruited and trained new team members and is always available to assist them.



23

Robertson Pools**BEREK CALVEY****Technical Repair Specialist**

Berek has an unrelenting passion to answer any and all client questions. He is very professional and draws upon his experience of over a decade to handle any obstacle he may find in any backyard. He often works from sun up to down without complaint.



24

The Pool Butler**MELISSA GRAVITT****Office Manager (Norcross)**

Melissa is knowledgeable in all areas of the business and is continually evolving to improve the efficiency of operations, innovate processes, and drive growth. She has the ability to anticipate the needs of the business and set others up for success.



25

Morehead Pools**PUNCHO WASHINGTON****Lead Maintenance Technician**

Puncho is our most tenured team member within our service dept., having been with us for 37+ years. He is considered a LEGEND and a vital piece of our operation. He is head of training new team members and the first part of our ride-a-long on-boarding process.



26

Molinari Pools**TOMMY WIGGINS****Repair Professional**

Tommy has been with us for 22 years; he has performed all facets of our maintenance and repair work. He is always willing to lend a hand. No matter what he is going through, he is always encouraging others. Clients love him and our team is so blessed to have him.

TOP 5 Training

These companies earned the highest scores in training, one of the more highly weighted categories. Here, we see highlights of their training programs.

► GOHLKE POOLS

Denton, Texas

Overall Top 50 Service Ranking: 7

With staff hired mainly based on communication and work ethic, Gohlke must train them from scratch. All receive Certified Pool Operator instruction, testing and certification. After an appropriate ride-along period, each tech is paired with a mentor for monitoring and one-on-one training.

► PURE SWIM

Los Angeles, Calif.

Overall Top 50 Service Ranking: 10

New techs undergo a structured 24-month training program. In addition to ride-alongs, new techs earn several certifications, including IPSSA Water Certification, CPO status, and the L.A. County Health Department license. After six months, they gradually go out on their own.

► ALL SEASONS POOLS, SPAS & OUTDOOR LIVING

Orland Park, Ill.

Overall Top 50 Service Ranking: 4

In-season, this company holds weekly one-to-two-hour training

sessions. Off-season, it's one all-day session per week. A tiered ranking structure, from junior to senior technician, sets requirements for advancement, with senior techs incentivized based on the success of the junior techs they train.

► CARRICO AQUATIC RESOURCES

Jefferson, Wisc.

Overall Top 50 Service Ranking: 21

This mostly commercial service company pairs inexperienced team members with a seasoned coworker for 12 to 18 months, operating up to 30 pools and spas. Off-season, the team has biweekly courses at the instruction center, which consists of a fully equipped commercial pool.

► POOLSURE

Houston, Texas

Overall Top 50 Service Ranking: 45

After a structured four-week training program, new techs take a written exam and a Board of Review is held before they become junior technicians. The probationary tech handles lower priority calls and supports senior peers on complex jobs. After about 90 days, they take another exam and Board of Review to become Field Service Technician I.



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27

Aqua Rec's Fireside Hearth N' Home**JOSH SHAMP****Maintenance Manager**

Josh has been with the company for 30 years and is irreplaceable. He is the first to come in every morning and works with each pool cleaner to train them until he is satisfied with the results. He is very aware of each pool customer's needs.



28

Poolwerx Forest Lane**LETHA ALLEN****Service Coordinator**

Letha keeps the entire service department organized and moving in the right direction. She trains our entire office staff as well as our franchise partners on our computer system. Letha also routinely offers repair advice to help our customers.



29

Swimming Pool Services**JENSEN ROLLI****Service Technician**

Jensen has been pivotal to the rapid expansion of our service team. He oversees inventory control, ensuring his teammates have everything they need while also running his own service truck and providing outstanding care to our clients.



30

Shasta Pools**CRAIG MILLER****Field Operations Manager**

Craig's knowledge of pool equipment, hydraulics and trouble shooting is a rare find in the industry. As new products and technologies come to market, he always dives in to learn the products so he can best serve our clients. We're lucky to have him!



