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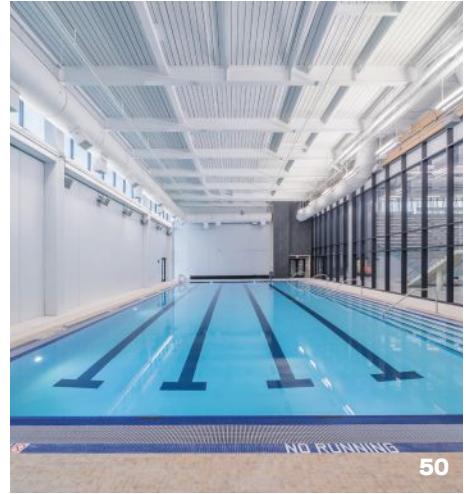
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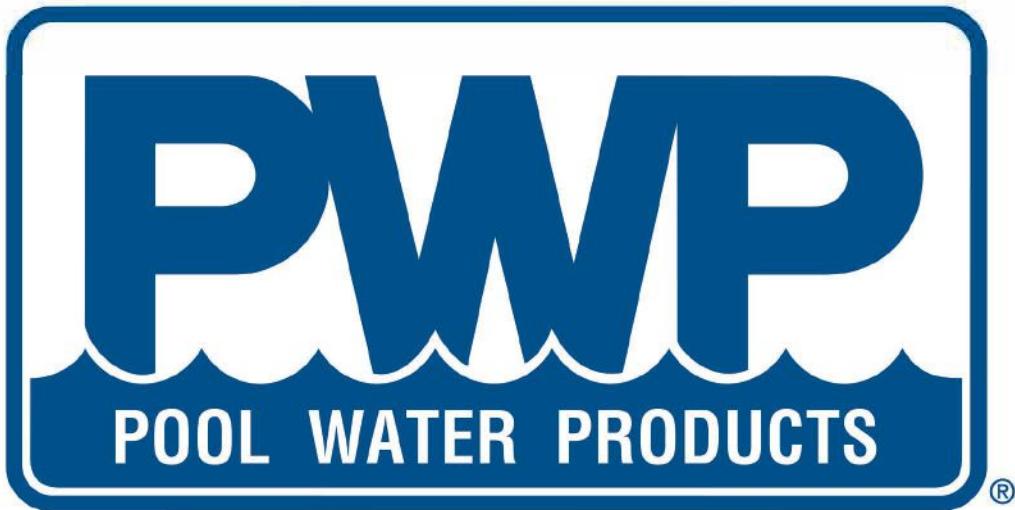
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Pool and Spa News

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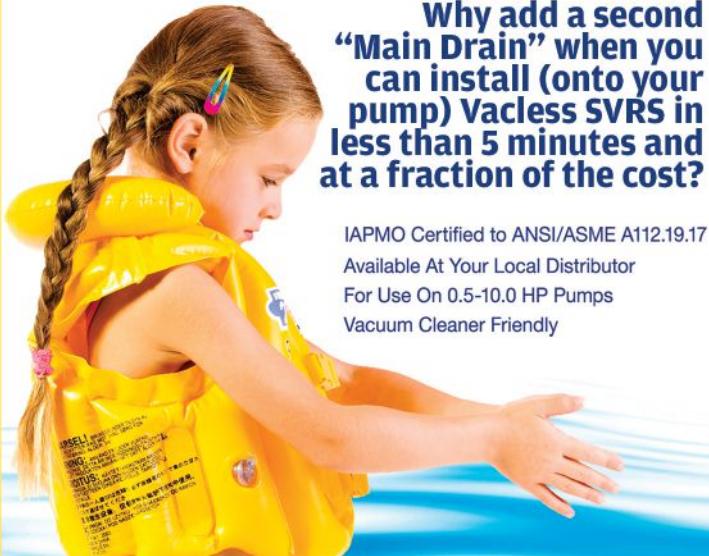
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A Brighter Future



Joanne McClain
Editor-in-Chief, PSN

MANY OF YOU HAVE ALREADY HEARD the news: *Pool and Spa News* and sister publication *Aquatics International* have been acquired by Kenilworth Media.

I'll admit I faced the announcement with a feeling of trepidation. I've served as this magazine's steward for more than a decade, and I'm fiercely protective of both the brand and our staff. We've done the best we could with what we'd been given, and I'm proud of the work we've produced. What kinds of changes could we expect from our new owners?

I'm quite relieved and happy to say that you'll see nothing but good things.

Firstly, you'll still see our earnest faces — Deputy Editor Rebecca Robledo and Sales Directors Gary Carr and Lisa Heitner have all made the move alongside myself to continue to serve the industry at PSN. Combined, we have put in more than 80 years at PSN — you'll find no one more dedicated, loyal and hard working than our tight platoon.

Secondly, our editorial mission remains the same as it's ever been: Provide readers with comprehensive, award-winning coverage of the events and trends that are shaping this growing industry. Be a trusted source of education and inspiration, reflecting the vital role our readers tell us PSN plays in their businesses. That role becomes ever more important as consumers continue to recognize the myriad benefits of outdoor living, and to place ever more emphasis on aesthetic refinements and technical innovations. TLDR: We're here to help you grow your pool and spa business.

"Well, so far, so good — no changes on the horizon," you might think. Well, it gets better.

We had the opportunity to meet some of our Kenilworth colleagues along with our new CEO, Erik Tolles, at the Interna-

tional Pool | Spa | Patio/Deck Expo in Las Vegas last month. Some of you already know him — Erik had his start in our industry many years ago with Kenilworth publication *Pool & Spa Marketing*. He knows this industry inside and out, and it holds a special place in his heart. He's particularly keen to champion PSN to greater heights. Under his direction, you'll see positive changes as we work to make PSN better and better.

It feels wonderful to feel the energy in adopting a growth mindset. The PSN team is incredibly excited and honored to continue the 65-year legacy of producing the industry's must-read publication with the same level of dedication and integrity. We want to grow and keep pace alongside the industry's growth.

That said, we're bound to experience some growing pains. A small but big one: We all have new email addresses, but because they're new, we're getting a significant number of bounce backs. Please be sure to add us to your whitelist: jmclain@kenilworth.com; rrobledo@kenilworth.com; gcarr@kenilworth.com; lheitner@kenilworth.com

So! It's onward and upward to a bigger and brighter future at PSN. But before I end this column, I mentioned earlier that we want to reflect the vital role we play in helping pool and spa businesses. One key way we do this is by spotlighting the good work being performed by companies in this industry. There's no better way to do that than by releasing this year's Top 50 Service list. Read all about their efforts in this special issue. Congratulations to the companies who made this year's list!

A handwritten signature in black ink that reads "Joanne McClain".

jmclain@zondahome.com

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Industry Tees Up for 2026 at PSP

Keynotes and classes addressed issues ahead, while exhibitors introduced new products.

THE 2025/2026 TRADE SHOW SEASON OFFICIALLY KICKED into gear with the at the International Pool | Spa | Patio Expo, held Oct. 22-24 in Las Vegas.

“The overall energy of the show was incredible — there was a real sense of positivity and community,” said Show Manager Megan Magaña.

To help professionals prepare for next year, the show included a roundtable discussion by leading builders, retailers and service professionals who shared their expectations for 2026, as well as an economist’s forecast. As the subject of company culture becomes more important, Super Bowl champion Darren Woodson talked about how to create environments that foster excellence.

Another increasingly discussed topic — the role of women

in the industry — took the spotlight as PHTA launched its “Women of Water” initiative, featuring a keynote address from speaker and author Heather Whelpley.

The 2026 International Pool | Spa | Patio Expo takes place Nov. 17-19 in New Orleans, with pre-conference education starting Nov. 14. The event moves back to Vegas in 2027.

Scenes from the PSP Expo (clockwise from top left): Attendees vote on the winner of the Million Dollar Pool Design Challenge; vendor discussions; Super Bowl champion Darren Woodson; the show floor at its busiest.

PHOTOS COURTESY /INFORMA

PSN, Aquatics Int'l Acquired

The new owner broadens its footprint in North American pool, spa, and aquatics media.

RICHMOND HILL, ONT. — KENILWORTH MEDIA, Inc. has acquired two leading U.S. publications, *Pool and Spa News* (PSN) and *Aquatics International*, from Zonda, based in Newport Beach, Calif.

Pool and Spa News is widely recognized as the premier source for pool and spa professionals, providing product coverage, business insights, and award-winning design features. *Aquatics International* is the only dedicated media brand serving professionals who manage, maintain, and operate commercial and recreational aquatic facilities worldwide.

“We are thrilled to welcome *Pool and Spa News* and *Aquatics International* into the Kenilworth portfolio,” said Erik Tolles, CEO of Kenilworth Media. “These titles align perfectly with our long-standing expertise in the pool industry,

where for over 15 years we have published *Pool & Spa Marketing* and *Piscines & Spas*.

“I’ve spent many years of my own media career in this sector, and I’m especially excited to welcome industry veterans Joanne McClain, Rebecca Robledo, Gary Carr, and Lisa Heitner to our team.

“Readers and advertisers can expect the same trusted editorial leadership and service, with the added benefit of expanded resources across print, digital, and events.”

Jeff Meyers, CEO of Zonda, commented: “With its decades of experience in the pool market, Kenilworth is uniquely positioned to build on the legacy of these two brands. This is an exciting new chapter for both publications and for the industry.”

The acquisition strengthens Kenilworth Media’s

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presence in the North American pool and spa market, expanding its reach and reinforcing its commitment to delivering trusted, industry-leading content across multiple platforms.

New email addresses for the PSN team can be found in the staff box at

the beginning of the magazine.

About Kenilworth Media, Inc.:

Headquartered in Richmond Hill, Ont., Canada, with offices in Gulf Shores, Ala., Kenilworth Media is a diversified business-to-business publisher serving a wide range of indus-

tries across North America. Its brands deliver content that informs, engages, and connects professionals through print, digital, and live events.

Together with Trade Press Media Group (Milwaukee, Wis.) and Gemba Academy (Keller, Texas), Kenilworth Media is part of Forum North America, serving more than 20 markets ranging from construction and veterinary care to pools, spas, rail, meetings/events and facilities.

Forum North America companies are subsidiaries of FORUM MEDIA GROUP (FMG), an international media company based in Germany with 15 companies across Europe, Asia, and the Americas.

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PHTA NAMES CHAIRMAN, EXECUTIVE COMMITTEE

The Pool & Hot Tub Alliance (PHTA), the association representing the pool and spa industry, has named Scott Frost as chairman of the board for 2026. Frost is president of Heritage Pool Supply Group, a fast-growing distributor of pool and spa supplies. He has more than 30 years of industry experience and has been a member of the PHTA Board of Directors since 2019, serving as board treasurer from 2022-2024.

PHTA has also announced its Executive Committee members for 2026:
Chair-Elect: Gregory Claffey, Pentair Pool
Treasurer: Stuart Baker, Hayward Holdings, Inc.
Secretary: Caley Golding, Gib-San Pool & Landscape Creations
Immediate Past Chair: Donna Williams, POOLCORP

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Rising to the Top

Introducing the 2025 PSN & Jandy Top 50 Service List.

