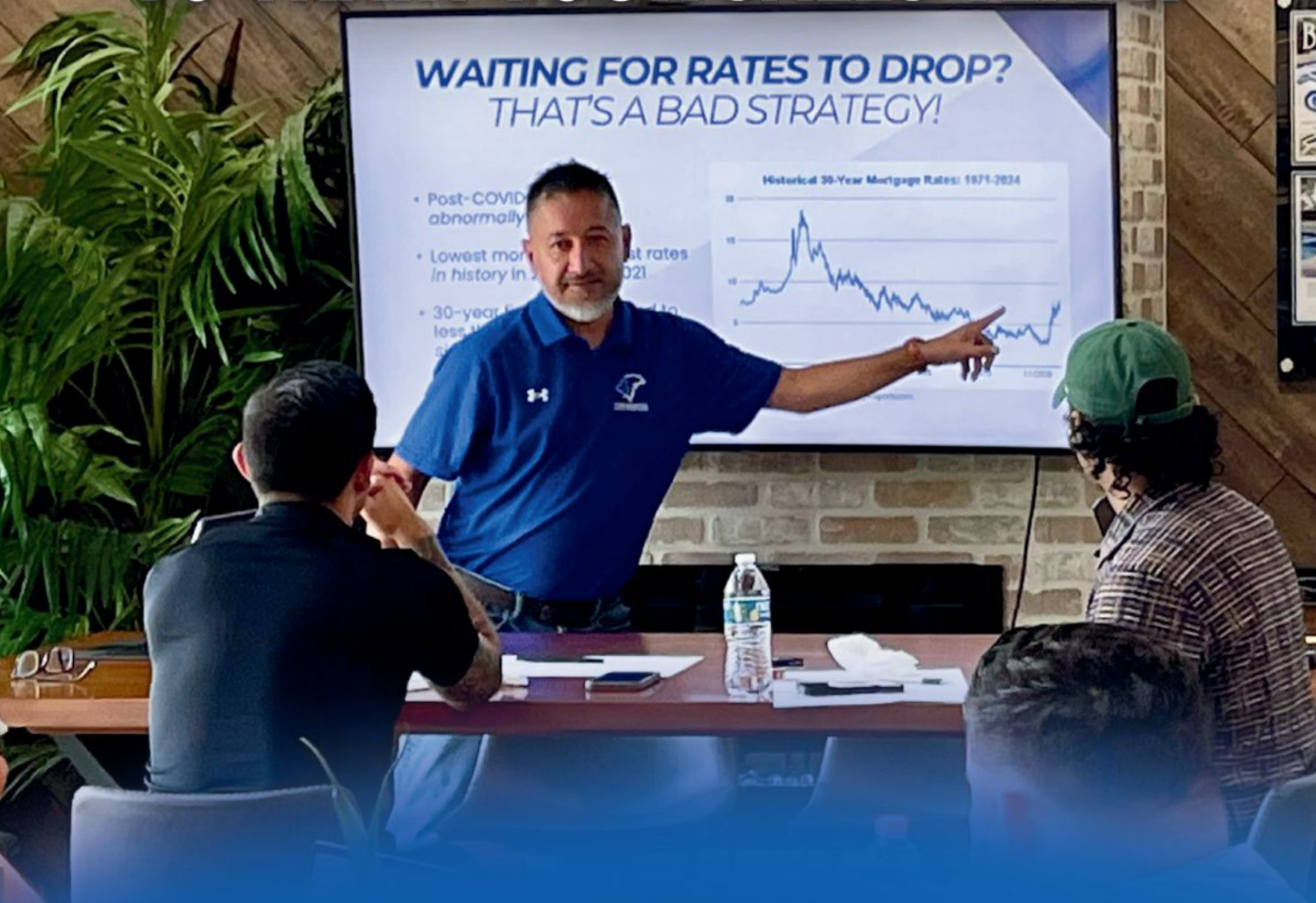


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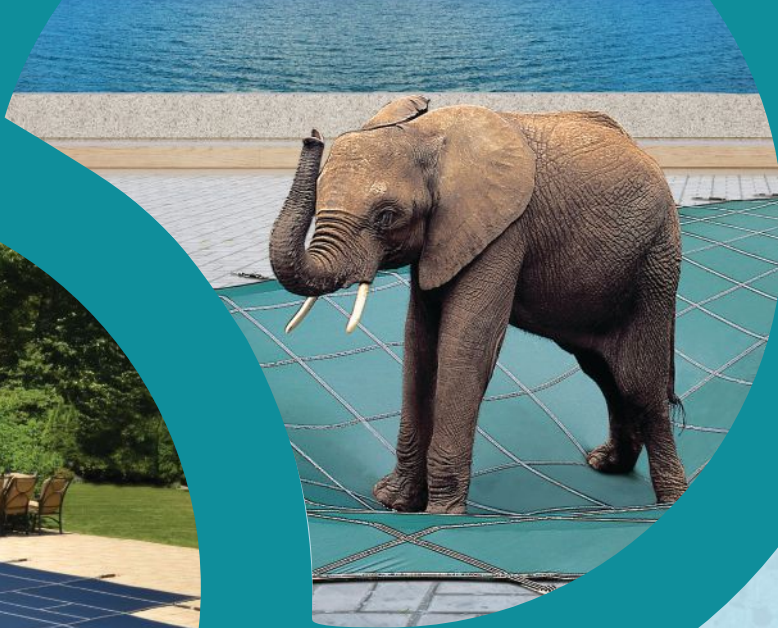
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# Top 50 Service's Seven-Year Itch



**Joanne McClain**  
Editor-in-Chief, PSN

**Our Top 50 Service program** turns seven this year. It's not a significant milestone in and of itself, but as Deputy Editor Rebecca Robledo and I begin to work on the program every year, we look for opportunities to fine tune it. The consideration and responsibility to make the program as fair and unbiased as possible is something we take very seriously.

Now, if you're familiar with our two annual Top 50 awards (Builder and Service), you'll know that the criteria for being named a Top 50 company is centered around five pillars: revenue, staffing, web presence, industry involvement, and community involvement.

This year, we made a big change to the way we assess web presence — or more specifically, how we assess company websites.

Until now, these sites were judged solely on their content. Did they provide enough solid information in an organized and pleasant way to help guide and capture potential pool and spa customers?

But as important as content is, it alone is not the basis for excellence in web design. To find out more, we turned to an expert outside of the industry.

Shawn Thuris heads Thuris and Co., a web consultancy firm based in Castro Valley, Calif. He specializes in helping small-to-mid-sized businesses succeed in the digital landscape, whether that involves web development, productivity software solutions, cloud management, providing custom code, or guidance on marketing and artificial intelligence.

According to Thuris, a website's functionality and user experience are just as important as its content.

"A website's technical shortcom-

ings can get between you and a new customer," says Thuris. "If the site is slow to load, if the images don't look right on the user's phone or tablet, if the navigation is confusing ... These things can discourage potential customers and paint your business in an unprofessional light."

There are a multitude of factors that determine functionality and good user experience. In judging this year's crop of Top 50 Service candidates, Thuris measured for performance, accessibility, best web practices, and SEO. Some of the nitty gritty included marks on user-friendliness and clarity, quick page load (main visible elements loaded and rendered within ~1.5 sec on a 1Gbit connection), good layout/rendering on both desktop and mobile screens, at least one call to action, consistent and appealing branding, an easy to find and use contact form, testimonials, an online booking option, service area(s) delineated/described (good for SEO), and many, many more.

You'll find the top 10 companies that scored highest on web presence, along with comments from Thuris, on page 50.

"It's not an easy thing to build, edit, and maintain a persuasive website and have it looking and feeling right on every screen a customer might decide to view it on," says Thuris.

Kudos to each of the 50 companies that made this year's list!

A handwritten signature in black ink that reads "Joanne McClain". The signature is fluid and cursive, with a large initial "J" and "M".

[jmclain@zondahome.com](mailto:jmclain@zondahome.com)



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# Concord Pools & Spas Expands into Florida

BY REBECCA ROBLEDO



**Concord Pools & Spas**, the Latham, N.Y.-based PSN Top 50 Builder, has entered the Sunshine State.

However, it's incorporating a different business model down south. While the company's two New York locations install fiberglass and vinyl-liner pools, along with retail and service, its Florida operation will focus solely on fiberglass pools for the time being.

And its plan is targeted in more ways than one, with the company currently planning to focus solely on Babcock Ranch, an 18,000-acre planned community in southwest Florida, near Punta Gorda. In addition to its size, the community distinguishes itself in its sustainability efforts, calling itself the first solar-powered town, as well as being designed to resist the impact of hurricanes.

"It became apparent pretty quickly when we stumbled on Babcock Ranch that it aligns with our philosophy and business," said Concord President/Chief Vision Officer Jon Foshee. "We believe in being innovative, giving our customers the best possible experience, and we use a lot of technology and automation."

Like the developers of Babcock Ranch itself, Concord took a very intentional approach to its Florida office.

"We did our research, everything aligned for us, and it's working out really well so far," Foshee said.

The community is predicted to boast 19,000 residents in 10 years, with 40% of the homeowners adding a pool in the first two years, Foshee said. At that rate, fiberglass seemed the best fit.

"Speed of build is so critical — they're building and selling the homes

so fast," Foshee said. "You think about how fast we can install a fiberglass pool here and how that will work in Florida."

The team went south and installed a pool to find out installation times down there. "In 34 days we went start to finish," Foshee explains. "So we saw all this opportunity."

Developers of Babcock Ranch have specifically planned the placement, styles, color palettes and lot sizes for the properties. In kind, the Concord team has curated a selection of pool models and sizes to offer this community, best suited to the plot sizes and design styles used in the tracts. Many of them are rectangles to accommodate automatic pool covers, which they believe will be popular in the community. Customized options also will be made available.

The company broke ground on its facility last month, expecting a showroom to be ready in October, 2025. In the meantime, it plans to begin construction in earnest this month. Until the Florida operation can sustain a dedicated crew, Concord will transport and house construction staff to build the jobs as they come. The sales team will work out of a local coworking space until the showroom opening.

After everything is up and running, the administrative side will continue to run out of the company's Latham office.

Foshee said the team has its eyes on other spots to expand, but that would happen down the road.

"My goal is to get this one right first," he said.

# Big 3 Report 2nd Quarter Results

BY REBECCA ROBLEDO

**Modest increases** have been reported by the industry's Big 3 manufacturers in 2024's second quarter and first half.

• **Fluidra.** In the first half of 2024, the Barcelona-based firm saw a slight but expected decline in sales, at 1,171

million euro (\$1,307 million), compared with 1,186 million euro (\$1,324 million) in the same period of 2023. The quarter's net profit increased year over year by 8%, to 112M euro (\$125 million).

However, the global company's North American operation enjoyed an increase of 8.2% in sales during the second quarter. In the first half of the year, the company saw sales of 500 million euro (\$558 million) in North America. The continent accounted for 45.2% of the company's sales in the first quarter, 40.6% the second.

• **Hayward.** For the second quarter, the Charlotte, N.C.-based manufacturer reported a modest increase in sales to \$284.4 million. The company attributed the hike to increases in net price. However, those increases were partially offset by a decline in volume resulting from a reduction in new construction and remodels in the U.S., among other factors around the globe.

Gross profit increased for the company by 6% to \$145.1 million in the second quarter, which the firm attributed to operational efficiencies and net price increases.

Hayward is expecting better performance than originally expected this year, with projected net sales of \$1.010 billion to \$1.040 billion, representing an increase of approximately 2% to 5% from 2023, partially due to the acquisition of ChlorKing.

• **Pentair.** The pool segment of the manufacturer saw 17% of net sales growth. Reportable segment income rose 27% year over year, to \$134 million.

For the first half of 2024, the manufacturer reported net sales of \$751 million for its pool segment, compared with \$698.6 million the first half of 2023.

Second-quarter sales for the entire company stood at \$1.1 billion, representing a year-over-year increase of 2%.

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## Hayward Makes Key Appointments

**Hayward has promoted** Jason DeBruin, pictured left, from vice president of sales to vice president of product strategy for North America. Ryan Morson, right, rejoins the company as vice president of sales. DeBruin joined the company in 2010 as district sales manager, after holding several titles with Zodiac Pool Systems. In addition to his previous tenure at Hayward, Morson served as vice president of sales and business development at Cornerstone Building Brands.