31

Poolwerx Redlands**DAVID HAYS****Repair Technician**

David has continually stepped up when we've had staff shortages, not only performing repairs but filling in to clean pools. This was critical to meet our commitment to customers. He's an excellent trainer/mentor, and consistently professional, patient, and helpful.



32

Heritage Pools**STAPHANY HOLTSCAW****Service Coordinator**

Staphany is eager to learn, always willing to help out, excels at customer service and lives and breathes Heritage Pools. Her personality is infectious and her willingness to learn and assist in any situation is beyond recognition.



33

Regal Pools**ETHAN MCCARTHY****Service Department Manager**

Ethan is a team-first guy. He works weekends, nights, whatever he has to do to help his team WIN. He is the glue that holds our team of 15+ pool techs together. He is always getting better with his trade and with his leadership style.



34

Poolwerx Union Hills**KATELYN MARSHALL****Office Manager**

Katelyn has her finger on the pulse of almost 2000 weekly commercial and residential stops, remodels, accounts receivable, minor tech support, and generally operating as the heart of our company. We would be lost without her.

THE 5-YEAR CLUB

This marks the fifth annual Top 50 Service ranking. Congratulations to these companies, which have placed on the list each year since the beginning. Listed in alphabetical order.

2022 Ranking	Company	Headquarters
4	All Seasons Pools, Spas & Outdoor Living	Orland Park, Ill.
14	Burton Pools & Spas	Fort Smith, Ark.
9	Fronheiser Pools	Bally, Pa.
8	Gib-San Pool and Landscape Creations	Toronto, Ontario
7	Gohlke Pools	Denton, Texas
6	Great Valley Pool Service	Frazer, Pa.
13	Hines Pool & Spa	Austin, Texas
18	Keith Zars Pools	San Antonio, Texas
28	Poolwerx Forest Lane	Dallas, Texas
10	Pure Swim	Los Angeles, Calif.
33	Regal Pools	Tomball, Texas
23	Robertson Pools	Coppell, Texas
29	Swimming Pool Services	Waukesha, Wisc.

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35

Coast to Coast Pools**MACKENZIE GONZALEZ**

Service and Warranty Specialist
Mackenzie excels in her position and is a liaison between the customer and our service team. One of her strongest assets is diffusing heated situations and getting answers to the customer. She has made her department stronger and more efficient.



36

Pool and Spa POSEIDON**JESENS CLOUTIER**

Director
Jesens is passionate about pools. He always wants to do the best he can to keep the business growing, and is very good with people and technicians — he is often the reason that staff enjoy working in the company. He is a pillar for the company.



37

Puryear Custom Pools**SCOTT ASKEW**

Field Supervisor
Scott is very knowledgeable and he is always willing to help. His main role is to support all the superintendents in their projects. He is always there, able and willing to help anyone out that needs him with a smile on his face.



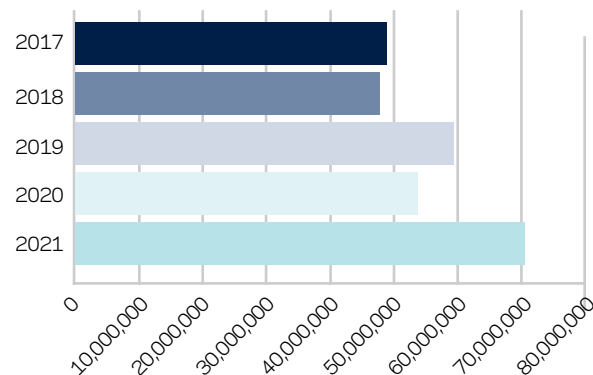
38

Claffey Pools**BRYAN YOUNG**

Assistant Service Manager
In 2021, Bryan was simply outstanding as we serviced over 1,000 freeze damage repairs in record time. He did whatever it took to get as many pools operational again. His ability to lead and quality workmanship is like nothing I have ever seen.