BY REBECCA ROBLEDO

IT'S OUR HONOR AND JOY EVERY YEAR TO RECOGNIZE the 50 top companies that keep everyone's pools and spas safe, clean and performing optimally. This year was no exception.

These companies were chosen based on their success not only in generating revenue, but also in their commitment to training and retaining staff; industry participation; skills at cultivating a web presence; and achievements in contributing to the communities in which they serve.

In 2024, this group served a total of 171,943 accounts across the U.S. and portions of Canada — 162,119 residential customers and 9,824 commercial.

In doing so, they generated a total of \$464.12 million in 2024, with the vast majority being residential, at \$383.4 million.

They employ a combined 2,901 full-time, permanent service technicians with an average tenure of 4.46 nationwide. This lot of techs impresses on its own, with a combined 12,928 years of experience with their companies cleaning, maintaining, and repairing pools and spas.

Consolidators are making their presence known on the list, so this year's Top 50 service companies hold a combined 140 locations.

Regionally speaking, Texas and the Southwest still holds the biggest presence, with 16 of the Top 50's headquarters located there. However, the other regions are well represented, too, with 11 coming from Florida and the Southeast; 10 from the Northeast and Mid-Atlantic; eight from California and the West; and five from the Midwest.

IMPRESSIVE CLASS

To give this group its proper recognition, this package

dives deeply into its performance.

In our first article, we look at standouts in a variety of categories, beginning with a ranking of the entire Top 50 based solely on 2024 Total Service Revenue — calculated by combining reported earnings for residential and commercial service.

This year marked the fourth year in a row on the list for some of the industry's consolidators, so you'll find charts showing how they performed from 2021 to 2025.

Rounding off the first piece, each Top 50 service company designated a Most Valuable Pro of the year. You can learn all about them here.

We have also performed our annual survey of the Top 50, where these companies share how the year has gone so far, what they expect in the near future, and their views on certain issues currently affecting the industry.

Finally, we look at two elite groups within the Top 50 — those who have made the list for the last five years in a row; and the six that have placed every year since the program's 2018 launch. Approaching these groups as industry samples, we tracked them over the five-year and eight-year periods to see their trajectories as a hint of the industry's.

2025 TOP 50 SERVICE

| | Company | Headquarters | # of Locations Providing Residential Pool Service | President/CEO/Owner | 2024 Residential Service Revenue |
|----|-------------------------------------------------------|-----------------------------|---------------------------------------------------|-----------------------------|----------------------------------|
| 1 | SPS PoolCare | Austin, Texas | 21 | Lance Martin | \$82,786,086 |
| 2 | Pool Troopers | Tampa, Fla. | 19 | Adionicio Gonzalez | \$43,512,000 |
| 3 | Amenity Pool Services | Ardmore, Pa. | 10 | Phil Carter | \$27,400,000 |
| 4 | Gib-San Pool & Landscape Creations | Toronto, Ont. | 1 | Ed Gibbs | \$6,100,000 |
| 5 | Guarino's Swimming Pool Service | Billerica, Mass. | 1 | Robert Guarino | \$9,280,390 |
| 6 | National Pool Partners | Tampa, Fla. | 10 | Hal Denbar | \$57,651,000 |
| 7 | Goodall Pools | Camp Hill, Pa. | 6 | Robert L Goodall III | \$3,120,127 |
| 8 | Great Valley Pool Service | Frazer, Pa. | 1 | Tracy Bond | \$4,959,106 |
| 9 | Gohlke Pools | Denton, Texas | 1 | Matt Gohlke | \$7,691,943 |
| 10 | Aloha Pools and Spas of Union City and Jonesboro | Union City, Tenn. | 5 | Brad Cook | \$2,227,398 |
| 11 | Pools of Fun | Plainfield, Ind. | 1 | Tim Colon | \$4,065,288 |
| 12 | Miller Pools | Pasadena, Texas | 1 | Michael Miller | \$3,698,162 |
| 13 | Pure Swim | Los Angeles, Calif. | 1 | Rich Gallo | \$2,673,326 |
| 14 | Robertson Pools | Coppell, Texas | 1 | Ron Robertson | \$3,382,192 |
| 15 | Burton Pools & Spas | Fort Smith, Ark. | 2 | David Burton | \$6,738,103 |
| 16 | Poolwerx Redlands | Redlands, Calif. | 1 | Cal & Sharon Boothby | \$1,990,933 |
| 17 | Claffey Pools | Southlake, Texas | 1 | Charlie Claffey | \$5,485,395 |
| 18 | Swimming Pool Services | Waukesha, Wis. | 2 | Michael Panella, Justin Lex | \$3,097,263 |
| 19 | Richard's Total Backyard Solutions | Houston, Texas | 3 | Stacey Ward | \$1,341,758 |
| 20 | Clarkson Pools | Jacksonville, Fla. | 1 | Jordan Clarkson | \$2,557,099 |
| 21 | Morehead Pools | Shreveport, La. | 1 | Michael Moore II | \$2,275,439 |
| 22 | Shasta Pools | Phoenix, Ariz. | 3 | Skip Ast Jr. | \$3,473,216 |
| 23 | Concord Pools & Spas | Latham, N.Y. | 1 | Jon Foshee | \$2,524,501 |
| 24 | Riverbend Sandler Pools | Plano, Texas | 3 | Bruce Mungiguerra | \$10,761,704 |
| 25 | Swim Chem | Sacramento, Calif. | 2 | Jerry Wallace | \$4,103,958 |
| 26 | Independently Dunn | Kenmore, Wash. | 1 | Matthew J. Dunn | \$550,000 |
| 27 | Payan Pools Service | Santee, Calif. | 2 | Javier Payan | \$1,919,929 |
| 28 | Heritage Pools | North Charleston, S.C. | 1 | Michael Gesmond | \$2,082,495 |
| 29 | MCM Pool Service | Norton, Mass. | 1 | Chris Murphy | \$3,045,584 |
| 30 | Graves Pools & Spas | Myrtle Beach, S.C. | 1 | Shannon Graves Jones | \$665,039 |
| 31 | Spiro Custom Pools | Fort Myers, Fla. | 1 | Jeffrey Spiro Jr. | \$3,000,000 |
| 32 | Puryear Custom Pools | Fort Worth, Texas | 2 | Jason Satterwhite | \$2,265,741 |
| 33 | Master Touch Pool Services | Coral Springs, Fla. | 2 | Nilson Silva | \$1,308,000 |
| 34 | Molinari Pools | Vero Beach, Fla. | 1 | Joel Molinari, Jr. | \$2,953,830 |
| 35 | Poolwerx Carrollton, Preston Hollow, & Farmers Branch | Carrollton, Texas | 1 | Brett Drake, Kyle Wimmer | \$1,311,000 |
| 36 | Best Pool Service | Santa Ana, Calif. | 1 | Jonathan Shapiro | \$270,093 |
| 37 | Keith Zars Pools | San Antonio, Texas | 4 | Keith Zars | \$11,879,172 |
| 38 | Hines Pool & Spa | Austin, Texas | 1 | Andy Hines | \$3,595,723 |
| 39 | Pool and Spa POSEIDON | Longueuil, Quebec | 2 | Nicolas Guillotte | \$5,864,922 |
| 40 | Pools Etc. | Menlo Park, Calif. | 2 | Abhi Ravishankar | \$5,203,000 |
| 41 | Ohio Hot Tub & Sauna | North Canton, Ohio | 1 | Amanda Annis | \$2,100,356 |
| 42 | Beninati Pool and Spa | Utica, Mich. | 1 | Jacob Beninati | \$4,532,236 |
| 43 | Easton Select Group | Easton, Mass. | 6 | Tim Dooling | \$6,620,000 |
| 44 | Fronheiser Pools | Bally, Pa. | 1 | Adam Fronheiser | \$5,023,105 |
| 45 | Hauk Custom Pools | Celina, Texas | 1 | Tim Ryan | \$1,249,654 |
| 46 | Pulliam Pools | Fort Worth, Texas | 1 | Andrew Fluty | \$3,414,300 |
| 47 | Pool Rx | Carrollton, Ga. | 1 | Beau Martin | \$4,111,492 |
| 48 | Poolwerx Keller | North Richland Hills, Texas | 4 | Frank Disher | \$2,700,000 |
| 49 | The Pool Butler | Marietta, Ga. | 1 | Tim Bolden | \$3,800,000 |
| 50 | Penguin Pools | Waukesha, Wis. | 1 | Matt Rozeski | \$736,989 |

| 2024 Commercial Service Revenue | 2024 Total Service Revenue | Residential Service Accounts | Commercial Service Accounts |
|---------------------------------|----------------------------|------------------------------|-----------------------------|
| \$4,357,162 | \$87,143,248 | 33,713 | 1,775 |
| \$14,148,000 | \$57,660,000 | 16,182 | 612 |
| \$22,800,000 | \$50,200,000 | 9,450 | 2,950 |
| \$0 | \$6,100,000 | 2,100 | - |
| \$4,428,670 | \$13,709,060 | 2,091 | 221 |
| \$0 | \$57,651,000 | 11,293 | - |
| \$61,500 | \$3,181,627 | 3,750 | 52 |
| \$14,065 | \$4,973,171 | 1,119 | 3 |
| \$156,978 | \$7,848,921 | 3,461 | 7 |
| \$173,226 | \$2,400,624 | 5,960 | 283 |
| \$66,849 | \$4,132,137 | 2,160 | 11 |
| \$194,640 | \$3,892,802 | 1,818 | 96 |
| \$0 | \$2,673,326 | 468 | - |
| \$0 | \$3,382,192 | 2,946 | - |
| \$734,840 | \$7,472,943 | 2,609 | 67 |
| \$64,735 | \$2,055,668 | 1,977 | 32 |
| \$288,705 | \$5,774,100 | 5,376 | 86 |
| \$0 | \$3,097,263 | 2,342 | - |
| \$65,941 | \$1,407,699 | 2,450 | 60 |
| \$0 | \$2,557,099 | 519 | - |
| \$129,607 | \$2,405,046 | 812 | 25 |
| \$52,891 | \$3,526,107 | 615 | 7 |
| \$12,341 | \$2,536,842 | 2,933 | 14 |
| \$566,406 | \$11,328,110 | 6,290 | 318 |
| \$0 | \$4,103,958 | 3,500 | - |
| \$200,000 | \$750,000 | 101 | 25 |
| \$4,569,322 | \$6,489,251 | 586 | 62 |
| \$0 | \$2,082,495 | 800 | - |
| \$21,927 | \$3,067,511 | 859 | 6 |
| \$978,763 | \$1,643,802 | 655 | 331 |
| \$1,500,000 | \$4,500,000 | 700 | 20 |
| \$0 | \$2,265,741 | 682 | - |
| \$840,000 | \$2,148,000 | 1,327 | 19 |
| \$0 | \$2,953,830 | 512 | - |
| \$109,000 | \$1,420,000 | 354 | 11 |
| \$8,068,072 | \$8,338,165 | 82 | 406 |
| \$225,225 | \$12,104,397 | 4,573 | 31 |
| \$3,595,723 | \$7,191,446 | 1,277 | 902 |
| \$2,510,500 | \$8,375,422 | 2,800 | 580 |
| \$1,467,680 | \$6,670,680 | 1,720 | 195 |
| \$0 | \$2,100,356 | 254 | - |
| \$1,284,616 | \$5,816,852 | 7,862 | 157 |
| \$750,000 | \$7,370,000 | 2,954 | 120 |
| \$0 | \$5,023,105 | 2,615 | - |
| \$65,771 | \$1,315,425 | 537 | 28 |
| \$179,700 | \$3,594,000 | 2,753 | 145 |
| \$1,792,381 | \$5,903,873 | 582 | 124 |
| \$600,000 | \$3,300,000 | 590 | 11 |
| \$250,000 | \$4,050,000 | 750 | 32 |
| \$0 | \$736,989 | 260 | - |

2025 MOST VALUABLE PROS

These exceptional people were named by their company leaders as the ones most deserving of recognition for their hard work and dedication.