## PHTA Seeks Members for Standards-Approval Group

**The Pool & Hot Tub Alliance** (PHTA) is seeking participants in its standards-writing process. It has issued a call for professionals to join the Standards Consensus Committee (SCC), its official American National Standards Institute (ANSI) consensus voting body. The committee reviews and votes on all pool, spa and hot tub standards to be approved by ANSI.

Members include subject matter experts such as public health officials, architects, engineers, code officials, consultants, product manufacturers, representatives from other industry organizations, and individuals with expertise or interest in advancing the pool, spa and hot tub industry.

To be considered for the term beginning in 2025, applicants must submit the required paperwork by November 1, 2024.

## Heritage Expands Reach in Northeast with Acquisition

**Heritage Pool Supply Group** made further inroads in the Northeast with the acquisition of Islandia, N.Y.-based Nucci Brothers Pool Supplies. Terms of the agreement were not disclosed.

Nucci was founded in 1946 and is currently operated by Co-owner/Vice President Rob DeMeo. He will remain with the company to manage Nucci's two locations, the second being in Bridgeport, Conn.

"We could not be more excited to welcome Rob and the entire Nucci team to the Heritage family," said Heritage President Matt McDermott. "Nucci is an excellent fit within our existing branch network, adding two complementary locations as we continue to build out our Northeast footprint. We have known Rob and admired his business for many years and are looking forward to what we can accomplish together."



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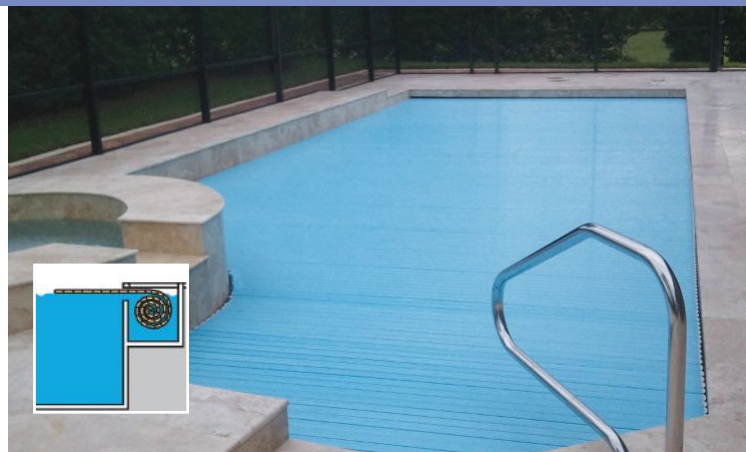
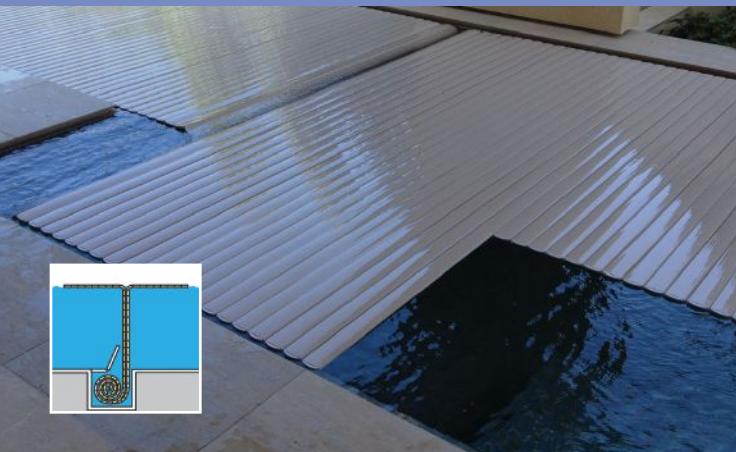


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# TAKING DALLAS BY STORM

Here's what you can expect from the International Pool | Spa | Patio/Deck Expo in Dallas this November.

BY RENA GOLDMAN

As organizers of the International Pool | Spa | Patio/Deck Expo work to draw in younger generations, attendees can expect to see a larger focus on experiences designed to help attendees get the most out of the show.

Show Director Kris Osterbusch says the event has evolved with feedback from attendees. As Millennials and Gen Z attend in larger numbers, more offerings have been planned with them in mind. These groups tend to seek out high-quality technology, as well as authentic communication,

more entertainment, and a schedule that isn't so packed, Osterbusch says, and the show team intends to deliver. However, she adds, all generations stand to benefit.

## VITAL STATS

IPSPE, co-located with Deck Expo, comes to the Kay Bailey Hutchison Convention Center in Dallas Nov. 12-14.

Organized by Informa, the event is expected to attract 10,000 attendees who can explore 136,800 square feet of showroom exhibits.

To develop a plan of attack for the event, attendees can use the mobile app My Show Planner. Users can find session descriptions and schedules, a floor plan and exhibitor lists. The app even features a themed scavenger hunt. To sign up and create a show plan, attendees can visit [ge24psp.mayourshow.com](http://ge24psp.mayourshow.com).

This year, the My Show Planner app will provide suggestions for what to see or do based on an attendee's registration profile. For example, it might prompt a pool service profes-

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sional to check out events, education, networking opportunities and exhibitors related to their business.

Assistance also will come in human form. Attendees can find help navigating the show floor from personnel wearing vests that say, “Ask me.” On-site signage and a digital show guide also will help.

To kick off the Expo, organizers are taking a different approach to the keynote, with headliners presenting both Tuesday and Wednesday morning.

“Raise Your Game’ is our conference program theme, so the Day One keynote (Alan Stein, Jr.) is somebody who is a basketball performance coach, and he can apply those same strategies to help with your business,” Osterbusch explains. Stein Jr. also wrote the book, *Raise Your Game*, to help organizations boost productivity and success.

For Day Two’s keynote slot, organizers have assembled a panel to discuss industry trends and challenges, to be moderated by PHTA President/CEO Sabeena Hickman and Scott Hackworth, president of Industry Insights, a research firm based in Dublin, Ohio.

## EXPERIENCES FOR EVERYONE

Expo networking events and floor activities are scheduled to provide something for builders, retailers and service businesses, with even more

specialized zones and stages.

The Welcome Party will give attendees the chance to experience the Dallas skyline and network under the stars. It takes place Tuesday from 5:30 to 7:30 p.m. at the Omni Hotel Lawn Courtyard.

Also returning for its second year is the Blossom and Lead Women’s education and networking area.

A new retail area will debut this year. The Retail Innovation Zone will expand to include The Veranda, a stage and networking area catering to this industry segment. Show planners designed the space for relaxing and learning the latest trends in store design, technology, programs and big-ticket item sales, Osterbusch says. This year, it houses two full days of programming and networking.

Service professionals also will find new programming for them. On Monday afternoon, Nov. 11, Pool Nation will host a Pool Pro Appreciation Event and Business Summit sponsored by Heritage Pool Supply Group.

An established highlight, the Outdoor Living Stage, also will expand, with the stage hosting a variety of sessions, including one featuring influencers.

On the show floor, the winner of the Million Dollar Pool Design Challenge will be revealed. This takes place in a special session Wednesday, Nov. 13. Five finalists will present renderings

of their ultimate backyards designs, after which attendees will vote on the winners. The top prize is \$10,000.

## LEAN INTO LEARNING

Including pre-conference, conference and show-floor sessions, the PSP/Deck Expo will offer approximately 100 courses.

“We’ve got the most extensive certification and advanced-level, hands-on instruction in our pre-conference program that is delivered through our partners,” Osterbusch says.

Pre-conference courses take place Nov. 9 to 11, held by PHTA, Genesis, North American Deck & Railing Association (NADRA), American Shotcrete Association, National Plasterers Council, Pool Nation and Watershape University. In-depth courses include a comprehensive concrete construction school and Certified Maintenance Specialist course from Genesis; Hands-on Pump Installation from Pool Nation; and multi-day courses on fluid hydraulics and commercial pool construction from Watershape University, among others.

This year’s curriculum will be divided into five educational tracks: business, design/construction, retail, outdoor living, and service to help attendees find what they’re looking for more easily.



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# 2024 INT'L POOL SPA PATIO/DECK EXPO CONFERENCE

## NOVEMBER 12 - 14 2024 | KAY BAILEY HUTCHISON CONVENTION CENTER | DALLAS

### Saturday, November 9

#### 8 a.m.-5 p.m.

GENESIS Construction School: Concrete Pools, Day 1  
Room D223

GENESIS Construction Superintendent: Connecting the Field with the Home Office, Day 1  
Room D227

Certified Maintenance Specialist, Day 1  
Room D161

Certified Pool & Spa Operator (CPO) en Espanol, Dia 1  
Room D164

Certified Pool & Spa Operator (CPO), Day 1  
Room D162

Certified Service Technician (CST), Day 1  
Room D163

GENESIS Elements of Design, Day 1  
Room D225

GENESIS Color Theory & Its Application, Day 1  
Room D226

Watershape U: Essential Pool Construction, Day 1  
Room C140

Watershape U: Quality Shotcrete Placement for Pools  
Room Ballroom C4

Watershape U: Essential Plaster Workshop, Day 1  
Room Ballroom C2

Watershape U: Essential Advanced Watershape - Commercial, Day 1  
Room Ballroom C3

Watershape U: Essential Perspective Drawing Workshop  
Room C143

Watershape U: Beyond the Vessel - Outdoor Living & Landscape Design + Construction, Day 1  
Room C149

#### 8 a.m.-10 a.m.

Pool Nation: Chemical Automation 101: Hands-On Pool Chemical Management, Day 1  
Room C148

Pool Nation: Hands-On Pump Installation, Programming and Repairs, Day 1  
Room C144

#### 8:30-10:00 a.m.

Pool Nation: Building a Team of Teams: Collaborative Strategies for Success  
Room C141

Pool Nation: Elevating Pool Care: The Comprehensive Responsibilities of a Modern Pool Pro  
Room C140

#### 10:15-11:45 a.m.

Pool Nation: Interviewing and Hiring: Using the Behavior-Based Method  
Room C141

Pool Nation: Precision in Pool Chemistry: Proper Testing, Dosing & Targeted Pool Care  
Room C140

#### 10:15-12:15 p.m.

Pool Nation: Hands-On Pool Heater Installation and Repair Workshop, Day 1  
Room C155

Pool Nation: Pool Lighting 101: Fundamentals of Pool Lighting, Day 1  
Room C142

#### 12:45-1:45 p.m.

Pool Nation: Understanding Chemicals: Choosing the Right Chemicals for Every Pool  
Room C140

#### 12:45-2:15 p.m.

Pool Nation: Coaching for Performance  
Room C141

#### 1-3 p.m.

Pool Nation: Precision Pool Leak Detection: Techniques and Tools for Success, Day 1  
Room C146

#### 1:15-3:15 p.m.

Pool Nation: Advanced Pool Heater Troubleshooting and Repair Workshop, Day 1  
Room C156

#### 2-3 p.m.

Pool Nation: Proactive Pool Care vs Reactive: Utilizing Specialty Chemicals & Minerals to Elevate your Game  
Room C140

#### 2:30-4 p.m.

Pool Nation: Getting Results Through Accountability  
Room C141

#### 3:15-4:45 p.m.

Pool Nation: The Importance of Safety: Saving Lives and Limiting Liability  
Room C140

#### 3:30-5:30 p.m.

Pool Nation: Automation 101: Hands-On Pool Automation Panel Wiring, Day 1  
Room C147

#### 4:15-5:15 p.m.

Pool Nation Conference COMM-105: Effective Communication for You and Your Team  
C141

### Sunday, November 10

#### 8 a.m.-5 p.m.

GENESIS CONSTRUCTION SCHOOL: Concrete Pools, Day 2  
Room D223

GENESIS Construction Superintendent: Connecting the Field with the Home Office, Day 2  
Room D227

Certified Maintenance Specialist, Day 2  
Room D161

Certified Pool & Spa Hot Tub Technician, Day 1  
Room D168

Certified Pool & Spa Operator en Espanol, Dia 2  
Room D164

Certified Pool & Spa Operator, Day 2  
Room D162

Certified Service Technician, Day 2  
Room D163

GENESIS Elements of Design, Day 2  
Room D225

GENESIS Color Theory & Its Application, Day 2  
Room D226

Watershape U: Essential Pool Construction, 3 Day 2  
Room C140

Watershape U: Essential Plaster Workshop, Day 2  
Room Ballroom C2

Watershape U: Essential Advanced Watershape - Commercial, Day 2  
Room Ballroom C3