5-Year Club Over the Years

To get a sense of the service sector's progress, we've isolated the companies that appeared on all five Top 50 lists and recorded their combined statistics to compare performance from year to year.

TOTAL SERVICE REVENUE: 2017-2021

This group was on a growth track leading to the COVID-19 outbreak, which caused a small setback. But they rebounded in 2021, showing about 31% growth from 2020. The need to raise fees to keep up with pricing hikes may have contributed to this.

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I learned so much, thanks. Missy

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Bill Drakeley, ACI, IWI
Drakeley Pool Company
and Watershape University,
Co-founder
35 Years in the Pool Industry



Dave Penton, IWI
Fluid Dynamics Pool and Spa, Inc.
31 Years in the Pool Industry



Dave Peterson, P.E., IWI
Watershape Consulting, Inc.
and Watershape University,
Co-founder
28 Years in the Pool Industry



Kevin Cobabe, IWI
Dynamic Pool &
Spa Construction, Inc.
37 Years in the Pool Industry



Mike Nantz, IWI
Elite Concepts, Inc.
34 Years in the Pool Industry



Paolo Benedetti, IWI
Aquatic Technology Pool &
Spa and Lux Environs
29 Years in the Pool Industry



Rick Chafey, IWI
Red Rock Contractors and
Red Rock Pools and Spas
21 Years in the Pool Industry



Ryan Oakes, ACI, IWI
Clearwater Construction Group, Inc.
28 Years in the Pool Industry

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39

Ohio Pools & Spas**CHRIS SCHULER****Service Manager**

From implementing best management practices to using the newest technology for service, maintenance and communication, Chris always puts our staff and customers first and keeps our customer experience and team culture improving every year.



40

Richards Total Backyard Solutions**PAULA NEZATZ****Service Manager**

Paula is the most customer-reviewed employee in the history of the company; our customers love working with her. Her goal is to ensure our customers are taken care of. Her heart and soul is dedicated to the Service Department and our customers.



41

J&M Pool Company**BOB SMITH****Service Manager**

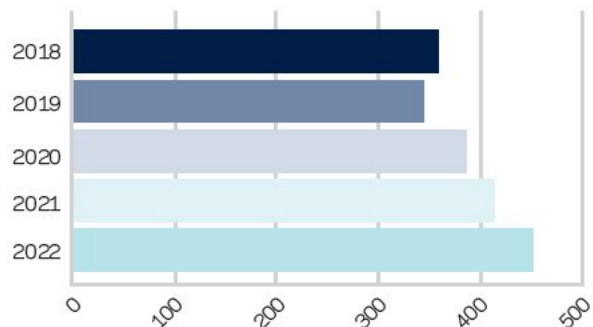
Bob is a master of his craft. He trains and mentors our staff out in the field on the most complicated situations, and ensures they can provide the same expert level of technical service that he has. He is always available to help them figure out the head scratchers.



42

MCM Pool Service**ALEC SMALL****General Manager**

Alec's many initiatives have improved the user experience for our team members and customers alike — such as tiered subscription-based membership programs for our routine services and software implementations to improve communication.

TOTAL SERVICE ACCOUNTS: 2017-2021**SERVICE STAFF: 2017-2021**

Over the past five years, this group has seen mild growth in the number of accounts served and the teams working them.