SPS POOLCARE
Leslie Chadwick
 DIRECTOR OF PLANNING & ADMINISTRATION

Leslie has focused on driver and service tech safety as she has optimized routes. She minimized the number of times a technician has to cross major highways and make left-hand turns, reduced windshield time by over 50% and significantly reduced the miles driven per day.



AMENITY POOL SERVICES
Sean Johnson
 EVP OF FIELD SERVICE AND STANDARDS

Sean is the architect and anchor of our new training program. He rebuilt it from scratch, developing a clear progression from entry-level to management. He created a "service pro council" of mid-level field staff that helped test and give feedback.



GUARINO'S SWIMMING POOL SERVICE
John McLaughlin
 SR. COMMERCIAL TECHNICIAN

21 years ago, John brought with him an amazing ability to re-plumb, detect/repair leaks, install safety covers. He helped us to develop into a significant player in the commercial pool service arena, and is indispensable to our success.



POOL TROOPERS
Ludwing Villamizar
 GENERAL MANAGER OF TAMPA

11 years ago, Ludwing began his career as a pool technician and rose through the ranks, taking on many roles across the company. He is a natural leader who makes a major impact behind the scenes. He played a critical role in improving routing and efficiency planning.



GIB-SAN POOL & LANDSCAPE CREATIONS
Myles McGregor
 WEEKLY SERVICE MANAGER

Myles is client-centric, loyal, dependable, and consistently does all in his power to ensure clients feel supported and valued. With a great work ethic and solution-based mindset, he tackles challenges with care and professionalism.

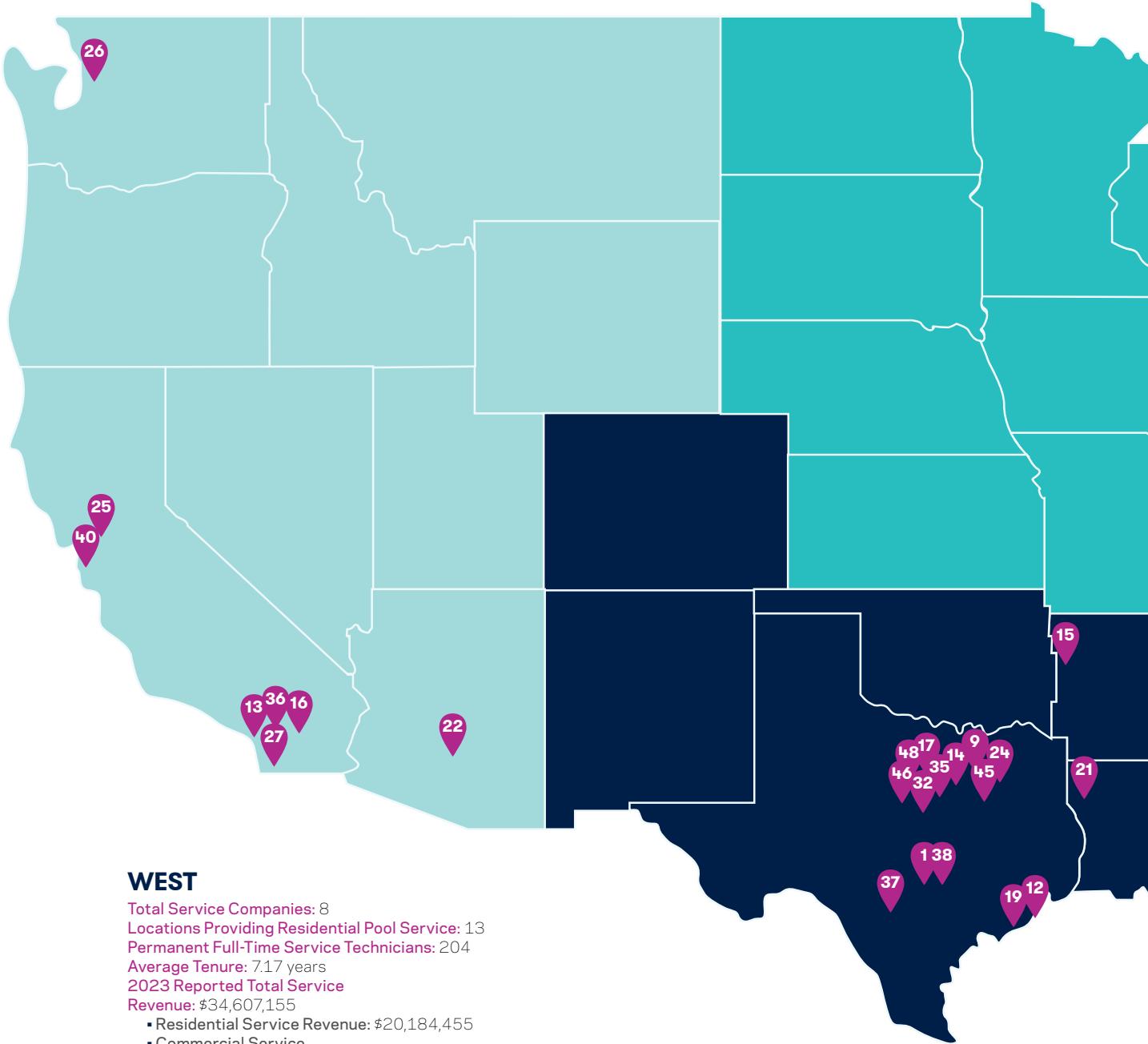


NATIONAL POOL PARTNERS
Meghan Massey
 GENERAL MANAGER - AQUAMAN EAST

When Meghan joined NPP, it quickly became clear that she was capable of more. She was promoted to office manager of our struggling Gilbert location. After a year, she was promoted to GM. She's built her branch into one of the strongest in all of NPP.

2025 TOP 50 SERVICE

The map below shows how this year's Top 50 Service companies are distributed throughout the U.S. and Canada. Each numbered tab represents one firm, placed in its headquarter city. The numbers indicate company ranking. Texas once again stands out, holding 14 of the slots, or 28%.



WEST

Total Service Companies: 8
 Locations Providing Residential Pool Service: 13
 Permanent Full-Time Service Technicians: 204
 Average Tenure: 7.17 years
 2023 Reported Total Service Revenue: \$34,607,155
 • Residential Service Revenue: \$20,184,455
 • Commercial Service Revenue: \$14,422,700
 Residential Accounts: 9,049
 Commercial Accounts: 727

MIDWEST

Total Service Companies: 5
Locations Providing Residential Pool Service: 6
Permanent Full-Time Service Technicians: 70
Average Tenure: 7.8 years
2023 Reported Total Service Revenue: \$15,883,597

- Residential Service Revenue: \$14,532,132
- Commercial Service Revenue: \$1,351,465

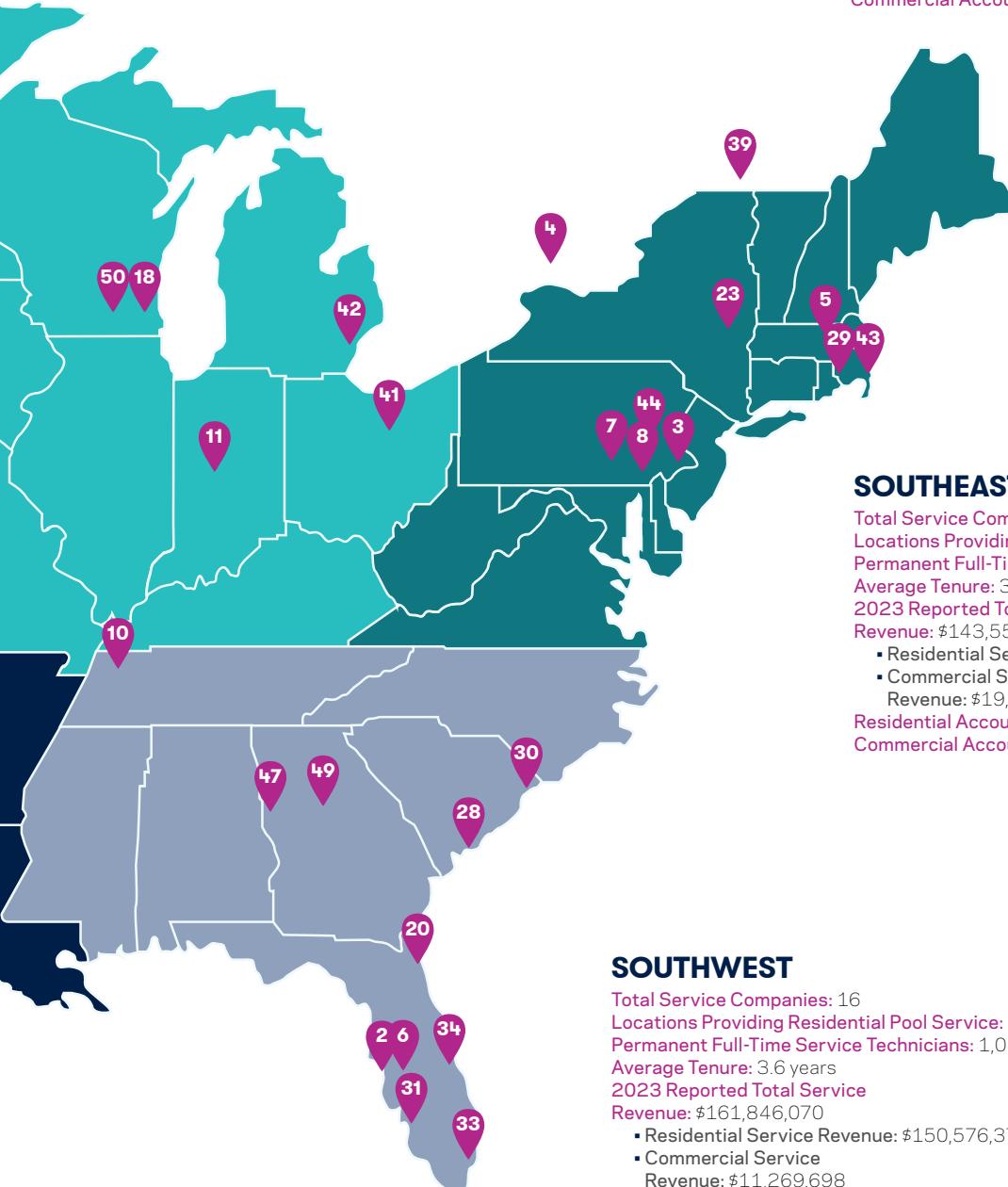
Residential Accounts: 12,878
Commercial Accounts: 168