Watershape U: Essential Advanced Fluid Engineering Workshop, Day 2  
Room Ballroom C4

Watershape U: Essential Color Theory, Materials & Textures Workshop  
Room C143

#### 8-10 a.m.

Pool Nation: Chemical Automation 101: Hands-On Pool Chemical Management, Day 2  
Room C148

Pool Nation: Hands-On Pump Installation, Programming and Repairs, Day 2  
Room C144

#### 8 a.m.-12 p.m.

Watershape U: Beyond the Vessel - Outdoor Living & Landscape Design + Construction, Day 2  
Room C149

#### 9-10 a.m.

Biolab Retail Classes: Effective Employee Onboarding: Strategies for Success in the Pool Industry  
Room C141

Pool Nation: The Science of Algae: Identifying, Preventing, and Eliminating Pool Algae  
Room C140

#### 10:15-11:45 a.m.

Biolab Retail Classes Coaching for Success: Empowering Teams for Peak Performance  
Room C141

Pool Nation: Advanced Water Chemistry: Target vs Range and Understanding LSI  
Room C140

#### 10:15-12:15 p.m.

Pool Nation: Hands-On Pool Heater Installation and Repair Workshop, Day 2  
Room C155

Pool Nation: Pool Lighting 101: Fundamentals of Pool Lighting, Day 2  
Room C142

#### 12:45-1:45 p.m.

Pool Nation: Advanced Sanitizers: Understanding Ozone, UV, and AOP for you & your Customers Benefit  
Room C140

#### 12:45-2:15 p.m.

Biolab Retail Classes: Mastering Merchandising: Strategies for Pool Retail Store Success  
Room C141

#### 1-3 p.m.

Pool Nation: Precision Pool Leak Detection: Techniques and Tools for Success, Day 2  
Room C146

#### 1-5 p.m.

Watershape U: The Pool House - An Indispensable Guide, Day 1  
Room C149

#### 1:15-3:15 p.m.

Pool Nation: Advanced Pool Heater Troubleshooting and Repair Workshop, Day 2  
Room C156

#### 2:30-3 p.m.

Pool Nation: New Plaster Startups: Do's and Don'ts  
Room C140

Biolab Retail Classes: Unlocking Growth: Advanced Marketing Techniques for Pool Retail  
Room C141

#### 3:30-5:30 p.m.

Pool Nation: Automation 101: Hands-On Pool Automation Panel Wiring, Day 2  
Room C147

#### 3:45-4:45 p.m.

Pool Nation: Effective Acid Washing: Procedures, Pitfalls, and Precautions  
Room C140

#### 3:45-5:15 p.m.

Biolab Conference: Customer Acquisition Mastery: Growing Your Pool Retail Business  
Room C141

### Monday, November 11

#### 8 a.m.-5 p.m.

GENESIS CONSTRUCTION SCHOOL: Concrete Pools, Day 3  
Room D223



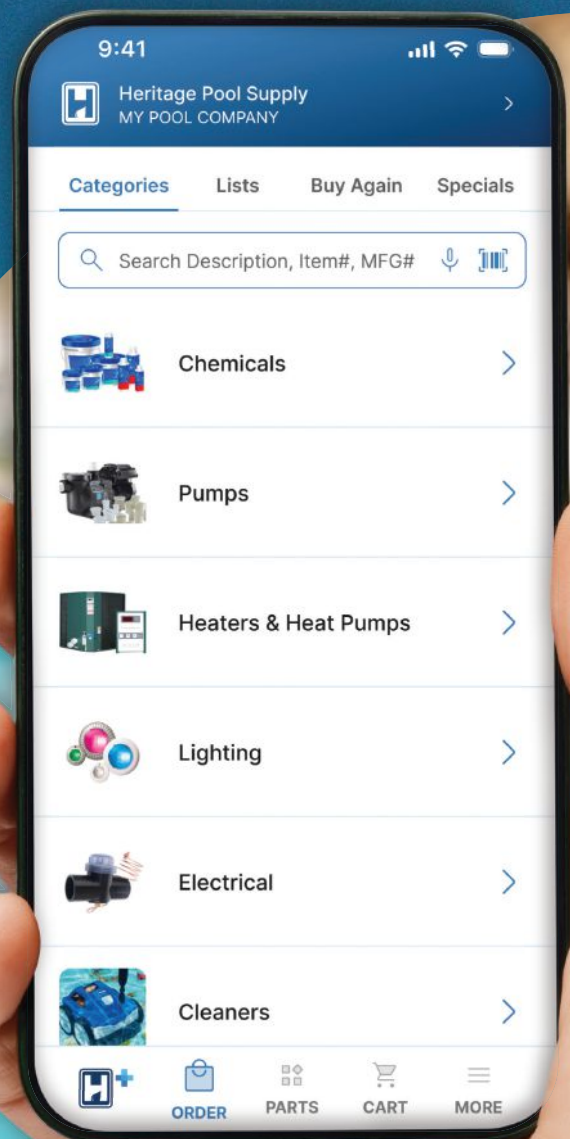
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## 2024 INT'L POOL SPA PATIO/DECK EXPO CONFERENCE NOVEMBER 12 - 14 2024 | KAY BAILEY HUTCHISON CONVENTION CENTER | DALLAS

Certified Maintenance Specialist,  
Day 3  
Room D161

Certified Pool & Spa Hot Tub  
Technician, Day 2  
Room D168

Certified Service Technician,  
Day 3  
Room D163

GENESIS: How to Progressively  
Introduce Wellness into your  
Business Model  
Room D227

National Plasters Council Start-Up  
Technician Certification Course  
Room A304

Watershape U: Dollars and Sense  
-- Understanding and Managing  
Business Finance  
Room Ballroom C3

Watershape U: Essential Pool  
Construction, Day 3  
Room C140

Watershape U: Advanced Fluid  
Engineering Workshop, Day 2  
Room Ballroom C4

Watershape U: Essential Princi-  
ples of Design Workshop  
Room C143

Watershape U: The Pool House -  
An Indispensable Guide, Day 2  
Room C149

Watershape U: Basic Water  
Chemistry  
Room Ballroom C2

**8 a.m.-12 p.m.**  
Certified Pool & Spa Inspector (CPI)  
Room D162

Certified Pool & Spa Inspector  
(CPI) en Espanol  
Room D164

GENESIS E331: A Comparison  
of Heating Options for Pools and  
Spas  
Room D225

**8:30-9:30 a.m.**  
Pool Nation Conference  
BRAND-1016: Mastering Brand-  
ing: Building a Strong Identity for  
Your Business  
Room C141

**9-10 a.m.**  
Pool Nation Conference PRO-  
1011: The Impact of Water  
Balance: Balancing Chemistry to  
Protect Your Equipment  
Room C140

**9 a.m.-12 p.m.**  
Pool Nation Conference: AquaStar  
& Raypak Plumbing-101:  
Plumbing a Pool Pad: Mastering  
Installation and Maintenance  
Room C156

**9 a.m.-4 p.m.**  
Significant Change Update: 2021  
and 2024 ISPSC (International  
Swimming Pool & Spa Code)  
Room D226

**9:45-11:15 a.m.**  
Pool Nation Conference GROW-  
1017: Scaling and Growth:  
Strategies for Business Expansion  
Room C141

**10:15-11:45 a.m.**  
Pool Nation Conference PLRO-  
1012: Navigating New Plaster  
Issues: From Identification to  
Resolution  
Room C140

**11:30 a.m.-12:30 p.m.**  
Pool Nation Conference MKT-  
1018: Mastering Modern Market-  
ing: Strategies for Growth  
Room C141

**12:45-2:15 p.m.**  
Pool Nation Conference PRO-  
1013: Chemical Awareness and  
Safety: Ensuring Compliance and  
Protection  
Room C140

**1-5 p.m.**  
C220: GENESIS Electrical Ele-  
ments of Pools  
Room D225

**1:15-3:15 p.m.**  
Pool Nation Conference EC-  
401: Electrical Connections for  
Pool Equipment Pad: Hands-On  
Training  
Room C156

**1:30-2:30 p.m.**  
Pool Nation Conference FIN-1009:  
Financials and Profitability: Maxi-  
mizing Your Business Success  
Room C141

**2:30-3:30 p.m.**  
Pool Nation Conference SALT-  
1014: Mastering Salt Pools:  
Comprehensive Care and Mainte-  
nance Room C140

**2:45-3:45 p.m.**  
Pool Nation Conference FIN-101:  
Financial Planning and Exit Strate-  
gy: Securing Your Business Future  
Room C141

**5-7 p.m.**  
PHTA Awards of Excellence  
Reception  
Room Ballroom D

**Tuesday, November 12  
8-9 a.m.**  
12 Characteristics of a Great  
Designed Small Space  
Room Ballroom C2

GENESIS C252: Science, Math,  
and Art: 3 Essential Ingredients  
for Installing Seamless, Long Last-  
ing and Beautiful All Tile Pools  
Room C140

GENESIS D151A: The Art of  
Innovation  
Room Ballroom C3

Hazardous Materials & Proper  
Handling for Pool Pros  
Room C141

Turn Your Team Into A Champi-  
onship Team: Hiring, Training,  
Management, Motivation and  
Retention  
Room Ballroom C4

WU B1451: Introduction to  
Finance and Estimating  
Room Ballroom C1

**9:15-10:20 a.m.**  
Day 1 Keynote: Raise Your Game  
w/ Alan Stein, Jr.  
Room Ballroom D

**11 a.m.-12 p.m.**  
Be At Your Best Every Day: 5 Prin-  
ciples To Consistent Sales Success  
Room Ballroom C4

Finding Leaks - Turning Headaches  
into Profits  
Room C141

GENESIS C322: Construction  
Management: An Insight into a  
Functional Team  
Room C140

GENESIS D166: A Simulated  
First Meeting: How to Decode  
What the Client Shows You, Into  
What The Client Actually Wants  
Room Ballroom C3

GENESIS D163: How to  
Transform a Regular Fiberglass  
Vessel into a Luxurious Perimeter  
Overflow Project  
Booth 2700

Swimming Pool Water Techniques  
with Basecrete: A Hands-On Class  
Room Ballroom C2

WU C2240: Pool Shotcrete In-  
spection and Quality Application  
Room Ballroom C1

**11:30 a.m.-12:15 p.m.**  
Holding Store Events  
Booth 1004

Rewards/Loyalty Program  
Booth 1004

**11:30 a.m.-12:30 p.m.**  
DECKx Talk: "Fail to Plan & Plan  
to Fail: The Blueprint for Business  
Success"  
Room C147

**12-12:45 p.m.**  
From the Field to the Forefront:  
Practical Knowledge for Outdoor  
Living Contractors  
Outdoor Living Stage - Booth #  
5911

**12:30-1:15 p.m.**  
GENESIS C310: Advanced Tile  
Cutting Techniques for Pools,  
Spas, and Water Features  
Booth 2700

Get Your Story to Resonate Online  
to Boost Your Revenue: Digital  
Communications & Advertising  
Booth 1004

**1-1:45 p.m.**  
A Picture's Worth a Thousand Words  
Booth 5911

**1-2 p.m.**  
Builder Power Panel  
Room Ballroom C4

Hot Water Spa Chemistry: It's Not  
Just a Little Pool  
Room Ballroom C3

Keep Pools Safe & Open: Tips on  
Operations, Elevated Pools, Drain  
Covers (VGBA)  
Room C140

Learn How Advertising on Amazon  
Prime Video, HULU & More (CTV/  
Video Streaming) Improves Your  
Return on Ad Spend  
Room C141

Standard Operating Procedures  
(SOP) Development  
Room Ballroom C2

WU E2956: Pool Shell Failures  
with ASR - Forensic Evaluations  
Room Ballroom C1

**1:30-2:15 p.m.**  
Big Ticket Sales  
Booth 1004

**1:30-2:30 p.m.**  
DECKx Talk: "Know Your Numbers:  
The Key to Unlock Business  
Growth"  
Room C147

GENESIS D177: Architecture:  
How the Ranch and Mid-Century  
Modern Home Shaped the Way We  
Live Outdoors Today!  
Booth 2700