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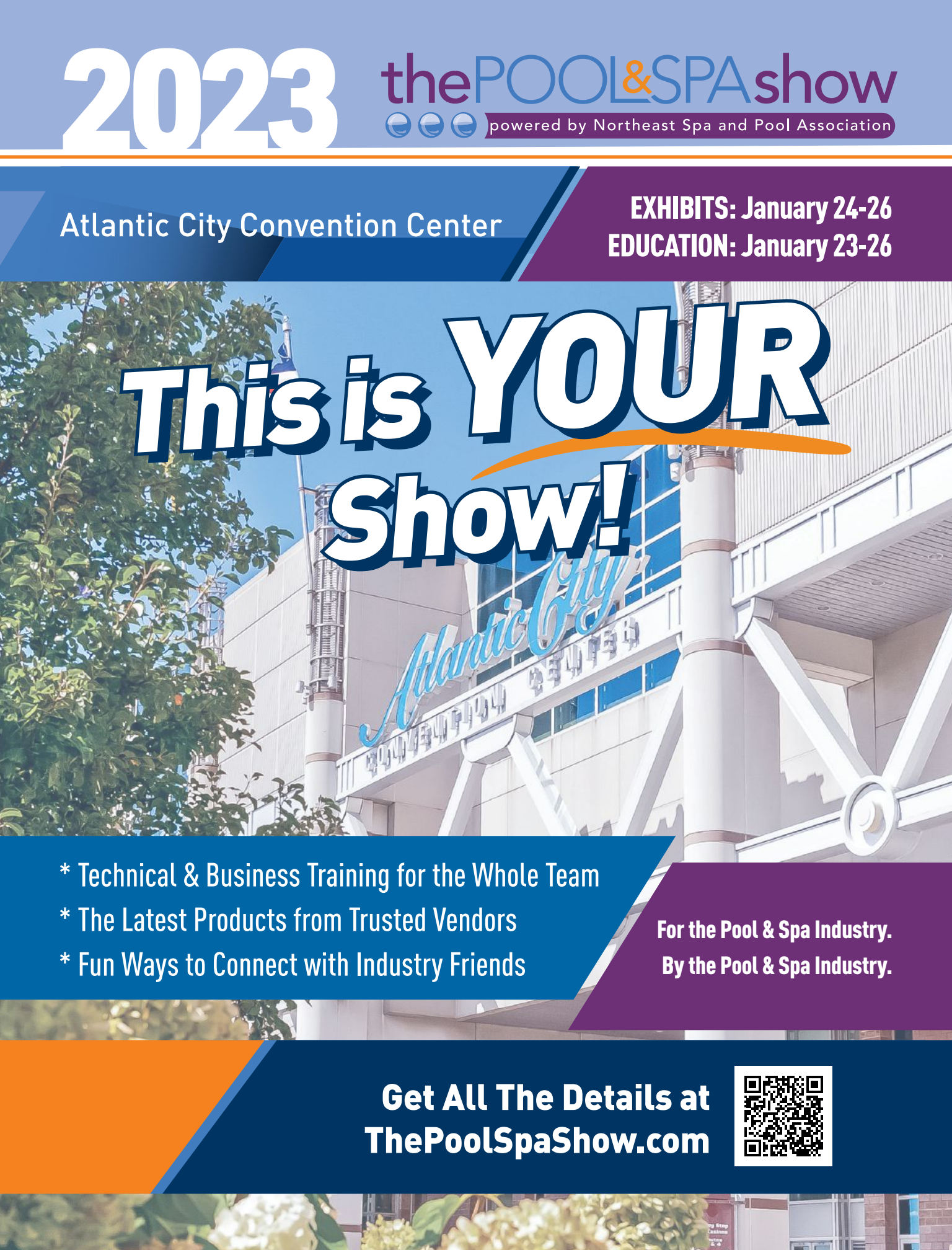
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43

Spartan Pool & Patio**SWADE DUNGAN**

Maintenance Dept. Manager
Swade has tripled our weekly cleaning accounts in the last two years. His customers routinely call us to sing praises about his team. We would not be the company we are today without him. He is a great leader, team member, and friend.



44

Stewart Pools**JEFF FOYE**

Operations Manager
As a manager, Jeff is likable, personable and approachable. Our employees look to him to be the calm in the storm and provide pertinent advice and direction. As the most tenured employee at the company, Jeff displays all the attributes of an MVP.



45

Poolsure**JOSIAH POWELL**

Lead Field Service Technician - Service & Repair
Josiah has cultivated his team into experts at technical sales. They listen to the customer and provide solutions in layman's terms so there's a clear understanding and expectation of the project's intended results.