NORTHEAST/MID-ATLANTIC

Total Service Companies: 10
Locations Providing Residential Pool Service: 30
Permanent Full-Time Service Technicians: 506
Average Tenure: 6.93 years
2023 Reported Total Service Revenue: \$104,536,738

- Residential Service Revenue: \$73,937,735
- Commercial Service Revenue: \$30,599,003

Residential Accounts: 30,671
Commercial Accounts: 3,946



SOUTHEAST

Total Service Companies: 11
Locations Providing Residential Pool Service: 43
Permanent Full-Time Service Technicians: 1,081
Average Tenure: 3.4 years
2023 Reported Total Service Revenue: \$143,550,723

- Residential Service Revenue: \$123,868,353
- Commercial Service Revenue: \$19,682,370

Residential Accounts: 39,280
Commercial Accounts: 1,421

SOUTHWEST

Total Service Companies: 16
Locations Providing Residential Pool Service: 48
Permanent Full-Time Service Technicians: 1,040
Average Tenure: 3.6 years
2023 Reported Total Service Revenue: \$161,846,070

- Residential Service Revenue: \$150,576,372
- Commercial Service Revenue: \$11,269,698

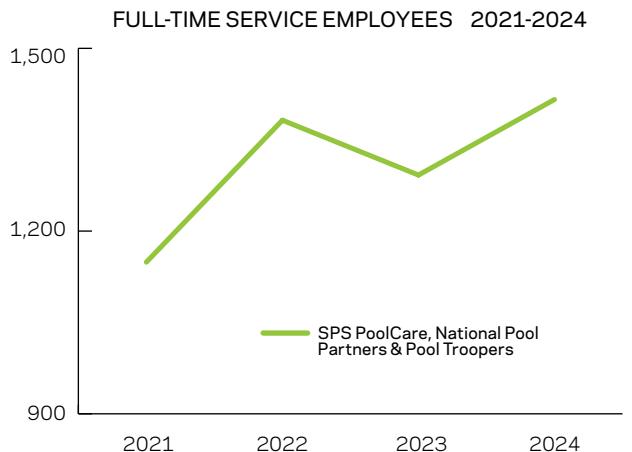
Residential Accounts: 70,241
Commercial Accounts: 3,562

2025 TOP 50 SERVICE

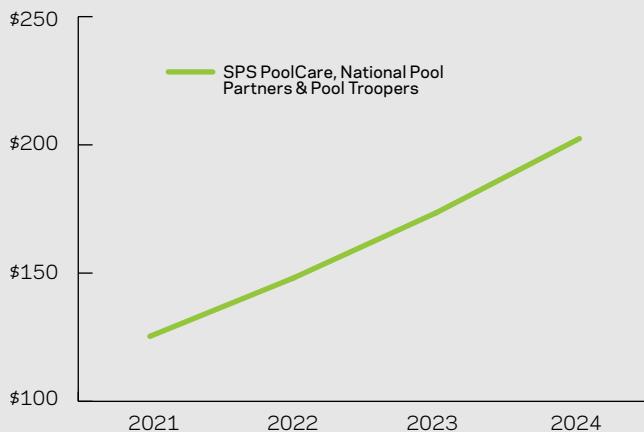
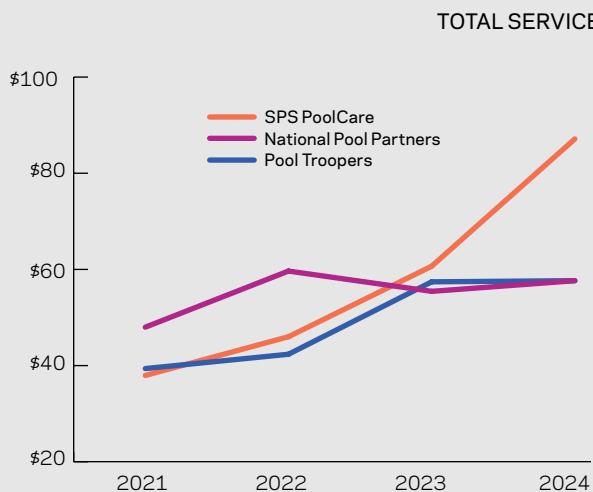
| | Overall Top 50 Ranking | Company | 2024 Total Service Revenue | Number of Residential Accounts | 2024 Residential Service Revenue |
|----|------------------------|-------------------------------------------------------|----------------------------|--------------------------------|----------------------------------|
| 1 | 1 | SPS PoolCare | \$87,143,248 | 33,713 | \$82,786,086 |
| 2 | 2 | Pool Troopers | \$57,660,000 | 16,182 | \$43,512,000 |
| 3 | 6 | National Pool Partners | \$57,651,000 | 11,293 | \$57,651,000 |
| 4 | 3 | Amenity Pool Services | \$50,200,000 | 9,450 | \$27,400,000 |
| 5 | 5 | Guarino's Swimming Pool Service, Inc | \$13,709,060 | 2,091 | \$9,280,390 |
| 6 | 37 | Keith Zars Pools | \$12,104,397 | 4,573 | \$11,879,172 |
| 7 | 24 | Riverbend Sandler Pools | \$11,328,110 | 6,290 | \$10,761,704 |
| 8 | 39 | Pool and Spa POSEIDON | \$8,375,422 | 2,800 | \$5,864,922 |
| 9 | 36 | Best Pool Service | \$8,338,165 | 82 | \$270,093 |
| 10 | 9 | Gohlke Pools | \$7,848,921 | 3,461 | \$7,691,943 |
| 11 | 15 | Burton Pools & Spas | \$7,472,943 | 2,609 | \$6,738,103 |
| 12 | 43 | Easton Select Group | \$7,370,000 | 2,954 | \$6,620,000 |
| 13 | 38 | Hines Pool & Spa, Inc. | \$7,191,446 | 1,277 | \$3,595,723 |
| 14 | 40 | Pools Etc | \$6,670,680 | 1,720 | \$5,203,000 |
| 15 | 27 | Payan Pools Service, Inc. | \$6,489,251 | 586 | \$1,919,929 |
| 16 | 4 | Gib-San Pool & Landscape Creations | \$9,800,000 | 2,100 | \$6,400,000 |
| 17 | 47 | Pool Rx | \$5,903,873 | 582 | \$4,111,492 |
| 18 | 42 | Beninati Pool and Spa | \$5,816,852 | 7,862 | \$4,532,236 |
| 19 | 17 | Claffey Pools | \$5,774,100 | 5,376 | \$5,485,395 |
| 20 | 44 | Fronheiser Pools | \$5,023,105 | 2,615 | \$5,023,105 |
| 21 | 8 | Great Valley Pool Service | \$4,973,171 | 1,119 | \$4,959,106 |
| 22 | 31 | Spiro Custom Pools | \$4,500,000 | 700 | \$3,000,000 |
| 23 | 11 | Pools of Fun | \$4,132,137 | 2,160 | \$4,065,288 |
| 24 | 25 | Swim Chem, Inc. | \$4,103,958 | 3,500 | \$4,103,958 |
| 25 | 49 | The Pool Butler, LLC | \$4,050,000 | 750 | \$3,800,000 |
| 26 | 12 | Miller Pools | \$3,892,802 | 1,818 | \$3,698,162 |
| 27 | 46 | Pulliam Pools | \$3,594,000 | 2,753 | \$3,414,300 |
| 28 | 22 | Shasta Pools | \$3,526,107 | 615 | \$3,473,216 |
| 29 | 14 | Robertson Pools Inc. | \$3,382,192 | 2,946 | \$3,382,192 |
| 30 | 48 | Poolwerx Keller | \$3,300,000 | 590 | \$2,700,000 |
| 31 | 7 | Goodall Pools | \$3,181,627 | 3,750 | \$3,120,127 |
| 32 | 18 | Swimming Pool Services, Inc. | \$3,097,263 | 2,342 | \$3,097,263 |
| 33 | 29 | MCM Pool Service | \$3,067,511 | 859 | \$3,045,584 |
| 34 | 34 | Molinari Pools | \$2,953,830 | 512 | \$2,953,830 |
| 35 | 13 | Pure Swim Inc. | \$2,673,326 | 468 | \$2,673,326 |
| 36 | 20 | Clarkson Pools | \$2,557,099 | 519 | \$2,557,099 |
| 37 | 23 | Concord Pools & Spas | \$2,536,842 | 2,933 | \$2,524,501 |
| 38 | 21 | Morehead Pools | \$2,405,046 | 812 | \$2,275,439 |
| 39 | 10 | Aloha Pools and Spas of Union City and Jonesboro, LLC | \$2,400,624 | 5,960 | \$2,227,398 |
| 40 | 32 | Puryear Custom Pools | \$2,265,741 | 682 | \$2,265,741 |
| 41 | 33 | Master Touch Pool Services | \$2,148,000 | 1,327 | \$1,308,000 |
| 42 | 41 | Ohio Hot Tub & Sauna | \$2,100,356 | 254 | \$2,100,356 |
| 43 | 28 | Heritage Pools, LLC | \$2,082,495 | 800 | \$2,082,495 |
| 44 | 16 | Poolwerx Redlands | \$2,055,668 | 1,977 | \$1,990,933 |
| 45 | 30 | Graves Pools & Spas | \$1,643,802 | 655 | \$665,039 |
| 46 | 35 | Poolwerx Carrollton, Preston Hollow, & Farmers Branch | \$1,420,000 | 354 | \$1,311,000 |
| 47 | 19 | Richard's Total Backyard Solutions | \$1,407,699 | 2,450 | \$1,341,758 |
| 48 | 45 | Hauk Custom Pools | \$1,315,425 | 537 | \$1,249,654 |
| 49 | 26 | Independently Dunn, LLC | \$750,000 | 101 | \$550,000 |
| 50 | 50 | Penguin Pools | \$736,989 | 260 | \$736,989 |

The Consolidators

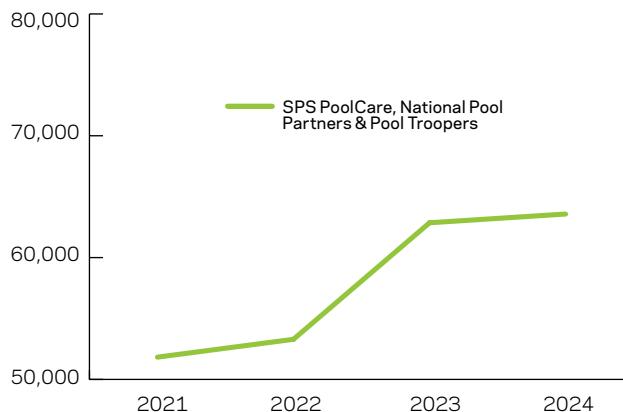
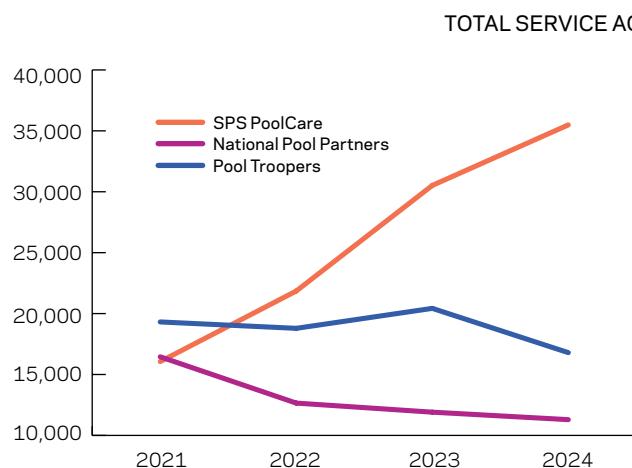
If this decade becomes known for anything in industry history, it will be for the potentially transformative power of consolidation, especially in the pool/spa maintenance sector. The movement started at the beginning of the decade, and it has made itself known in the Top 50 Service list, with several now ranking. So far, three have made the list long enough to track — SPS PoolCare (formerly Smart Pool Services, with 21 locations), Pool Troopers (19 locations), and National Pool Partners (10 locations), which all have made the list for the last four years in a row. These charts provide data points to explore how the three performed from 2021 to 2024. Growth may not have been as aggressive as expected, given the tempering effect of some economic realities. But these figures suggest that, as a combined force, these consolidators continue to gain.