**2 p.m.-4:45 p.m.**  
Decked Out Marketing: Elevate  
Your Business  
Booth 5911

**2-4 p.m.**  
Women Blossom and Lead Work-  
shop: Discover Who You Are -- and  
Own It!  
Booth 9709

**2:15-3:15 p.m.**  
Enhance Your Digital Footprint &  
Generate Better Leads  
Room C140

Leaders Enhance Life  
Room Ballroom C4

Pool Chemistry Troubleshooting:  
The Top Issues That Keep Us Up  
At Night  
Room Ballroom C3

Solar Pool Heating for Beginners:  
Basic Design, Installation, and  
Troubleshooting  
Room Ballroom C2

Visual Merchandising To Increase  
Sales  
Room C141

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# 2024 INT'L POOL SPA PATIO/DECK EXPO CONFERENCE

## NOVEMBER 12 - 14 2024 | KAY BAILEY HUTCHISON CONVENTION CENTER | DALLAS

WU C2252: Concrete Defect Identification and Prevention  
Room Ballroom C1

**2:30-3:15 p.m.**  
9 Ways AI Can Help You Book More Jobs This Year  
Booth 9320

Service Management: Part Three of the Balanced Business Approach  
Booth 1004

**3-3:45 p.m.**  
Outdoor Living Biophilic Design  
Booth 5911

PHTA / WAVE: How to Grow Yourself and Your Business  
Booth 2700

**3:30-4:15 p.m.**  
Top 3 Immediate Impacts: How Do We Keep People in The Store  
Booth 1004

**3:30-4:30 p.m.**  
DECKx Talk: "Profit Habits: A Guaranteed Strategy for Permanent Profitability"  
Room C147

**4-5 p.m.**  
GENESIS E106: Hiring An Engineer without Remorse  
Booth 2700

**Wednesday, November 13**  
**8-9 a.m.**  
Deck Business Growth Playbook: Advanced Marketing Strategies for the Digital Age  
Room C147

Fast Friends - Quickly Bond with Your Clients to Discover What They Really Want  
Room Ballroom C1

Future-Proof Your Business - 10 Game Changing Digital Marketing Strategies for 2025  
Room Ballroom C4

GENESIS C307: Construction at Difficult Sites  
Room C140

GENESIS D205: Design for the Pool Construction Professional  
Room Ballroom C3

Liner Measurement from Novice to Pro  
Room C141

Transforming Swimming Pool & Spa Floors  
Room Ballroom C2

**9:15-10:15 a.m.**  
Day 2 Keynote: A Deep Dive into Trends and Challenges for the Pool & Hot Tub Industry  
Room Ballroom D

**11 a.m.-12 p.m.**  
Boost Your Revenue by Becoming a Trusted Expert for Your Customers  
Room Ballroom C2

GENESIS C 171: Project Profiles: An Interactive Discussion on Design and Construction Grass Edge Overflow, Clear Underwater Panels and More  
Room C140

GENESIS D182: Visual Storytelling for Sales and Design  
Room Ballroom C3

GENESIS D113: Forecasting Design and Market Trends  
Booth 2700

Leveraging Generative AI for Small Business Efficiency: Practical Strategies and Tools  
Room Ballroom C4  
Load Center Wiring Instruction: Low Voltage & Bonding  
Room C141

WU C3923: Removal and Replacement of a Defective Rooftop Pool  
Room Ballroom C1

**11:30 a.m.-12:30 p.m.**  
DECKx Talk: "Seal the Deal: Sealers to a 90% Close Ratio"  
Room C147

SpaRetailer/PoolPro Power Women: Overcoming Career Obstacles and Challenges  
Booth 9709

**12-12:45 p.m.**  
Deck Power Panel: Marketing to the Max: Craft Creative Marketing Campaigns  
Booth 5911

**12:30-1:15 p.m.**  
Autoship Programs  
Booth 1004

**1-1:45 p.m.**  
Deck Power Panel: Elevate Your Decking Business to the Next Level  
Booth 5911

**1-2 p.m.**  
Algae - What you Need to Know  
Room Ballroom C3

Exploring Transition Options - What We've Learned  
Room C140

Retail Innovations - Utilizing Digital Signage In Your Showroom To Transform Your Sales  
Room C141

Service Power Panel  
Room Ballroom C4

Showcasing your Worth Without Ruffling Some Feathers!  
Booth 9709

WU D2511: Add Revenue from Water and Wellness: Current Trends and Strategies  
Room Ballroom C1

**1:30-2:15 p.m.**  
Creating a Store Culture  
Booth 1004

**1:30-2:30 p.m.**  
DECKx Talk: "From Guesswork to

Guaranteed Profits: How to Fix Your Estimates"  
Room C147

GENESIS C253: Dampproofing (Waterproofing) for Remodels  
Booth 2700

Million Dollar Pool Design Challenge  
Booth 9320

**2-2:45 p.m.**  
Maximizing Revenue with Exclusive Leads and Financing Options  
Booth 5911

**2:15-3:15 p.m.**  
Avoiding Common Pitfalls: Mastering Fiberglass Pool Installation  
Room Ballroom C2

Bright Pools, Happy Customers: Upgrading Pool Performance with VS Pump Skills  
Room Ballroom C3

En español- Bright Pools, Happy Customers: Upgrading Pool Performance with VS Pump Skills  
Room C140

Engaging Gen Z+: Strategies to Attract & Retain Top Talent in the Pool, Spa, and Patio Industry  
Room Ballroom C4

Why Sauna, Why Now?  
Room C140

WU B1121: Operating Philosophies & Policies  
Room Ballroom C1

**2:30-3:30 p.m.**  
Navigating Success: Insights from Industry Leaders in the Swimming Pool Sector  
Booth 9709

**3-3:45 p.m.**  
Crafting the Perfect Fence Enclosure: A Blueprint for Fence Contractors and Pool Contractors  
Booth 5911

PHTA: Service Profitability: Turning Your Service Department into a Strategic Advantage (IHTA)  
Booth 2700

**3:30-4:30 p.m.**  
DECKx Talk: "Buy Back Your Time: How to Build a Team of A-Players"  
Room C147

**4-5 p.m.**  
GENESIS D242: Developing your Skills in Pool Photography  
Booth 2700

Lead Like a Woman  
Booth 9709

**Thursday, November 14**  
**8-9 a.m.**  
All About Pumps, Filters & Hydraulics  
Room Ballroom C3

Designing, Planning & Installing a Gas Fire Pit  
Room Ballroom C1

Developing a 12-month Marketing Calendar  
Room C140

Preparing for Your Future with an Exit Plan  
Room C141

Retail Power Panel  
Room Ballroom C4

**9:15-10:15 a.m.**  
Driving Results Through Effective Communication  
Room Ballroom C4

GENESIS C209: Damp-proofing: 3 Key and Important Steps That are Commonly Overlooked!  
Room Ballroom C3

Optimizing Pool Performance: A Comprehensive Guide to Chemical Pump Maintenance for Pool Professionals  
Room C141

SPANISH GENESIS D220: Pool Design: Meeting Your Client's Great Expectations  
Room C140

WU E2731: Structural Repairs of Existing Pools  
Room Ballroom C1

**10:30-11:30 a.m.**  
Chemical Automation Done Right  
Room Ballroom C3

Developing Leaders in Your Company  
Room C140

The Top 10 Employment Law Mistakes Most Commonly Made by Construction Contractors (and how to avoid them!)  
Room Ballroom C4

**10:30 a.m.-12 p.m.**  
Developing a Highly Successful Referral Program  
Room C141

**11-11:45 a.m.**  
Category Shift to Glass Railing  
Booth 5911

**11 a.m.-12 p.m.**  
GENESIS D183: Wellness and Design: How To Discuss and Design with Wellness in Mind  
Booth 2700

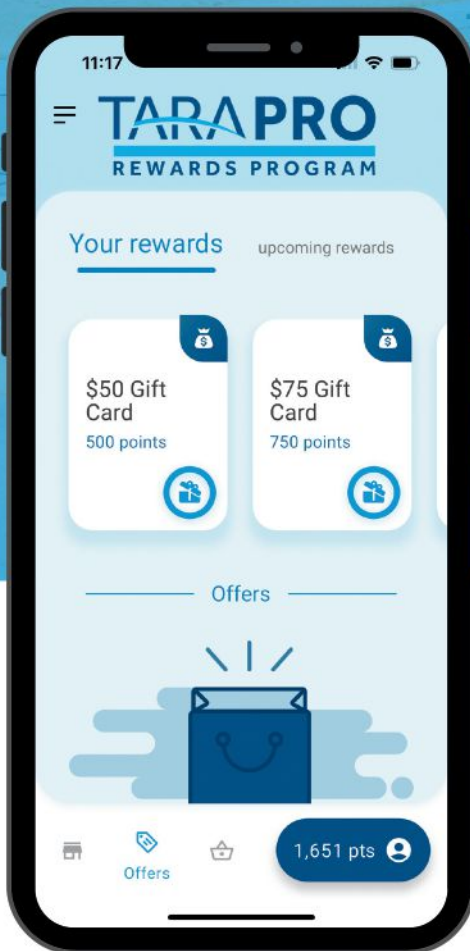
**12-12:45 p.m.**  
Leveraging BIM: How Designers Specify Products in the Modern Era  
Booth 5911

**12:30-1:30 p.m.**  
GENESIS C112: Stop Blaming the Tile- Misunderstanding Common Pool Tile Failures  
Booth 2700

**1-1:45 p.m.**  
Elevating Success: Implementing Educational Training and Rewards in a Pro Rewards Program  
Booth 5911

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# CONGRATULATIONS YOU'RE A WINNER

PSN'S TOP 50 POOL SERVICE AWARD



Out of 75,000 Pool Servicers, you represent the best. That's no easy feat. Thank you for doing all the dirty work, putting in the long hours and providing the perfect pool and wellness experience to your customers.

We look forward to continuing to work together to make our industry even greater.



# IN TOP FORM

As this diverse group of exemplary service operations shows, excellence knows no discrimination.

BY REBECCA ROBLEDO

**Success comes in all sizes and styles**, as we see once again with this year's class of PSN and Jandy Top 50 Service companies.

These firms hail from around the country and include independent operators, franchisees, service divisions of multidisciplinary companies, and national consolidators. In total, they employ 2,618 techs and serve 162,830 clients, including 149,921 households. For their efforts, they brought home \$412.6 million in service revenue in 2023, between residential and commercial work. While most of these companies have one or two locations, a

few consolidators raise the total number of offices to 131 between the 50.

Read on to learn more about this group and how it reflects on the service and maintenance segment of the pool/spa industry. The upward trending begun several years ago in service continues, as shown in a survey of the group and a look back at how some of them performed over the past five years.

Throughout the package, Top 50 principals share the ways they've improved their companies in the past year. Congratulations to this year's Top 50 Service firms.