46

Unified Pool Solutions**CHRISTIAN ALVIM**

Lead Repair Technician
Christian's impact can not adequately be illustrated with words, but if you read our company reviews, you'll see that he is named in almost every single one. That's because he makes every customer feel valued and they always walk away satisfied.



47

Master Touch Pool Services**THIAGO MACHADO**
VP/CFO

Thiago led the company on a sales growth of 21 times in a two years period while increasing profit margins by 300%. He is also responsible for designing several business processes that allowed us to escalate the business during this period.



48

Lucent Pools**NICHOLAS MARSHALL**

Lead Repair Technician
Nicholas has bettered our company by helping shape the hard-working and helpful environment of our team. They all call him for tips or advice since he is always there to lend a hand with a smile on his face. He is a great leader and is loved by all.



49

Bontrager Pools**GENE KELLY**

Senior Master Technician
Gene's outstanding job performance and dedication make him our MVP. From the pool side correcting customer concerns or out in the field mentoring our other personnel, Gene strives to go above and beyond day in and day out.



50

Dunota Pool Supplies**EDWIN COLMENARES**

Technician's Manager
Edwin successfully directs each project, guiding and training his entire team with integrity and character. He has been of great value to the company and employees.

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AquaStar Pipeline Filters

AquaStar Pool Products' Pipeline Filters are designed to deliver hydraulic efficiency along with filtration performance approaching that of DE filters, says Todd Pieri, AquaStar's chief operating officer. "These claims are backed by NSF International Certification test results."

The filter housing's design delivers 360-degree uniform water flow through the entire cartridge filter. The filter is designed with a proprietary element with wider spaced pleats for improved debris distribution. The core openings are 64% larger to improve flow distribution. "All these unique features lead to the filter delivering top-tier hydraulic efficiency, capable of outperforming filters twice their size," says Pieri.

Designed for safety, the patented double-locking system allows users to safely open the lid, even under pressure.

It's available in two sizes: PLF27000 for up to 27,000 gallons and PLF35000 for up to 35,000 gallons.

Technical support is available by calling 877-768-2717.

Contact: AquaStar Pool Products | aquastarpoolproducts.com



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Tild is a simple, easy-to-use pool automation system for a simple body of water, either pool or spa.

Tild allows users to remotely control any heater, pump and lights via Bluetooth or Wi-Fi. Users can remotely control when lights come on, as well as when to kick in the heater and filter the pool, and it is agnostic to the brand. This allows customers to have the benefit of automation without breaking the bank.

It has a simple and easy-to-use interface, and wiring is straightforward, with terminal blocks that are labeled for ease of use. The app interface is sleek and, once connected to Wi-Fi, can be monitored from anywhere in the world.

"Customers will enjoy being able to upgrade their pool and not having to worry about swapping for additional adapters or equipment," says Arthur Schutzberg, CCEI's head of U.S. sales. "It works with major heaters, pumps and lights, in addition to CCEI's suite of products."

Tild comes with a warranty of 3 years.

Contact: CCEI USA | na.ccei-pool.com



pH PURE

pH PURE is a new CO2 injection system designed specifically for residential pools for pH control.

The system consists of a control box and a CO2 tank that can easily be installed in under an hour. Trace amounts of carbon dioxide are injected into the pool's water in time-controlled amounts throughout the day with the computerized control system.

"You will never need to use muriatic acid again to control the pH, and balancing the total alkalinity remains fairly steady without using sodium bicarbonate to raise it," says Ryan Duksa, sales manager for Clearwater Pool Systems. "The cost of muriatic acid has skyrocketed and the system is about 1/5th the price to operate vs. muriatic acid."

The system is compatible with all sanitizing systems including salt-chlorine generators.

Technical support is available by calling 800-756-7946.

pH PURE comes with a 3-year warranty.

Contact: Clearwater Enviro Technologies | ClearwaterEnviro.com



Pool and Spa Cartridge Filters

Darilly uses only the best and industry-approved Trilobal media in production of our filters, says Joe Marcotte, Darilly's director of new business development, North America.