This shows the combined staff for the three firms. Despite a dip in 2023, the trajectory points primarily upward. The trio currently reports employing 1,416 full-time, permanent service technicians.



The left shows the individual companies' total service revenues, where the right reflects their collective earnings. Again, we see definitive upward movement despite a couple fits and starts. Last year, the trio reported a combined \$202.5 million.



In 2021, the three companies served a total of 51,826 accounts. Last year, that figure was 63,575 — 61,188 residential and 2,387 commercial clients.

2025 TOP 50 SERVICE

RESIDENTIAL REVENUE

| Overall Top 50 Ranking | Company | Headquarters | 2024 Residential Service Revenue | Number of Residential Service Accounts | Number of Locations Providing Residential Pool Service |
|------------------------|--------------------------------------|-----------------|----------------------------------|----------------------------------------|--------------------------------------------------------|
| 1 | SPS PoolCare | Austin, NV | \$82,786,086 | 33,713 | 21 |
| 6 | National Pool Partners | Tampa, FL | \$57,651,000 | 11,293 | 10 |
| 2 | Pool Troopers | Tampa, FL | \$43,512,000 | 16,182 | 19 |
| 3 | Amenity Pool Services | Ardmore, PA | \$27,400,000 | 9,450 | 10 |
| 37 | Keith Zars Pools | San Antonio, TX | \$11,879,172 | 4,573 | 4 |
| 24 | Riverbend Sandler Pools | Plano, TX | \$10,761,704 | 6,290 | 3 |
| 5 | Guarino's Swimming Pool Service, Inc | Billerica, MA | \$9,280,390 | 2,091 | 1 |
| 9 | Gohlke Pools | Denton, TX | \$7,691,943 | 3,461 | 1 |
| 15 | Burton Pools & Spas | Fort Smith, AK | \$6,738,103 | 2,609 | 2 |
| 43 | Easton Select Group | | \$6,620,000 | 2,954 | 6 |

COMMERCIAL REVENUE

| Overall Top 50 Ranking | Company | Headquarters | 2024 Commercial Service Revenue | Number of Commercial Service Accounts | Number of Locations Providing Residential Pool Service |
|------------------------|--------------------------------------|-------------------|---------------------------------|---------------------------------------|--------------------------------------------------------|
| 3 | Amenity Pool Services | Ardmore, Pa. | \$22,800,000 | 2,950 | 10 |
| 2 | Pool Troopers | Tampa, Fla. | \$14,148,000 | 612 | 19 |
| 36 | Best Pool Service | Santa Ana, Calif. | \$8,068,072 | 406 | 1 |
| 27 | Payan Pools Service, Inc. | Santee, Calif. | \$4,569,322 | 62 | 2 |
| 5 | Guarino's Swimming Pool Service, Inc | Billerica, Mass. | \$4,428,670 | 221 | 1 |
| 1 | SPS PoolCare | Austin, Nev. | \$4,357,162 | 1775 | 21 |
| 38 | Hines Pool & Spa, Inc. | Austin, Texas | \$3,595,723 | 902 | 1 |
| 39 | Pool and Spa Poseidon | Longueuil, Quebec | \$2,510,500 | 580 | 2 |
| 47 | Pool Rx | Carrollton, Ga. | \$1,792,381 | 124 | 1 |
| 31 | Spiro Custom Pools | Fort Myers, Fla. | \$1,500,000 | 20 | 1 |

\$464,124,283

TOTAL 2024 SERVICE REVENUE BY TOP 50

\$383,399,047

TOTAL 2024 RESIDENTIAL SERVICE REVENUE BY TOP 50

\$80,725,236

TOTAL 2024 COMMERCIAL SERVICE REVENUE BY TOP 50



GOODALL POOLS

Brian Rodriguez

MAINTENANCE FIELD SUPERVISOR

Brian consistently delivers exceptional service, ensuring customers' needs are not only met but exceeded. His deep knowledge, hands-on experience, and eagerness to continue learning give our customers the confidence to return year after year.



GREAT VALLEY POOL SERVICE

Nicole Ferroni

OPERATIONS MANAGER

Nicole's ability to juggle all her responsibilities — while also overseeing our retail operations, overseeing masonry and warranty processes, and managing safety protocols — is nothing short of extraordinary.



GOHLKE POOLS

Travis Burks

LEAD REPAIR TECHNICIAN

Travis' wealth of knowledge and expertise make him an invaluable asset on our service team. Travis consistently goes the extra mile; often stepping up to handle after-hours emergency calls to ensure our customers receive timely, reliable support when they need it most.



ALOHA POOLS AND SPAS

Ethan Lawson

SERVICE IN-FIELD SUPERVISOR

Whether solving a complex equipment issue or mentoring new team members, Ethan consistently delivers an elevated customer experience through his technical expertise and calm, customer-first attitude.



11 POOLS OF FUN

Adam Hayes
LEAD SERVICE TECH

In his 10 years with us, Adam has consistently exemplified what it means to be dependable, skilled, and customer focused. His exceptional technical knowledge is matched by his leadership qualities.



15 BURTON POOLS & SPAS

Dylan Morantes
RENOVATION SPECIALIST

Dylan has played a key role in helping our renovation department drive the growth of our service division overall — his performance has directly contributed to our company's continued success.



19 RICHARD'S TOTAL BACKYARD SOLUTIONS

Sarah Richardson
OPERATIONS MANAGER

Sarah has an exceptional ability to manage and optimize a wide array of operational functions that are the backbone of our service, weekly maintenance and delivery departments. She is the core of our Service & Delivery team's success.



23 CONCORD POOLS & SPAS

Shane Perry
LEAD SERVICE TECHNICIAN

Shane has utilized both our in-house training and outside training in order to become one of the most well-rounded and knowledgeable technicians that has ever worked for our company. There isn't a job that Shane will not take on and excel at.



12 MILLER POOLS

Johnny Hurt
SERVICE MANAGER

In 2024-2025, during the rollout of our new database system, Johnny stepped up without hesitation. He quickly became the most proficient user in the office, earning the title of "Super Admin." He now leads local staff training and serves as the go-to expert for the platform.



16 POOLWERX REDLANDS

Kenneth VanUffelen
FIELD OPERATIONS MANAGER

Ken's perfectionism and attention to detail have shaped a high-performing team that consistently meets and exceeds expectations. Ken has focused on hiring and training the right people, mentoring new hires, and even stepping back into the field when needed.



20 CLARKSON POOLS

Vanessa Coates
SERVICE AND RENOVATION SALES

Vanessa is known for her strong connection with customers, her deep product knowledge, and her genuine commitment to helping others. She is always the first to offer support, whether it's assisting a team member in the field or helping a customer navigate a complex renovation.



24 RIVERBEND SANDLER POOLS

Reba Pierce
MAINTENANCE SUPERVISOR AND TRAINER

Reba's expertise in pool management and water balance has been instrumental in enhancing service over recent years. Her leadership continues to make a significant impact on customer care as she strives for excellence in all her endeavors.



18 PURE SWIM

Amber Parker
ASSISTANT OFFICE MANAGER

Amber has brought structure, clarity and energy into every corner of our company. She's streamlined communication between field technicians and clients, restructured internal processes, and taken the lead to implement systems that elevate efficiency and professionalism.



17 CLAFFEY POOLS

Bryan Young
ASSISTANT SERVICE MANAGER

Bryan's knowledge and experience he has gained over the last 7 years with the company is commendable. The impressive part is the way he actively shares his knowledge with new employees across multiple departments.



21 MOREHEAD POOLS

Jeff Batten
SENIOR MAINTENANCE TECHNICIAN

What truly sets Jeff apart is his quiet but powerful leadership. He doesn't seek recognition; he earns it every single day by showing up, getting the job done, and caring deeply about the company's success and the success of those he works alongside.



25 SWIM CHEM

Steve Croffoot
SERVICE MANAGER

Steve is the manager of our Aqua Chlor office in Tracy, Calif., and has hired a very solid team. He is also responsible for overseeing the repair work done in the central valley along with all of his other management responsibilities.



14 ROBERTSON POOLS

JP Wittmann
SENIOR TECHNICAL INSTALLER

JP is a standout professional known for his expertise in plumbing and electrical installations for swimming pool equipment. His attention to detail and commitment to quality ensure every job is done right the first time.



16 SWIMMING POOL SERVICES

Joshua Rouse
SERVICE MANAGER

Joshua consistently strives to exceed the standard for each of our seven core values. He leads by example and pushes everyone around him to be better. He masterfully balances what is best for the client with what is best for the team.



22 SHASTA POOLS

Craig Miller
SERVICE TRAINER

Craig consistently stays ahead of industry trends and technology. His proactive approach to learning ensures that our service team remains up-to-date and capable, which has a direct impact on our customer satisfaction and operational excellence.



26 INDEPENDENTLY DUNN

Jesse Varvis
MAINTENANCE TECHNICIAN/ADMIN.

Jesse is the star of our team. She spends five or more days a week in the field maintaining pools, and also serves as our administrative assistant. She works eight or more hours a day, maintaining pools, and then returns to the office to complete administrative tasks.

2025 TOP 50 SERVICE



PAYAN POOLS SERVICE

Kris Booze
REPAIR MANAGER

I don't know what I would do without Kris. He's earned the respect and admiration from his team, colleagues, customers and vendors. There is nobody better than Kris anywhere in a role like this.



HERITAGE POOLS
Keith Smith
RENOVATIONS PROJECT MANAGER

Through sheer hard work and tenacity, Keith quickly gained recognition for his expertise and problem-solving abilities and was promoted to renovation project manager. He has become a go-to expert, trusted by both clients and colleagues.



MCM POOL SERVICE

Marc Colon
SR. SERVICE TECHNICIAN/FLEET MECHANIC

Marc is the Swiss Army knife of MCM Pool Service: a dependable, versatile, and highly skilled member who wears many hats and wears them well. He identifies the most urgent needs, bolstering team performance wherever he's placed.