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to these United Aqua Group members

## Top 50 Service Honorees

Gohlke Pools

Goodall Pools

Beninati Pools and Spas

J&M Pool Co

Fronheiser Pools

Payan Pool Service

Molinari Pools

Best Pool Service

Spartan Pool and Patio

Pool Rx



scan to  
learn more



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# 2024 TOP 50 SERVICE

	Company	Headquarters	# Locations Providing Pool/Spa Service	President/CEO	Total 2023 Service Revenue
1	Pool Troopers	Tampa, Fla.	16	Adonicio Gonzalez	\$57,422,000
2	SPS PoolCare	Austin, Texas	18	Lance Martin	\$60,664,250
3	Amenity Pool Services	Orlando, Fla.	9	Philip Carter	\$48,060,000
4	National Pool Partners	Tampa, Fla.	10	Hal Denbar	\$55,443,128
5	Gib-San Pool & Landscape Creations	Toronto, Ontario	1	Ed Gibbs	\$6,400,000
6	All Seasons Pools, Spas & Outdoor Living	Orland Park, Ill.	1	Doug Mayhall	\$3,291,466
7	Gohlke Pools	Denton, Texas	1	Matt Gohlke	\$7,001,929
8	Aloha Pools USA	Union City, Tenn.	5	Brad Cook	\$2,200,000
9	Great Valley Pool Service	Frazer, Pa.	1	Tracy and Cecil Bond	\$4,579,455
10	Goodall Pools	Camp Hill, Pa.	6	Robert Goodall III	\$2,908,732
11	Richard's Total Backyard Solutions	Houston, Texas	2	JR Richard	\$702,000
12	Aqua Pool & Patio	East Windsor, Conn.	1	Michael Giannamore	\$2,408,738
13	Pettis Pools	Hilton, N.Y.	2	John Napolitano, Julie Pettis, Eric Foss, Jesse Wiggins	\$2,400,000
14	Hastings Water Works	Brecksville, Ohio	1	David J. Hastings	\$4,571,000
15	Beninati Pools and Spa	Utica, Mich.	1	Jacob Beninati	\$4,868,234
16	Swimming Pool Services	Waukesha, Wis.	2	Michael Panella & Justin Lex	\$2,528,786
17	J&M Pool Company	Senoia, Ga.	1	Ryan Smart	\$6,677,000
18	Morehead Pools	Shreveport, La.	1	Michael Moore II	\$2,483,082
19	Ike's Carter Pools	Oakland Park, Fla.	1	Gary Kaplan / Erik Eikevik	\$1,990,000
20	Fronheiser Pools	Bally, Pa.	1	Ron & Adam Fronheiser	\$4,435,929
21	Riverbend Sandler Pools	Plano, Texas	2	Bruce Mungiguerra	\$9,914,100
22	Poolwerx Redlands	Redlands, Calif.	1	Cal & Sharon Boothby	\$2,046,332
23	Hines Pool & Spa	Austin, Texas	1	Andy Hines	\$7,333,060
24	Pools of Fun	Plainfield, Ind.	1	Tim Colon	\$4,395,871
25	Payan Pool Service	Santee, Calif.	2	Javier Payan	\$2,399,299
26	Claffey Pools	Southlake, Texas	1	Charlie Claffey	\$4,044,952
27	Ohio Pools & Spas	North Canton, Ohio	1	Amanda Annis	\$1,980,442
28	Poolsure	Houston, Texas	13	Alan Flaik	\$27,921,876
29	Molinari Pools	Vero Beach, Fla.	1	Joel Molinari, Jr.	\$3,400,000
30	Heritage Pools	North Charleston, S.C.	1	Michael Gesmond	\$1,600,000
31	Miller Pools	Pasadena, Texas	1	Michael Miller	\$3,726,804
32	Puryear Custom Pools	Fort Worth, Texas	2	Jason & Jennifer Satterwhite	\$4,547,244
33	Master Touch Outdoor Living	Coral Springs, Fla.	2	Nilson Silva	\$2,880,000
34	Pure Swim	Los Angeles, Calif.	1	Rich Gallo	\$3,418,173
35	Hamlin Pools	Pharr, Texas	1	Tyler Stansberry	\$5,620,390
36	Concord Pools & Spas	Latham, N.Y.	1	Jon Foshee	\$2,292,737
37	Unified Pool Solutions	Katy, Texas	1	Mark Uberecken	\$1,000,000
38	Claropool	Palm Desert, Calif.	1	Stephen G. Little	\$7,739,131
39	Best Pool Service	Santa Ana, Calif.	1	Jonathan Shapiro	\$1,904,167
40	Patio Pools and Spas	Tucson, Ariz.	2	Gene Ragel Jr.	\$3,470,838
41	Poolwerx Keller	North Richland Hills, Texas	2	Frank Disher	\$2,391,000
42	Pulliam Pools	Fort Worth, Texas	1	Andrew Fluty	\$2,411,055
43	MCM Pool Service	Norton, Mass.	1	Chris Murphy	\$2,361,298
44	Pool and Spa POSEIDON	Longueuil, Quebec	2	Nicolas Guillotte	\$5,687,128
45	Crystal Clear Custom Pools	Midlothian, Texas	1	Tom Sheehy	\$2,075,809
46	Easton Pool & Spa	Easton, Mass.	1	Timothy Dooling, David and Robert Hobaica	\$1,710,000
47	Spartan Pool & Patio	Norman, Okla.	1	Sam Stroud/Jordan Demeter	\$2,896,189
48	Pools Etc.	Menlo Park, Calif.	1	Abhi Ravishankar	\$2,984,000
49	POOL-ology	Belton, Texas	1	Michael Jereb, Malcolm Marshall, Vincent Kasa	\$2,923,849
50	Pool Rx	Carrollton, Ga.	2	Beau Martin	\$4,500,000

2023 Residential Service Revenue	2023 Commercial Service Revenue	Residential Service Accounts	Commercial Service Accounts
\$45,144,000	\$12,278,000	19,750	678
\$57,631,038	\$3,033,212	28,995	1,526
\$26,600,000	\$21,460,000	9,200	2,751
\$51,386,449	\$4,056,679	11,539	369
\$6,400,000	\$-	2,000	0
\$2,992,843	\$298,623	1,800	35
\$6,973,922	\$28,007	3,315	5
\$2,090,000	\$110,000	5,354	280
\$4,551,831	\$27,624	1,046	3
\$2,855,632	\$53,100	6,247	118
\$702,000	\$-	2,737	0
\$2,393,738	\$15,000	850	2
\$2,400,000	\$-	2,664	0
\$1,974,000	\$2,597,000	574	239
\$3,894,587	\$973,647	7,143	121
\$2,528,786	\$-	1,242	0
\$6,619,000	\$58,000	2,200	6
\$2,284,435	\$198,647	971	39
\$1,890,000	\$100,000	820	65
\$4,435,929	\$-	2,852	0
\$9,863,210	\$50,890	5,375	5
\$1,984,516	\$61,816	1,559	25
\$4,244,086	\$3,088,974	1,284	873
\$4,352,601	\$43,270	2,198	3
\$1,715,038	\$684,261	524	121
\$4,025,152	\$19,800	4,871	3
\$1,980,442	\$-	250	0
\$-	\$27,921,876	0	4,474
\$3,400,000	\$-	512	0
\$1,600,000	\$-	750	0
\$3,723,984	\$2,820	1,710	2
\$4,547,244	\$-	762	0
\$2,805,000	\$75,000	1,250	7
\$3,418,173	\$-	418	0
\$4,496,312	\$1,124,078	1,000	32
\$2,288,896	\$3,841	2,713	5
\$1,000,000	\$-	198	0
\$7,739,131	\$-	750	0
\$193,186	\$1,710,981	79	178
\$3,123,754	\$347,084	2,196	46
\$2,116,000	\$275,000	480	4
\$2,393,055	\$18,000	1,967	4
\$2,354,848	\$6,450	910	5
\$5,047,128	\$640,000	2,650	625
\$2,056,059	\$19,750	1,220	5
\$1,710,000	\$-	120	0
\$2,846,189	\$50,000	470	12
\$2,780,000	\$204,000	1,205	125
\$2,906,089	\$17,760	676	3
\$3,500,000	\$1,000,000	525	115

# 2024 Top-Notch Decisions

These company leaders were asked, “What new skill did you or a new staffer develop, or what new service did you begin offering in the past year?” Here are their answers.



**1**  
**Pool Troopers**  
**ADIONICIO GONZALEZ**  
 PRESIDENT

Last year, we standardized our offerings by consolidating them into two core service packages. This deliberate move streamlines operations and simplifies our service delivery. By narrowing our range of services, we ensure that each is refined and perfected.



**2**  
**SPS PoolCare**  
**LANCE MARTIN**  
 PRESIDENT/CEO

We have expanded our service offerings within the past year in our western service areas of Nevada and Arizona, which have hard water with high mineral content, to include pool tile cleaning and acid wash services.



**3**  
**Amenity Pool Services**  
**PHILIP CARTER**  
 PRESIDENT

We launched a custom online customer service portal that allows clients to monitor their service visits in real-time including timing, water quality readings, before/after photos, services performed, and more. Our techs can share notes with the customer directly.



**4**  
**National Pool Partners**  
**HAL DENBAR**  
 FOUNDING PARTNER/CEO

NPP made two tremendous hires in 2024: Mark Lum and Bob Buettner. Together, they bring nearly 80 years of industry expertise: Mark managed Risk & Safety at Leslie’s for approximately 20 years, and Bob was a leading educator and trainer at Leslie’s.



**5**  
**Gib-San Pool & Landscape Creations**  
**ED GIBBS**  
 PRESIDENT/CEO

We implemented Service Titan, software that helps elevate the client experience by providing before and after photos, reports of what was done on site as well as access to the site history and all applicable information about a pool/spa.

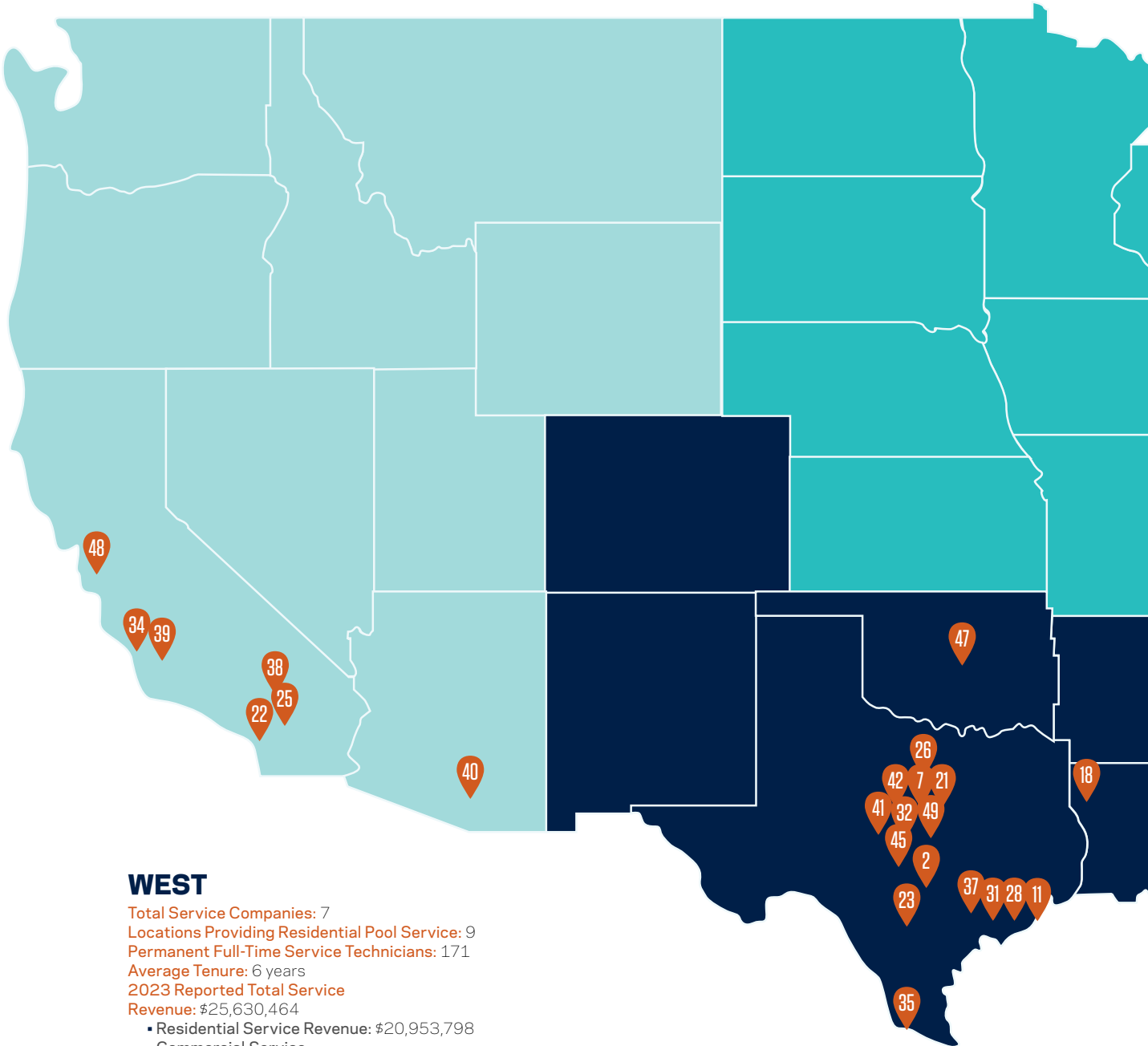


**6**  
**All Seasons Pools, Spas & Outdoor Living**  
**DOUG MAYHALL**  
 PRESIDENT

We developed Core Values — seven characteristics that define great employees: customer satisfaction, integrity, communication, excellence, teamwork, balance and fun. They provide us with a core to guide our daily actions.