"This industry best media provides 30-40% more effective surface area allowing our filters to capture and hold more dirt and debris," Marcotte says. "The service professional using Darilly filters can expect more time between cleaning cycles from our filters."

The filters are tested in the company's in-house testing labs and feature a unique full flow core design, tough end caps, and "industry-best" media.

"The best feedback we get is from dealers and consumers telling us that the Darilly replacements performed as well or better than the ones that came with the new filter when the pool was brand new," Marcotte says.

For technical support and marketing materials requests email info@darillyfilter.com.

Darilly's warranty is 1 year.

Contact: Darilly Filtration | Darillyfilter.com



TurboSilence Inverter Heat Pump

The Fairland TurboSilence Inverter Heat Pump is designed to be one of the market's most efficient pool heat pumps, says Nelly Fu, area manager for Fairland Group Limited.

The TurboSilence Inverter Heat Pump uses precise algorithms, upgraded hardware, and easy controls to provide an energy-saving pool heating solution. The heating capacity is self-adapted according to the actual pool demand and it mostly runs at an average of 50% capacity or less, reducing unnecessary expense.

The heat pump is equipped with two modes: Turbo and Silence. When running in Silence mode, the heat pump runs with an average of 41dB(A) at 10 feet, ensuring quiet operation.

"The TurboSilence Inverter Heat Pump is 15 times quieter than the on/off type heat pumps," says Fu. "And its high energy efficiency of COP15.6 (max) means it offers users the ultimate four-season swimming experience."

Contact: Fairland Group Limited | fairland.com.cn



Jandy SFSM Side-Mount Sand Filters

The Jandy SFSM Side-Mount Sand Filters are designed for durability, easy maintenance, and simple installation or replacement of existing filters.

Available in four sizes, these filters come with standard plumbing connections for uncomplicated retrofits and feature a proprietary lid design that allows for easy access.

Contact: Fluidra | FluidraUSA.com



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Raypak AVIA Low NOx Residential Swimming Pool & Spa Heater

The AVIA pool and spa heater includes a built-in advanced Wi-Fi enabled control system — no need for an additional control panel to manage the pool heater and pool environment.

AVIA heats and learns the size of the pool and will let poolowners know when the pool is ready at the set temperature.

The Raymote app provides a smart connection to AVIA for real-time service alerts and control from anywhere.

AVIA pool and spa heater weighs under 140 pounds and can be installed on a standard 2x2 foot pad.

"Both AVIA's size and controls capability are what make it the best product choice for pool professionals," says Justin Reyes, Raypak's associate marketing manager. "AVIA's straight tube heat exchanger design makes it the most serviceable in the market."

AVIA comes with a 90-day warranty; extended 2-year warranty on parts and labor if the heater is registered within 90 days of being installed by a professional.

Contact: Raypak | raypak.com



Speck Pumps — Pool Products

Speck Pumps' BaduJet Turbo Pro System is designed to provide a smooth and strong swim lane.

The system features a magnetically coupled motor for seal-free operation.

Contact: Speck Pumps — Pool Products | usa.speck-pumps.com



Pump Shut-off System/ SVRS

Vacless' VGB-compliant SVRSs feature an electrical pump shut-off system with an alarm or siren, which instantly turns the pump off upon entrapment.

The SVRS is automatically resettable in 3 minutes, and features no nonsense programming, no false tripping, choice of air or no-air induction, and no by-passing for pool vacuum cleaning.

It installs in 5 minutes onto the pump in place of the suction side drain plug without the use of tools, and is designed for use with pumps of up to 25 horsepower.

"The best thing about this product is the easy installation, no nonsense programming and unquestioned reliability," says Hassan Hamza, Vacless' president.

Marketing materials and technical support are available.

The units are covered under a 3-year warranty.