GRAVES POOLS & SPAS

John "Johnny" Brown
SERVICE TECHNICIAN

Throughout his 15-year tenure with us, Johnny consistently demonstrates an exceptional work ethic, a deep understanding of pool systems and maintenance, and a true commitment to customer satisfaction. He is a team player we can always count on.



SPIRO CUSTOM POOLS

Trey Howard
SERVICE MANAGER

Trey goes above and beyond in everything he does — whether it's staying late to ensure a project is completed on time, stepping in to help teammates without being asked, or taking the time to make sure homeowners feel informed, valued, and happy.



PURYEAR CUSTOM POOLS

Shelby Corzine
SERVICE TECHNICIAN

Shelby demonstrates and executes all of the best qualities in an excellent employee. He always lends a hand to his fellow technicians and will help guide new employees through their questions.

DON'T GET MAD GET MAX NATURAL CHEMISTRY

ENJOY MAXIMUM WATER QUALITY WITH MINIMAL WORK & WORRY

The **MAX** product line from Natural Chemistry® is the must-have addition to any pool program to ensure exceptionally clear water and maximum efficiency.

Add these products to any pool maintenance program for easy, worry-free pool care that won't make you mad.

PHOSfree MAX
POWERFUL HIGH INTENSITY PHOSPHATE REMOVER

- Cleans filter and swim line
- Maintains low phosphate levels
- Polishes pool water

pool perfect MAX
WEEKLY MAINTENANCE

One capful treats 10,000 gallons

ALGAE FIGHTING MAX
COMBINES 2 ALGAE-FIGHTING INGREDIENTS

KEEP OUT OF REACH OF CHILDREN. DANGER.

NET CONTENTS: 101.5 FL. OZ. (3 L)

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SHADE DELUX

A NEW PRODUCT FROM TARA®



Introducing the **Shade DeLux Cantilever** — delivers wide, comfortable coverage with its sleek 8' x 10' canopy — perfect for decks with limited space.

Designed with builders in mind, the Shade DeLux offers **multiple mounting options** and a streamlined installation process, making it the easiest way to add premium shade to any poolside project.

More than just shade, this modular system grows with your clients' needs — expandable on either side and customizable with attachments from solar panels to outdoor movie screens. Crafted from **weather-resistant aluminum**, it's as durable as it is sleek, ensuring years of reliable performance.

Limited first production run available now — secure yours before it sells out.



Easy Assembly
with quick release canopy and multiple mounting options



Versatile
generous shade area, wide color and accessory options



Strong & Sturdy
powder coated high grade aluminum for rust-free, maximum durability

SHADE Escapes
BY TARA

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256-725-2500 EXT. 321 SHADES@TARAPOLS.COM



@SHADEESCAPESBYTARA

2025 TOP 50 SERVICE

TOP 10 REVENUE PER LOCATION

| | Overall Top 50 Ranking | Company | Avg. Residential Service Rev. per Location | Locations Providing Residential Pool Service |
|----|------------------------|------------------------------------|--------------------------------------------|----------------------------------------------|
| 1 | 5 | Guarino's Swimming Pool Service | \$9,280,390 | 1 |
| 2 | 9 | Gohlke Pools | \$7,691,943 | 1 |
| 3 | 4 | Gib-San Pool & Landscape Creations | \$6,100,000 | 1 |
| 4 | 6 | National Pool Partners | \$5,765,100 | 10 |
| 5 | 17 | Claffey Pools | \$5,485,395 | 1 |
| 6 | 44 | Fronheiser Pools | \$5,023,105 | 1 |
| 7 | 8 | Great Valley Pool Service | \$4,959,106 | 1 |
| 8 | 42 | Beninati Pool and Spa | \$4,532,236 | 1 |
| 9 | 47 | Pool Rx | \$4,111,492 | 1 |
| 10 | 11 | Pools of Fun | \$4,065,288 | 1 |

TOP 10 ACCOUNTS PER LOCATION

| | Overall Top 50 Ranking | Company | Avg. Accounts per Location | Locations Providing Residential Pool Service |
|----|------------------------|------------------------------------|----------------------------|----------------------------------------------|
| 1 | 42 | Beninati Pool and Spa | 7,862 | 1 |
| 2 | 17 | Claffey Pools | 5,376 | 1 |
| 3 | 9 | Gohlke Pools | 3,461 | 1 |
| 4 | 14 | Robertson Pools | 2,946 | 1 |
| 5 | 23 | Concord Pools & Spas | 2,933 | 1 |
| 6 | 46 | Pulliam Pools | 2,753 | 1 |
| 7 | 44 | Fronheiser Pools | 2,615 | 1 |
| 8 | 11 | Pools of Fun | 2,160 | 1 |
| 9 | 4 | Gib-San Pool & Landscape Creations | 2,100 | 1 |
| 10 | 24 | Riverbend Sandler Pools | 2,097 | 3 |

TOP 10 STAFFERS PER LOCATION

| | Overall Top 50 Ranking | Company | Full Time Service Pros per Location | Locations Providing Residential Pool Service |
|---------|------------------------|------------------------------------|-------------------------------------|----------------------------------------------|
| 1 | 4 | Gib-San Pool & Landscape Creations | 52 | 1 |
| 2 | 28 | Heritage Pools | 49 | 1 |
| 3 (tie) | 36 | Best Pool Service | 43 | 1 |
| 3 (tie) | 38 | Hines Pool & Spa | 43 | 1 |
| 4 (tie) | 9 | Gohlke Pools | 42 | 1 |
| 4 (tie) | 17 | Claffey Pools | 42 | 1 |
| 4 (tie) | 47 | Pool Rx | 42 | 1 |
| 5 | 30 | Graves Pools & Spas | 40 | 1 |
| 6 | 12 | Miller Pools | 36 | 1 |
| 7 | 34 | Molinari Pools | 33 | 1 |



MASTER TOUCH POOL SERVICES

Claudia Silva

VICE PRESIDENT

Claudia leads with compassion, unity and vision, inspiring everyone around her to perform at their best. Her approach has improved our sales performance, streamlined our SOPs, and elevated team morale.



MOLINARI POOLS

Marcus Adams

REPAIR FIELD SUPERVISOR

Marcus worked through our operational processes to better serve our clients and team. He helped create our leak detection service which has helped provide an avenue to ensure our clients are served throughout every stage of their pool's lifecycle.



POOLWERX CARROLLTON

Saul Gaudian

SERVICE DEPT. MANAGER

Saul's leadership has gone far beyond customer service and route execution. He has been instrumental in onboarding new hires, conducting ride-alongs, and being a servant leader. He is the go-to leader for field support and quality assurance.



BEST POOL SERVICE

Shane Stanfill

GENERAL MANAGER

Shane has updated our processes to be far more efficient with new technologies, delegation, and training of supervisors, and creating career progression sheets for each position and person. He has a funny, warm disposition and is an amazing leader.

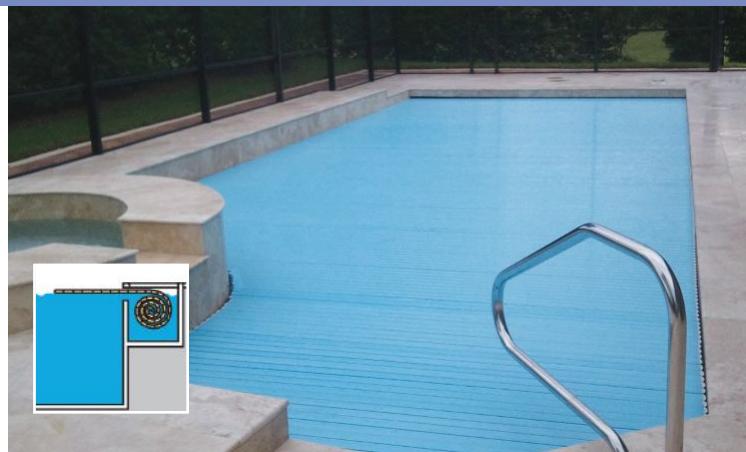
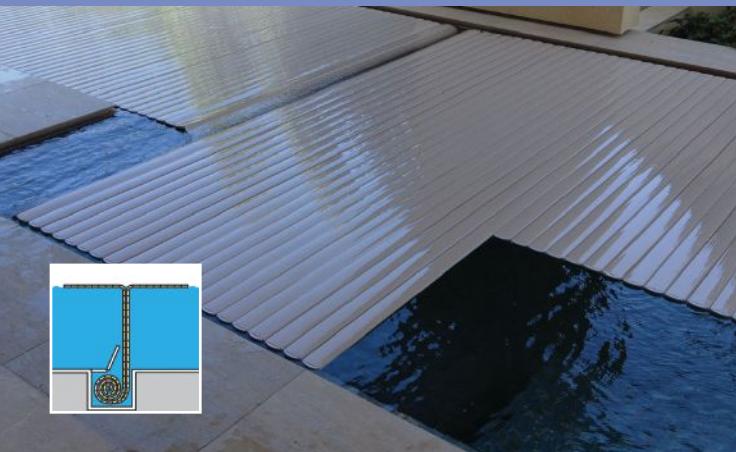


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2025 TOP 50 SERVICE

TOP 10 EMPLOYEE TENURE

| | Overall Top 50 Ranking | Company | Avg. Employee Tenure | Full Time Permanent Service Pros |
|---------|------------------------|--------------------------------------------------|----------------------|----------------------------------|
| 1 | 26 | Independently Dunn | 23 | 4 |
| 2 (tie) | 5 | Guarino's Swimming Pool Service | 16 | 7 |
| 2 (tie) | 7 | Goodall Pools | 16 | 15 |
| 3 (tie) | 8 | Great Valley Pool Service | 15 | 22 |
| 3 (tie) | 30 | Graves Pools & Spas | 15 | 40 |
| 4 (tie) | 4 | Gib-San Pool & Landscape Creations | 14 | 52 |
| 4 (tie) | 25 | Swim Chem | 14 | 25 |
| 5 | 10 | Aloha Pools and Spas of Union City and Jonesboro | 12 | 10 |
| 6 (tie) | 11 | Pools of Fun | 11 | 10 |
| 6 (tie) | 14 | Robertson Pools | 11 | 23 |
| 6 (tie) | 44 | Fronheiser Pools | 11 | 27 |



KEITH ZARS POOLS

Alvaro Segura
MASON

Alvaro exemplifies what it means to be a model employee and an exceptional human being. Through his actions and attitude, he inspires those around him to strive for excellence — not just in their work, but in their character.



HINES POOL & SPA

Eric Sodolak
SENIOR REPAIR TECHNICIAN

From the start, Eric always looked for ways to learn more, do more, and contribute more. He jumps in with both feet and leads the charge in company training sessions to teach. We often find Eric mentoring employees on water chemistry and the latest technology being implemented.



POOL AND SPA POSEIDON

James Caron
DIRECTOR

James works like he is the owner of the business. He wants to cut costs and raise the profit. You can always count on him and he's always there. He takes his job very seriously and his motivation is contagious. James is a good director and leader.



POOLS ETC.

JC Bernat
DIRECTOR OF OPERATIONS

Because of JC's leadership, we've been able to significantly cut service errors, boost repair productivity, and sustain rapid growth. JC's journey from pool service tech to director of operations shows how investing in one standout individual can lift an entire company.