# TOP 50 SERVICE by Region

**The map below** shows the regional distribution of this year's Top 50 Service companies. Each tab represents one firm, showing its headquarter city. Numbers on the tabs indicate company ranking. Once again, Texas is well-represented, holding 15 of the slots, or 30%.



## WEST

Total Service Companies: 7  
Locations Providing Residential Pool Service: 9  
Permanent Full-Time Service Technicians: 171  
Average Tenure: 6 years  
2023 Reported Total Service Revenue: \$25,630,464

- Residential Service Revenue: \$20,953,798
- Commercial Service Revenue: \$3,008,142

Residential Accounts: 6,731  
Commercial Accounts: 495

## MIDWEST

Total Service Companies: 6  
Locations Providing Residential Pool Service: 7  
Permanent Full-Time Service Technicians: 110  
Average Tenure: 8.5 years  
2022 Reported Total Service Revenue: \$27,502,809

- Residential Service Revenue: \$17,723,259
- Commercial Service Revenue: \$3,912,540

Residential Accounts: 13,207  
Commercial Accounts: 398

## NORTHEAST/MID-ATLANTIC

Total Service Companies: 10  
Locations Providing Residential Pool Service: 17  
Permanent Full-Time Service Technicians: 204  
Average Tenure: 12.5 years  
2022 Reported Total Service Revenue: \$41,693,135

- Residential Service Revenue: \$34,438,002
- Commercial Service Revenue: \$746,015

Residential Accounts: 22,052  
Commercial Accounts: 758

## SOUTHEAST

Total Service Companies: 10  
Locations Providing Residential Pool Service: 48  
Permanent Full-Time Service Technicians: 1,045  
Average Tenure: 4.5 years  
2022 Reported Total Service Revenue: \$190,970,340

- Residential Service Revenue: \$145,034,449
- Commercial Service Revenue: \$39,137,679

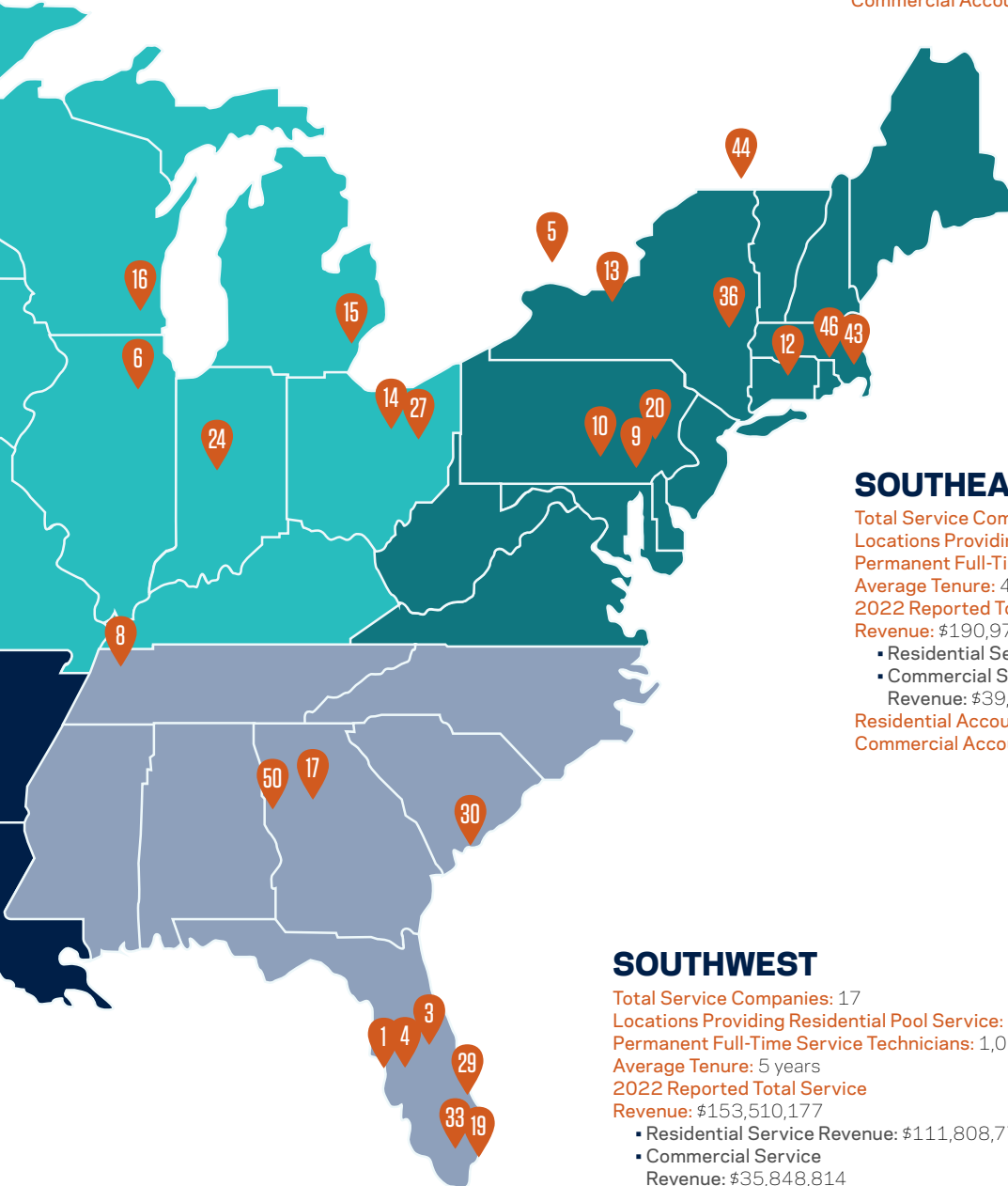
Residential Accounts: 51,900  
Commercial Accounts: 4,271

## SOUTHWEST

Total Service Companies: 17  
Locations Providing Residential Pool Service: 37  
Permanent Full-Time Service Technicians: 1,088  
Average Tenure: 5 years  
2022 Reported Total Service Revenue: \$153,510,177

- Residential Service Revenue: \$111,808,775
- Commercial Service Revenue: \$35,848,814

Residential Accounts: 56,031  
Commercial Accounts: 6,987



## NEW TO TOP 50

This year we welcome nine service firms that have ranked on the Top 50 Service list for the first time.

Ranking	Company	Headquarters
8	Aloha Pools USA	Union City, Tenn.
13	Pettis Pools & Patio	Hilton, N.Y.
15	Beninati Pool and Spa	Utica, Mich.
36	Concord Pools & Spas	Latham, N.Y.
39	Best Pool Service	Santa Ana, Calif.
46	Easton Pool & Spa	Easton, Mass.
48	Pools Etc.	Menlo Park, Calif.
49	POOL-ology	Belton, Texas
50	Pool Rx	Carrollton, Ga.

## FIVE-TIMERS CLUB

These companies have appeared on the list going back at least five consecutive years. Asterisked firms have made the list every year since the program's beginning, in 2018.

Ranking	Company	Headquarters
1	Pool Troopers	Tampa, Fla.
5	Gib-San Pool & Landscape Creations*	Toronto, Ont.
6	All Seasons Pools, Spas & Outdoor Living*	Orland Park, Ill.
7	Gohlke Pools*	Denton, Texas
9	Great Valley Pool Service*	Frazer, Pa.
10	Goodall Pools	Camp Hill, Pa.
11	Richard's Total Backyard Solutions	Houston, Texas
12	Aqua Pool & Patio	East Windsor, Conn.
16	Swimming Pool Services*	Waukesha, Wis.
18	Morehead Pools	Shreveport, La.
20	Fronheiser Pools*	Bally, Pa.
22	Poolwerx Redlands	Redlands, Calif.
25	Payan Pool Service	Santee, Calif.
26	Claffey Pools	Southlake, Texas
30	Heritage Pools	North Charleston, S.C.
34	Pure Swim*	Los Angeles, Calif.
44	Pool and Spa POSEIDON	Longueuil, Quebec
47	Spartan Pool & Patio	Norman, Okla.

\* Top 50 Service company since program's beginning in 2018



7

### Gohlke Pools

MATT GOHLKE  
PRESIDENT

We added a Master Electrician to our team and launched an apprenticeship program for aspiring electricians. It's enabled us to broaden the range of services we're able to offer and improved our profit margins on construction and renovation work.



8

### AlohaPoolsUSA.com

BRAD COOK  
OWNER

We invested in a Leakalyzer and a drone, enhancing our efficiency and service offerings. The Leakalyzer helps to quickly and accurately detect leaks, reducing our time and labor. The drone has revolutionized the way we measure and install covers.



9

### Great Valley Pool Service

TRACY BOND  
PRESIDENT/CEO

We resumed our holiday decorating services. This has allowed us to keep our pool labor force employed during the off-season, effectively extending their work season. The temporary shift to holiday decorating has provided a significant morale boost.



10

### Goodall Pools

ROBERT GOODALL III  
PRESIDENT

We have started to epoxy line leaking pipes in pools. We verify leaks with a pressure test and a camera. Once a leak is located, we give the option to either dig and replace the leaking line or epoxy line the pipe, which will seal and repair the leak and reinforce the rest of the line.



**VISIT US AT BOOTH #1512**

**NOVEMBER 12<sup>TH</sup> - 14<sup>TH</sup>, 2024**

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POOL | SPA | PATIO  
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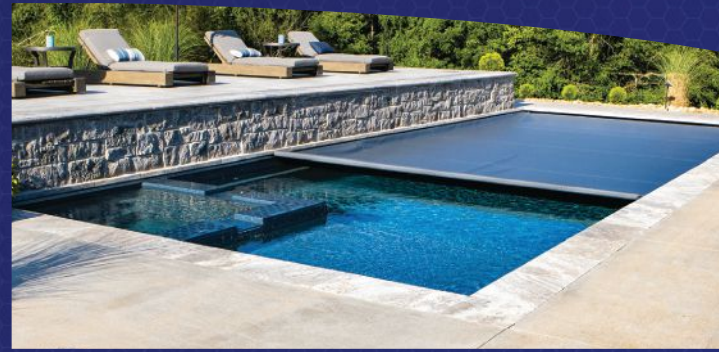
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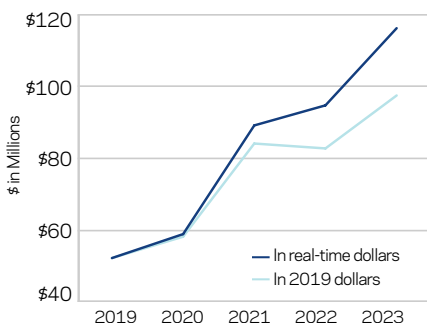
# FIVE-YEAR TRENDING

We wanted to track performance of the Top 50 over time, but the list changes each year, making it impossible to compare apples to apples. To provide a consistent sample, we isolated and tracked “The Five-Timers Club.” These 18 firms, listed on page 38, have ranked in the Top 50 going back at least five consecutive years, from 2020 to 2024.

The charts below show this group’s progress. To account for inflation, one chart shows results in both real-time dollars and in 2019 dollars. This was done to more easily compare year to year, however it can’t reflect all the ways inflation can affect performance, such as reduced consumer confidence.

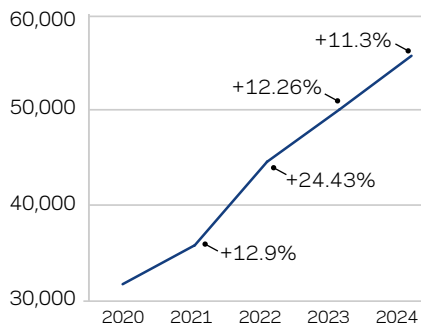
## TOTAL SERVICE REVENUE

Clearly, this group has steadily thrived for the past five years. Especially encouraging is the steep incline from 2022 to 2023, both in real-time and 2019 dollars.