Contact: Vacless Systems | vacless.com

Product Profiles: Fiberglass Pools and Coatings



Uniwall

On the market since 1960, Uniwall offers many advantages over other swimming pool walls, according to Scott Cook, president of Family Fun Pools.

Uniwall is a continuous fiberglass wall made in coils up to 400 linear feet. The wall becomes self-supporting with a concrete pocket system behind it.

Uniwall offers unlimited designs and can be used for residential pools, residential rivers, commercial pools, and water parks. It also is useful for renovations when building a pool inside an existing old pool.

"Uniwall's best features are its unlimited design capability — it can be used for residential and commercial pools in addition to water parks," says Cook. .

Builders can call Family Fun for technical support. The manufacturer also offers training at its facility.

Uniwall is protected with a 10-year warranty.

Contact: Family Fun |
familyfunpools.com



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POOL CONSTRUCTION SUPERVISOR

5-10 years' experience in pool construction industry with solid pricing, quoting and ability to manage subs. Previous on-site supervision and a solid knowledge of pool/spa construction essential. Able to use Pool or Structure Studio an advantage, but must be familiar with design, blueprints, and planning. Must be motivated to give great customer service.

Apply with resume to
ycharltonturner@poolpatrol.ky

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Central Jersey Pools is a well-respected 3rd generation 65-year-old family-owned business located in Freehold NJ near the Jersey Shore. We are seeking qualified candidates to add to our outstanding team for several positions. We offer competitive pay, health insurance, 401k, vacation pay plus other benefits. We can help you find housing and provide assistance with your move to the Central New Jersey area if needed. Interested applicants please send your resume to smetz@centraljerseypools.com or call 732-462-5005 ext. 100.

Sales Associate: We are looking for a results-driven retail Sales Associate to be responsible for selling hot tubs swim spas, above-ground pools, and outdoor kitchens, from generating leads to closing sales. The Sales Associate's responsibilities include working closely with customers to determine their needs, answer their questions about our products, and recommend the right solutions. Earn base plus commissions.

Pool Construction Supervisor: Experienced in the vinyl and/or fiberglass pool construction industry with the ability to manage subs. Knowledge and on-site experience in pool construction are required. Must be an excellent communicator and give great customer service.

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Stellar Sales, a manufacturer's agent in the swimming pool industry. Exciting opportunity for sales representatives! Territorial management positions in the San Antonio and Austin areas. Independently motivated individual with sales experience, proven ability and discipline to successfully manage. Knowledge of the Pool/Spa or related industry is highly desirable. Significant travel essential and a competitive compensation package. Email resume to jpittman@stellarsales.net

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New Products

BY PSN STAFF



AquaStar Pool Products

The Perfect Circle drain is an unblockable option designed for use in concrete pools and spas. It has four ports, which gives designers the ability to use multiple pumps and a hydrostatic relief valve. The product's unique open center design allows the cover to blend seamlessly into the pool or spa finish.

Contact: aquastarpoolproducts.com



Natural Chemistry

Spa Chlorine Concentrate is a concentrated granular product designed specifically for spas to help control bacteria and algae in spa water. This quick dissolving, one-step sanitizer and oxidizer is available in both 2- and 5-pound sizes.

Contact: naturalchemistry.com



Pro Series

Pro Series' new and improved ProZymes Pool is a concentrated, naturally based enzyme formula created to help pool pros quickly reduce the buildup of non-living organic contamination, such as sunscreens, body oils, lotions, and cosmetics. Compatible with all sanitizing systems; available in 1- and 5-gallon sizes.

Contact: proseriespool.com



Seaside Automation

The Pool Warden controller is a single or dual pool water chemistry chemical controller with the ability to measure and pH, ORP, temperature and flow with the ability to measure, adjust and deliver chemicals as needed. The unit is easy to setup for various types of chemical control.

Contact: seasideautomation.com



Super Mesh - Tan



Box and X-Stitch

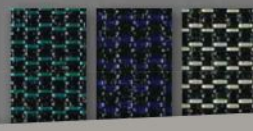
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