(continued on page 58)

TOP 10 MOST EMPLOYEES

| | Overall Top 50 Ranking | Company | Full-time Permanent Service Pros | Total Number of Accounts | Number of Locations Providing Residential Pool Service |
|----|------------------------|------------------------------------|----------------------------------|--------------------------|--------------------------------------------------------|
| 1 | 2 | Pool Troopers | 619 | 16,794 | 19 |
| 2 | 1 | SPS PoolCare | 584 | 35,488 | 21 |
| 3 | 3 | Amenity Pool Services | 221 | 12,400 | 10 |
| 4 | 6 | National Pool Partners | 213 | 11,293 | 10 |
| 5 | 43 | Easton Select Group | 120 | 3,074 | 6 |
| 6 | 24 | Riverbend Sandler Pools | 78 | 6,608 | 3 |
| 7 | 40 | Pools Etc. | 53 | 1,915 | 2 |
| 8 | 4 | Gib-San Pool & Landscape Creations | 52 | 2,100 | 1 |
| 9 | 28 | Heritage Pools | 49 | 800 | 1 |
| 10 | 36 | Best Pool Service | 43 | 488 | 1 |

TOP 10 MOST LOCATIONS

| | Overall Top 50 Ranking | Company | Number of Locations Providing Residential Pool Service | States with Locations |
|---------|------------------------|--------------------------------------------------|--------------------------------------------------------|-----------------------|
| 1 | 1 | SPS PoolCare | 21 | AZ, FL, NV, TX |
| 2 | 2 | Pool Troopers | 19 | AZ, FL, GA, SC, TX |
| 3 (tie) | 3 | Amenity Pool Services | 10 | AZ, FL, TX |
| 3 (tie) | 6 | National Pool Partners | 10 | AZ, FL, TX |
| 4 (tie) | 7 | Goodall Pools | 6 | PA |
| 4 (tie) | 43 | Easton Select Group | 6 | ME, MA, RI |
| 5 | 10 | Aloha Pools and Spas of Union City and Jonesboro | 5 | TN, MO, AR, IL |

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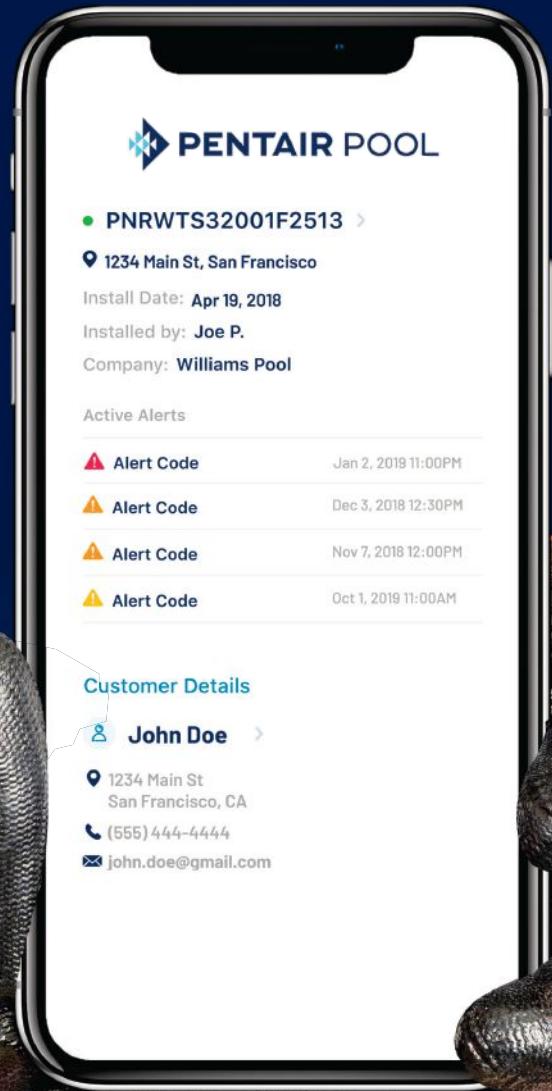


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Trends from Our Long-timers

This year marks the eighth iteration of the Top 50 Service list. Here, we track the performance of the companies that have graced our lists for most or all of the program's existence.

BY REBECCA ROBLEDO

The Top 50 Service program is beginning to mature. So we had to make use of the data we've collected so far.

This is our eighth list, and we've been lucky enough to count certain companies as repeat honorees. Twenty have made the list for the past five consecutive years or more, while six have appeared on all eight.

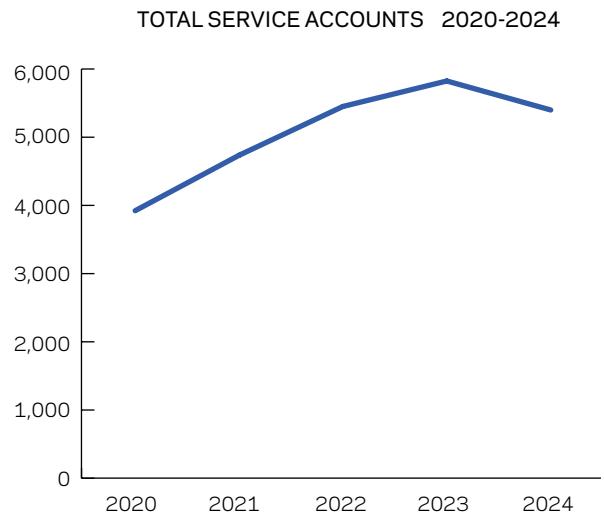
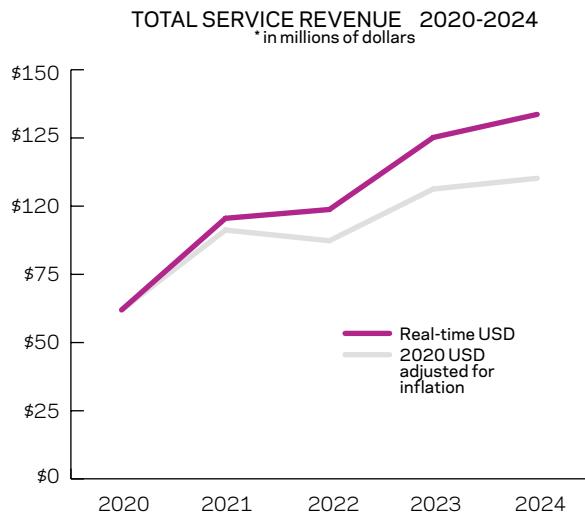
In the hopes of producing a microcosm of the industry to see how it's fared, we've pulled and tracked the data supplied by each of these companies. For our five-year group, we look at their data from 2020 to 2024 (while they appeared in the lists from 2021-2025, they provided data from the year before.) While most of their metrics show inclines in the five years, only average staff tenure has seen a reduction.

Meanwhile, we see how our elite eight-year group did from 2017 to 2024. These companies have proven themselves to be a steady lot: In all the examined metrics, from revenues to accounts to staff number and tenure, they showed moderate but continual growth.

Needless to say, external factors have not remained the same over the past several years. To take higher costs into account, we've adjusted our revenue charts. You'll see earnings expressed in both real-time dollars and converted into 2020 dollars for the five-year group and 2017 dollars for the eight-year group. This makes it easier to compare apples to apples from the beginning of the time period to the end.

2025 TOP 50 SERVICE - LONG-TERM TRENDS

| 2025 Top 50 Ranking | Company | First joined Top 50 | Total years on list | First ranking | Highest ranking/year |
|---------------------|------------------------------------|---------------------|---------------------|---------------|----------------------|
| 2 | Pool Troopers | 2019 | 7 | 1 | 1/2019-21; 2024 |
| 4 | Gib-San Pool & Landscape Creations | 2018 | 8 | 6 | 2/2021 |
| 7 | Goodall Pools | 2019 | 7 | 30 | 7/2025 |
| 8 | Great Valley Pool Service | 2018 | 8 | 7 | 3/2020 |
| 9 | Gohlke Pools | 2018 | 8 | 5 | 5/2018 |
| 11 | Pools of Fun | 2021 | 5 | 9 | 9/2021 |
| 13 | Pure Swim | 2018 | 8 | 21 | 7/2020 |
| 16 | Poolwerx Redlands | 2020 | 6 | 37 | 16/2023, 2025 |
| 17 | Claffey Pools | 2019 | 7 | 45 | 17/2025 |
| 18 | Swimming Pool Services | 2018 | 8 | 34 | 16/2024 |
| 19 | Richard's Total Backyard Solutions | 2018 | 7 | 24 | 11/2020, 2024 |
| 21 | Morehead Pools | 2019 | 7 | 32 | 15/2021 |
| 27 | Payan Pools Service | 2019 | 7 | 13 | 8/2021 |
| 28 | Heritage Pools | 2020 | 6 | 40 | 15/2023 |
| 29 | MCM Pool Service | 2018 | 7 | 28 | 12/2019 |
| 32 | Puryear Custom Pools | 2021 | 5 | 32 | 32/2021, 2024, 2025 |
| 33 | Master Touch Pool Services | 2021 | 5 | 48 | 33/2024, 2025 |
| 34 | Molinari Pools | 2021 | 5 | 43 | 26/2022 |
| 39 | Pool and Spa POSEIDON | 2019 | 7 | 18 | 7/2021 |
| 44 | Fronheiser Pools | 2018 | 8 | 8 | 8/2018 |



The charts on this page track the companies that have been on the Top 50 Service list every year since 2021. They more than doubled revenues in that time frame: Where they started with a combined service revenue of just under \$62 million in 2020, they closed out 2024 with \$133.7 million in service revenue. Accounts started at 39,116 and ended at 53,933 in that five years.