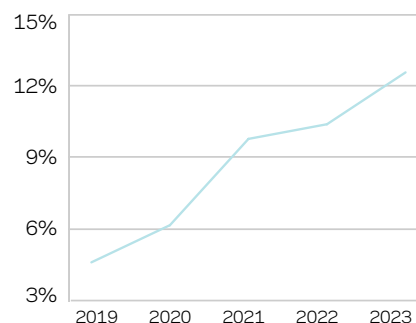
## TOTAL SERVICE ACCOUNTS

This group signed on more clients from 2020 to 2024, with substantial increases each year, even when removing the impact of mergers and acquisitions among consolidators.



## COMMERCIAL BUSINESS

This shows what percentage of the group’s total service revenue comes from commercial work. It steadily climbed, even as commercial clients remained static at 2% to 3%.



11

### Richard's Total Backyard Solutions

JR RICHARD  
CEO

We created a rewards app, which allows customers to book service repairs, warranty calls, weekly maintenance and valets. We also moved to a dedicated texting number, which dramatically changed our response time.



12

### Aqua Pool & Patio

MICHAEL GIANNAMORE  
PRESIDENT

We began using AI and Google drives in the office. Communication with our clients plays an exceptional role; communication failures can create problems where none exists. So, we can communicate better all-around using this free technology.



13

### Pettis Pools

JOHN NAPODANO  
PRESIDENT

We have added mobile and text bill paying services that eliminates the need for service technicians to act as bill collectors on site. We have integrated RB Control software to manage inventory and open job profiles to align all facets of our business.



14

### Hastings Water Works

DAVID J. HASTINGS  
CEO

We created QR codes for employment applications. We sized and printed the codes, then laminated and wrapped them onto our 32 service vehicles. Anyone wanting our employment applications just had to scan the code on any service vehicles.



15

### Beninati Pools and Spa

JACOB BENINATI  
CEO

We implemented software to help manage customer communications. It emails a report that shows the water chemistry readings, before/after photos, and applicable chemical usage. It also notifies our maintenance manager when any water readings are outside target.



16

### Swimming Pool Services

MICHAEL PANELLA  
CEO

We began offering renovations for concrete pools. We have politely declined these jobs for the last several years due to capacity constraints, but even in Wisconsin there are a lot of concrete pools, and we recognized an opportunity to serve a niche that is not being filled very well in our area.



17

### J&M Pool Company

RYAN SMART  
PRESIDENT

We began offering an annual prepaid service contract. We learned that many of our recent pool construction customers were more inclined to purchase this service during the contract phase of their projects versus taking on this expense upon completion.



18

### Morehead Pools

MICHAEL MOORE II  
CEO

This year we invested more into leak detection, intentionally focusing on personnel to run and work in that division and also invest more into equipment, training, etc. This strategy allowed us to accept more work that we would have turned away in the past.



The water's calling.

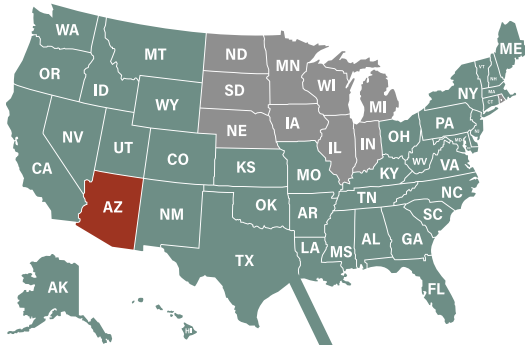
# Let's build your future together.

*Since 1952*

## Join our pool construction franchise.

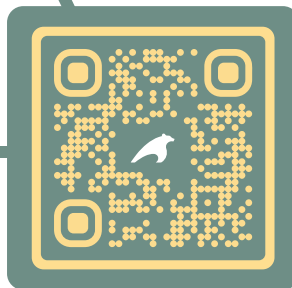
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- 1. Established, Trusted Brand Legacy.**
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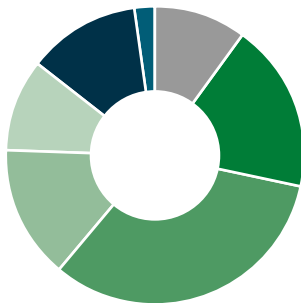
# TOP 50 SERVICE SURVEY

A survey of this year's Top 50 Service companies reflects a segment as healthy as ever. As charts on this page show, 2024 looks good so far, with most firms reporting increases in revenue and client rosters. While the trend definitely points upward, revenues seem to be increasing slightly more than client numbers, this year and last. And the increases aren't always moderate. In some cases, significant portions of the Top 50 report inclines over 10% or even 20%.

As seen on page 46, this group has not been shy about raising rates. Fully 59.1% did so this year, and another 18.4% instituted their latest increase in 2023.

## TOP 50 SERVICE SURVEY

Let's talk 2024. How does your current list of regular clients (weekly, monthly, etc.) compare year over year?



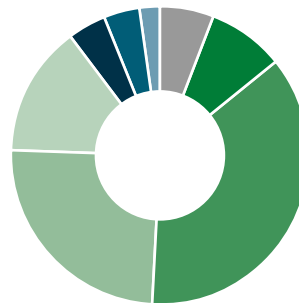
**18.4%:** INCREASED 5% or less  
**32.7%:** INCREASED 6 to 10%  
**14.3%:** INCREASED 11% to 20%  
**10.2%:** INCREASED more than 20%  
**10.2%:** SAME as this time last year  
**12.2%:** DECREASED 5% or less  
**2%:** DECREASED 6% to 10%

Service continues to increase its mark. Among companies that also offer construction and/or retail, 46.7% said service accounted for a larger portion of total revenues in 2023 than 2022.

Finally, we gauged views on consolidation. While we see a diversity here, almost half — 44.9% — show no interest in joining one. On the other hand, 20.3% are consolidators or affiliated with one.

Note: These charts have been color-coded, with green representing increases, gray showing the status quo, and blue indicating decreases.

How is your service operation's revenue so far in 2024, compared with the same time last year?

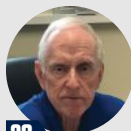


**8.2%:** INCREASED 5% or less  
**36.7%:** INCREASED 6 to 10%  
**24.5%:** INCREASED 11% to 20%  
**14.2%:** INCREASED more than 20%  
**6.1%:** EVEN with the same time last year  
**4.1%:** DECREASED 5% or less  
**4.1%:** DECREASED 6% to 10%  
**2%:** DECREASED 11% to 20%



**19**  
**Ike's Carter Pools**

**ERIK EIKEVIK**  
 VICE PRESIDENT  
 We offered a new phosphate program because so many pools have phosphates. It's so hard to get approvals when needed, so we started testing certain city waters. If a customer is in a water district with high phosphates, we educate them on this and offer a one-time annual fee for bulk phosphates treatments instead service calls and filter cleanings.



**20**  
**Fronheiser Pools**

**RON FRONHEISER**  
 PRESIDENT  
 Hot tub weekly maintenance service is a new program that we are working on promoting and growing. Since hot tubs are typically kept open all year long, we are looking at hot tub weekly service as a potential way to keep more staff employed over the winter and reduce/eliminate the need to layoff at least less of our staff than we had been able to in year's past.



**21**  
**Riverbend Sandler Pools**

**BRUCE MUNGIGUERRA**  
 CEO  
 We began offering leak detection services. We realized we had most of the required expertise in house already because of our deep plumbing knowledge, but we needed more training and make some key hires. We now perform leak detection and repairs in house to enhance our complete pool service provider mentality.



**22**  
**Poolwerx Redlands**

**CAL BOOTHBY**  
 PRESIDENT/CEO  
 We wanted to address high chemical usage and algae blooms in our pools. We invested in chemical technology, putting FROG units in 200 of our pools at no cost to our customers. We wanted to see if FROG would reduce chemical usage and keep algae from blooming. Although we are still evaluating the results, we did see good outcomes in the pools in which they were used.



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## TOP 50 SERVICE SURVEY

Now we'll look at how your service/maintenance operation did in 2023. How did your number of regularly scheduled customers (weekly, monthly, etc.) compare with 2022?



**26.5%:** INCREASED 5% or less  
**30.6%:** INCREASED 6 to 10%  
**8.2%:** INCREASED 11% to 20%  
**20.4%:** INCREASED more than 20%  
**6.1%:** SAME as this time last year  
**6.1%:** DECREASED 5% or less  
**2%:** DECREASED 6% to 10%

In 2023, how did your service operation's revenue compare with 2022?



**28.6%:** HIGHER by 5% or less  
**24.5%:** HIGHER by 6 to 10%  
**12.2%:** HIGHER by 11% to 20%  
**24.5%:** HIGHER by more than 20%  
**2%:** EVEN with 2022  
**8.2%:** LOWER by 5% or less

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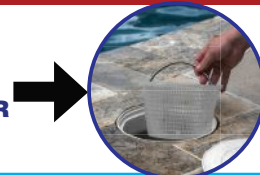
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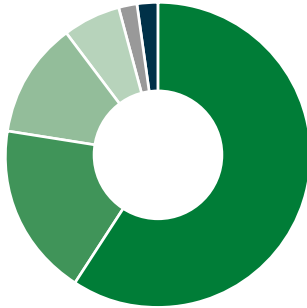


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**TOP 50 SERVICE SURVEY**

How long has it been since you last changed your rates for regular service, and how did you change it?



**59.1%:** We increased it this year.  
**18.4%:** We increased it in 2023.  
**12.2%:** We increased it in 2022.  
**6.1%:** We increased it in 2021.  
**2%:** No change since 2020.  
**2%:** Other

This question is for companies that offer construction, retail or other services besides maintenance and service. Which of these statements applies to your company?



**46.7%:** In 2023, our service department accounted for a higher percentage of the company's total revenue than in 2022.  
**24.4%:** In 2023, our service department accounted for the same percentage of the company's total revenue as in 2022.  
**28.9%:** In 2023, our service department accounted for a lower percentage of the company's total revenue than in 2022.

We're seeing consolidation impact the service side more than any other segment. Would you consider joining a consolidator or franchise?



**18.4%:** Yes, we would consider it.  
**44.9%:** No, we would not consider it.  
**16.3%:** We're not sure.  
**14.3%:** Our company already has joined a consolidator or franchise.  
**6%:** We are a consolidator, or are interested acquiring others.

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



# TOP 10 Earners

**Total service revenue** makes up one of five scoring categories to determine the Top 50 Service firms. To get this number, we combine the reported residential service revenue with commercial service revenue.

Overall Top 50 Ranking	Company	Total Service Revenue
1	SPS PoolCare	\$60,664,250
2	Pool Troopers	\$57,422,000
3	National Pool Partners	\$55,443,128
4	Amenity Pool Services	\$48,060,000
5	Poolsure	\$27,921,876
6	Riverbend Sandler Pools	\$9,914,100
7	Claropool	\$7,739,131
8	Hines Pool & Spa	\$7,333,060
9	Gohlke Pools	\$7,001,929
10	J&M Pool Company	\$6,677,000

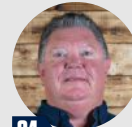


23

## Hines Pool & Spa

**ANDY HINES**  
FOUNDER/PRESIDENT

We installed cal-hypo feeders/chemical control equipment on multi-family properties. Elevated CYA is a serious problem, and the majority of multi-family properties use tri-chlor. Over 12-18 months, CYA levels will climb to 150ppm or higher.



24

## Pools of Fun

**TIM COLON**  
PRESIDENT

We implemented new reputation management software to better monitor and respond to customer feedback. The software has enabled us to address customer concerns more promptly, gather valuable insights, and enhance our service quality.

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Inventor of  
The Pool Bladder™



# TOP 10 Websites

Websites were judged as part of the scoring process. This time around, we had a web expert examine these companies' sites. Below are those that received the highest scores, along with our judge's observations.

	Company	Web Address	Comments
1	Molinari Pools	www.molinari pools.com	With nice site design, fantastic video and photography, engaging service descriptions and high-quality copy overall, this site projects a real sense of the company's purpose.
2	Claffey Pools	https://www.claffey pools.com/	Features strong and fun branding, along with good copy and calls to action. Loads fast, looks great on mobile.
3	Poolsure	https://poolsure.com/	This site does just about everything right. It loads fast and looks clean. It includes great descriptions of services, and a customer portal.
4	MCM Pool Service	https://www.mcmpool service.com	It has a great "About" page, good calls to action, an impressive service-booking form and service-area map. The service descriptions are focused and insightful.
5	Poolwerx Redlands	https://www.poolwerx.com/locations/california/poolwerx-redlands/	This is a slick, effective site with a professional feel. It shows the right amount of detail on services.
6	Payan Pool Service	www.payan pools.com	A good site overall, with easily digestible service description pages, consistent design language throughout, and a good "About" section.
7	Morehead Pools	www.morehead pools.com	Features a nice animated logo, along with a pleasant site design and good navigation.
8	Goodall Pools	www.goodall pools.com	Website shows nice use of images throughout, as well as a great services page. It displays well on mobile.
9	Pools of Fun	www.pools off fun.com	Shows good content and navigation, and offers a good experience on mobile.
10	Gib-San Pool & Landscape Creations	www.gibsan pools.com	A great before-and-after image slider and strong site overall.



25

## Payan Pool Service

JAVIER PAYAN  
PRESIDENT/CEO

We brought on a new employee, Makenzi Kinder, to fill a newly created position as repair coordinator. Her role is to support the repair manager with sourcing product, handling phone calls, customer service and supporting the repair technicians.



26

## Claffey Pools

CHARLIE CLAFFEY  
OWNER

Laila Watko and Janie Irvin developed daily processes, procedures, and check lists necessary to create a seamless interdepartmental process. These efforts have resulted in over 100 five-star reviews and a weekly maintenance lost customer rate lower than 5%.

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27

### Ohio Pools & Spas

AMANDA ANNIS  
PRESIDENT

We have developed and grown our hot tub and swimming pool watercare maintenance teams and offered this service to more of our clients. This service is a fantastic way to meet the needs of our clients and grow our business.



28

### Poolsure

ALAN FALIK  
CEO

We expanded our offerings to include renovations, leak detection, and comprehensive pool management, including maintenance. These services were introduced to address our clients' evolving needs and establish us as all-around pool experts.



29

### Molinari Pools

JOEL MOLINARI JR.  
PRESIDENT

After 28 years of pool service and renovations, our team has successfully launched our offering of new pool and spa builds to complete the list of the holistic pool care services we have wanted to offer to our clients.



30

### Heritage Pools

MICHAEL GESMOND  
OWNER

We expanded services with eco-friendly solutions and smart pool technology to meet rising client demands for sustainability and convenience. These additions have reduced environmental impact, provided long-term savings, and enhanced safety.



31

### Miller Pools

MICHAEL MILLER  
GENERAL MANAGER

We introduced Hammerhead battery powered leaf eaters to our range of equipment, equipping our employees with a more efficient and effective solution for removing debris from pools, enhancing the overall customer experience.



32

### Puryear Custom Pools

JENNIFER SATTERWHITE  
VICE PRESIDENT

Our service department does all of the mastic installations for new construction and for mastic replacements. We had subcontracted it out for years but brought it in house as we saw it as an additional revenue stream. The results have been outstanding.



33

### Master Touch Outdoor Living

NILSON SILVA  
CEO

We invested in training everyone on using Business Intelligence tools and a new, in-house CRM system. The faster processing and simplified interface have boosted efficiency and fostered greater accountability.



34

### Pure Swim

RICH GALLO  
FOUNDER/CEO

I replaced my entire fleet of service trucks with hybrid trucks. The new trucks are getting 38MPG, saving us around \$4,300 per month. The initial \$428,000 cost to upgrade the fleet will pay for itself in less than five years with the savings on gas and repairs.

*(continued on page 58)*



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# Product Profiles: Fiberglass Pools and Coatings



## Aqua Technics Pool

Aqua Technics Pool has debuted its patented graphene technology.

It integrates graphene, the world's strongest material, into every pool, resulting in strong, lightweight pools with higher resistance.

**Contact:** Aqua Technics Pools USA | [aquatechnicspools.com](http://aquatechnicspools.com)

## The Wave from Leisure Pools

The Wave is a fiberglass pool that features a generous splash deck, designed for relaxing or providing a safe area for children to play.

The Wave's design includes a spacious swim corridor, allowing for uninterrupted swimming and exercise.

The pool's gently sloping bottom accommodates various depths, enhancing both safety and swimming enjoyment.

The Wave provides ample seating with its full-length bench, offering comfort and versatility for enjoying time with family and friends or just relaxing by the water.

Deep end steps provide both functionality and style with easy access to the pool.

**Contact:** Explore Industries | [exploreindustries.com](http://exploreindustries.com)

## Kayden Pool Bladder

The Kayden Pool Bladder is a simple-to-use, high-capacity, temporary water storage unit.

Use these ultra-portable units when doing a liner change, draining a pool for maintenance, or to stage water when you need it fast.

"As an old service guy, I wish I could take these back in time to when I was working on pools out in the field," says Jim Dorsey, Kayden's director of sales/technical specialist. "It sure would have made my jobs go a lot quicker and easier!"

Available in a variety of sizes, the bladders can be utilized to work on anything from small hot tubs to large in ground pools. The most common sizes are kept in stock for the convenience of immediate shipping.

The bladders are made from a heavy-duty, 22-ounce, vinyl-coated polyester weave, just like a solid safety cover but twice as thick. They come with a 1-year warranty.

**Contact:** Kayden Manufacturing | [KaydenMFG.com](http://KaydenMFG.com)

# Product Profiles: Heaters, Pumps, Motors, Filters



## The SPHERE Pro

The SPHERE Pro is a pre-assembled solar pool heating interconnection device.

It's designed to simplify installation by providing a self-contained, pre-engineered means of connecting solar pool heating to the swimming pool.

The SPHERE Pro is pre-plumbed to reduce install time and features an onboard Wi-Fi-enabled controller, VSF pump control and scheduling, freeze protection and nocturnal cooling.

**Contact:** Magen eco-Energy US | [mageneco.com](http://mageneco.com)



## Pentair IntelliFlo3 Variable Speed and Flow Pool Pump

Pentair's IntelliFlo3 Variable Speed and Flow Pool Pump features easy installation and patented flow technology that users can control from anywhere.

The pump is offered in flexible options to suit any pool, including 3.0 and 1.5 HP, intuitive touchscreen, and entry-level automation.

Additional features include:

- Easy installation, control, and remote monitoring.
- Lay in bonding-lug tray for easy wire attachment on retrofits.
- Monitoring and operation using Wi-Fi or Bluetooth wireless technology.
- Seamless software updates for feature enhancements.
- Optional built-in entry-level automation can control up to two relay devices, including pool lighting and salt chlorinator.

**Contact:** Pentair | [pentair.com/intelliflo3HUB](http://pentair.com/intelliflo3HUB)



## AVIA HD

AVIA HD with NiTek Gas Pool and Spa Heater is designed to reduce more than 50% scale formation, produces up to 2% more thermal efficiency than cupronickel, and the same thermal efficiency as copper.

NiTek has 900% more nickel compared to cupronickel in critical surfaces.

**Contact:** Raypak | [raypak.com](http://raypak.com)

# PSN

POOL AND SPA NEWS



## 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.

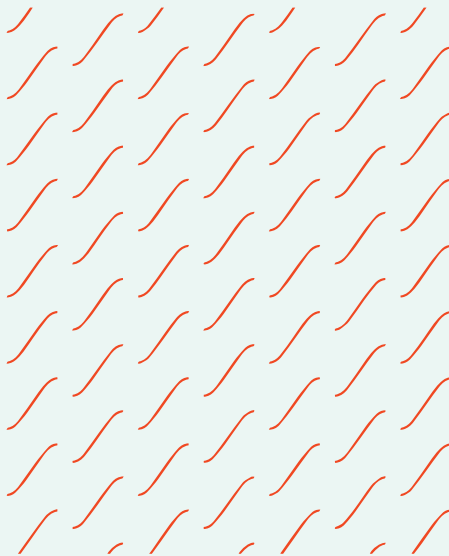
Marketing materials and technical support are available.

The units are covered under a 3-year warranty.

**Contact:** Vacless Systems | [vacless.com](http://vacless.com)

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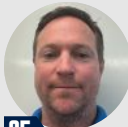
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35

### Hamlin Pools

TYLER STANSBERRY  
PARTNER/SERVICE MANAGER

We now offer residential pool inspections to home buyers. If the person ends up purchasing the home, we will come out and give them a free "pool school" once they have closed on the house, giving us two chances to hopefully acquire a new customer.



36

### Concord Pools & Spas

JON FOSHEE  
PRESIDENT/CEO

We empowered our service manager with full Profit and Loss responsibilities for his department. Our service manager can fully engage with every aspect of his department's operations — from budgeting to resource allocation.



37

### Unified Pool Solutions

MARK UBERECKEN  
OWNER

We now offer installation and service for pool chillers and fire/water bowl features. Both of these types of features have become very popular in our area, so to stay a full-service company, we needed to make sure our repair team was well-versed in these products.



38

### Claropool

STEPHEN G. LITTLE  
CEO

We parlayed our decades of design and construction experience into a valuable tool. We started manufacturing FusionVacs for commercial sale in 2023; our staff had to learn to powder coat and to efficiently assemble vacuum systems for pool professionals.



39

### Best Pool Service

JONATHAN SHAPIRO  
OWNER/CEO

We have had more phone calls and meetings with our residential and commercial customers to better understand their experience, create tighter connections, and perform better as a company. This has led to many insights on improving customer service.



40

### Patio Pools and Spas

EUGENE R RAGEL JR.  
PRESIDENT

We incorporate AI to help with day-to-day tasks. We are in a shift/change of times and utilizing AI will be necessary to staying relevant. Also, utilizing AI properly can increase every person's output and production substantially. Our results have been very positive.



41

### Poolwerx Keller

FRANK DISHER  
CEO

We added emergency winterization training to give clients peace of mind during freezes. I got STAR certified by Periodic Products, CULator and learned their products. We finally have the ability to actually remove metals from the water.



42

### Pulliam Pools

ANDREW FLUTY  
GENERAL MANAGER

We dedicated a trained service technician specifically to address the smaller repair needs of our maintenance clients. This ensures their issues are resolved more promptly and efficiently, and our clients receive the highest level of attention and care.



43

### MCM Pool Service

CHRIS MURPHY  
PRESIDENT

We introduced the Winter Cover Care program to address the unique needs of pool owners in the Northeast. This service ensures that pool covers are kept free from debris, water, and potential damage during the off-season.



44

### Pool and Spa Poseidon

NICOLAS GUILLOTTE  
CEO

We added a HVAC team. This team adds professionalism to our company as well as a better service offer to our customers. In addition, we can sell more heat pumps if the unit is not repairable.



45

### Crystal Clear Custom Pools

THOMAS SHEEHY  
GENERAL MANAGER

We have redesigned our hiring process for pool cleaners, making it more efficient and effective by implemented a new group interview approach. All interested candidates are invited to come in at the same time in the group session. I then conduct one-on-ones.



46

### Easton Pool & Spa

TIM DOOLING  
PRESIDENT

Our service manager, Kyle Lavoie, implemented Pool Service software that has allowed us to streamline and automate a lot of daily tasks. The automation provides great value to our service team, which we are then able to pass on to the customer.



47

### Spartan Pool & Patio

JORDAN DEMETER  
CEO

Our retail team began selling hot tubs this past year, which meant our service team would have to become knowledgeable in diagnosing and repairing the hot tubs we carried. Our service team completed online and in-person training so we could offer this service.



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### Pools Etc.

ABHI RAVISHANKAR  
OWNER/CEO

We made a strategic move to tap into the commercial market by acquiring PH Pool and Spa. It diversified our revenue streams and positioned us as a comprehensive service provider capable of handling both residential and commercial pool needs.



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### POOL-ology

MALCOLM MARSHALL  
PRESIDENT

We have had a renewed focus on our service training. We realized technicians were having trouble retaining a lot of the information from our 2-4 week training process, and decided to establish a full training department and revamp our approach.



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### Pool Rx

BEAU MARTIN  
CEO

We turned over our social media marketing to a graphic designer/photographer and have received great feedback from current and potential customers. It's given us a much more professional image and has been a deciding factor for customers to choose us.



Webbing sewn on the top and bottom of the cover making it both strong and safe

Available in solid or mesh fabric

Heavy duty stainless steel springs

Strong brass anchors

Several designer colors available

Summer views turn to Autumn hues

Classic mesh



Super mesh



Super solid



# 25% of our customers are veterans, but we're all family. At Lyon, we have your 6.



- *Special programs for military customers\**
- *No prepayment penalties*
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