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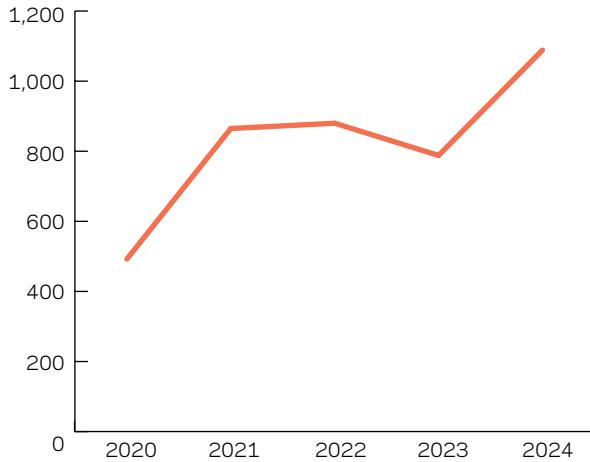


Inventor of **The Pool Bladder™**

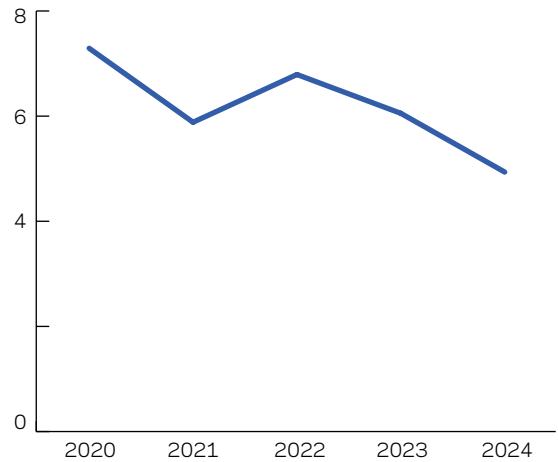


2025 TOP 50 SERVICE - LONG-TERM TRENDS

TOTAL STAFF 2020-2024

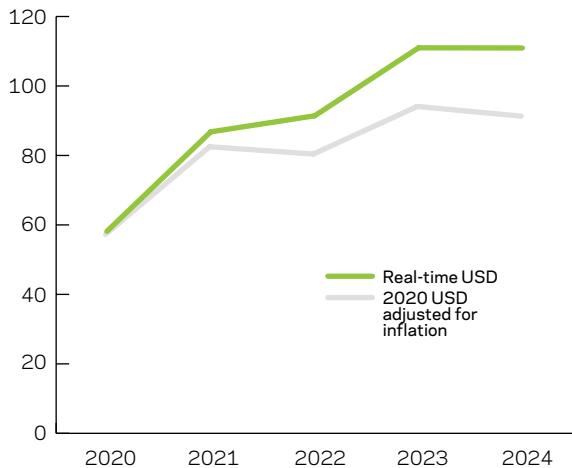


AVERAGE STAFF TENURE 2020-2024
*years

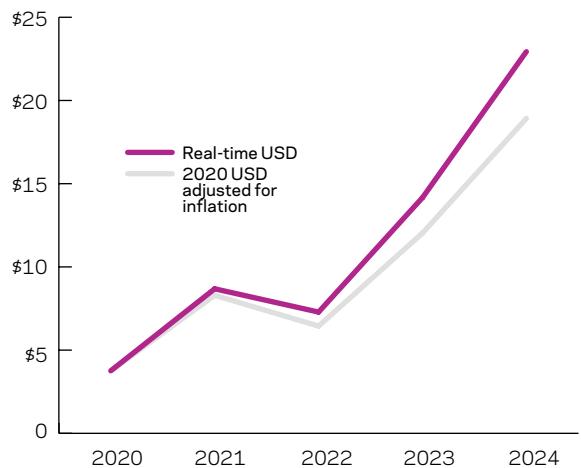


Staffing similarly has doubled for this group in five years. In 2021, these companies employed 492 full-time, permanent service professionals. In 2025, that number was reported at 1,089. Average tenure has dropped from 7.28 to 4.92.

RESIDENTIAL SERVICE REVENUE 2020-2024
*in millions of dollars



COMMERCIAL SERVICE REVENUE 2020-2024
*in millions of dollars



Residential service makes up the core revenue stream for these companies and service divisions. In 2024, they earned \$110.8 million from residential calls and \$22.94 million from commercial.

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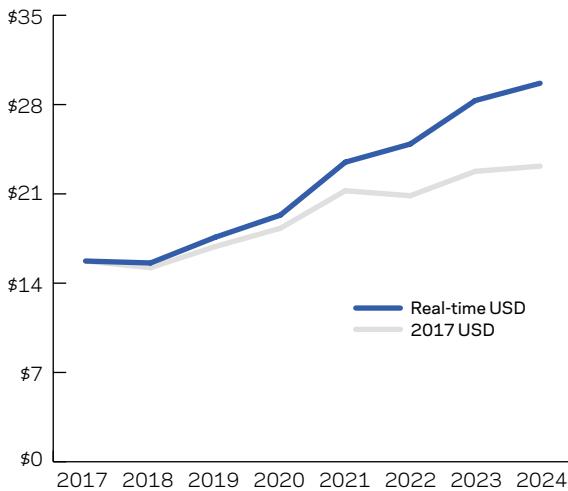


2025 TOP 50 SERVICE - LONG-TERM TRENDS

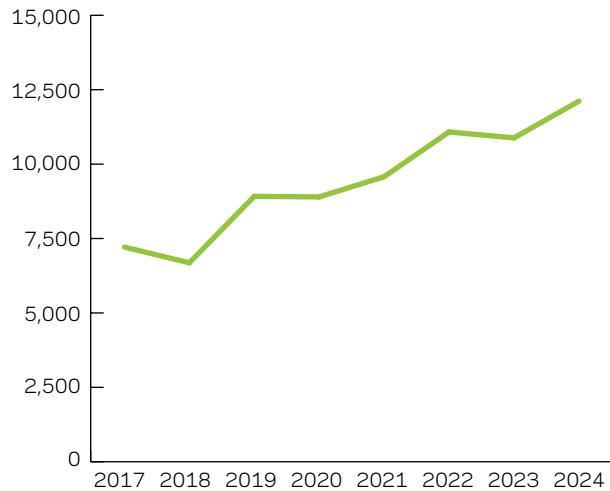
EIGHT YEARS AND COUNTING

| Company | Headquarters | 2025 Ranking | 2018 Service Revenue | Highest Total Service Revenue/year |
|------------------------------------|---------------------|--------------|----------------------|------------------------------------|
| Gib-San Pool & Landscape Creations | Toronto, Ont. | 4 | \$4.9M | \$6.4 M/2024 |
| Great Valley Pool Service | Frazer, Pa. | 8 | \$3.47M | \$4.97 M/2025 |
| Gohlke Pools | Denton, Texas | 9 | \$2.76M | \$7.85 M/2025 |
| Pure Swim | Los Angeles, Calif. | 13 | \$1.14M | \$3.42 M/2024 |
| Swimming Pool Services | Waukesha, Wis. | 18 | \$1.41M | \$3.1 M/2025 |
| Fronheiser Pools | Bally, Pa. | 44 | \$2.11M | \$5.02 M/2025 |

RESIDENTIAL SERVICE REVENUE 2017-2024
*in millions of dollars

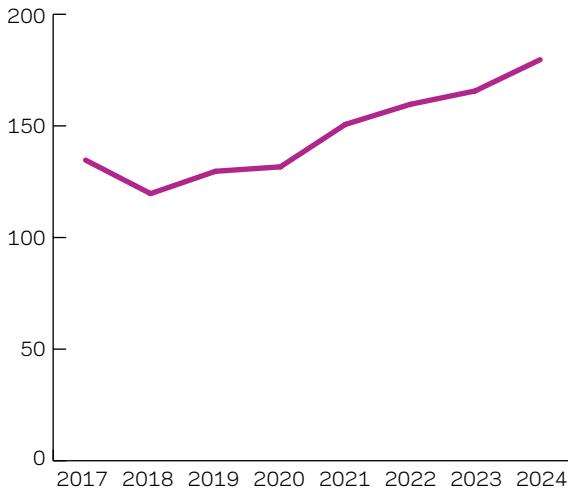


TOTAL SERVICE ACCOUNTS 2017-2024

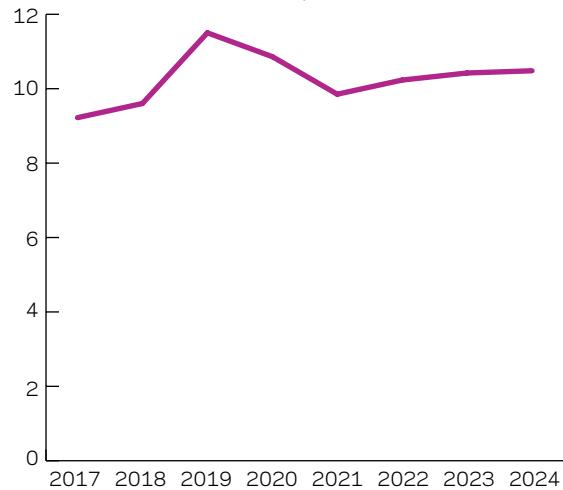


On this page and the next, we look at the six companies, listed above, that have made the list every year since its start in 2018. For this group, both residential revenue and number of accounts have grown steadily in the eight years.

TOTAL STAFF 2017-2024

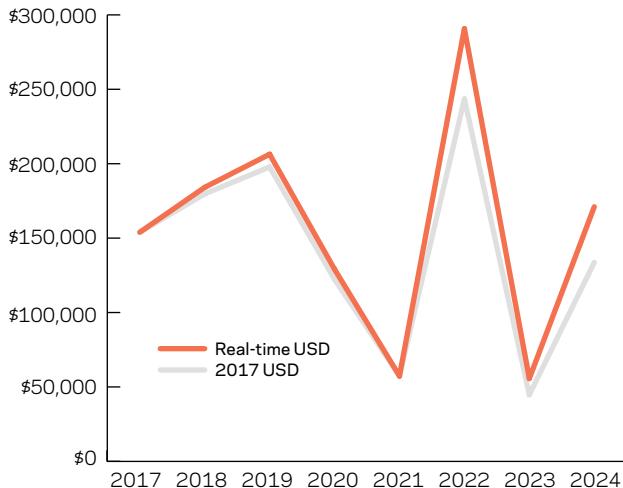


AVERAGE STAFF TENURE 2017-2024
*in years

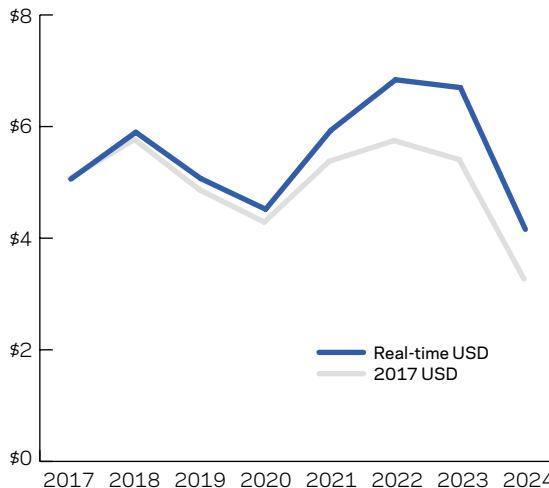


Staffing has remained steady and stable for these six companies, which went from 134 full-time service pros in 2017 to 179 in 2024. Average tenures grew from 9.22 to 10.48 years.

COMMERCIAL SERVICE REVENUE 2017-2024
* in dollars



RENOVATION REVENUE 2017-2024
* in millions of dollars



Residential service clearly makes up the bread and butter for these companies. In 2024, commercial service accounted for about half a percent of total service revenue. Renovation revenue, which was not counted in service revenue figures, has moved with the economic highs and lows.

PSN United States Postal Service
STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION

(required by Act of August 12, 1970: Section 3685, Title 39, United States Code)

1. PSN Pool and Spa News
2. (ISSN 793-180)
3. Filing date: 10/1/2025
4. Issue frequency: Semi-monthly in Jan., Mar., and May; Monthly in Feb., April, June, July, Aug., Sep., Oct., Nov., Dec.
5. Number of issues published annually: 15.
6. The annual subscription price is \$ 28.50.
7. Complete mailing address of known office of publication: Pool and Spa News, 4000 MacArthur Blvd Ste 400, Newport Beach CA 92660-2543. Contact person: Kolin Rankin. Telephone: 305-859-0063
8. Complete mailing address of headquarters or general business office of publisher: Hanley Wood Media Inc, dba Zonda Media, 4000 MacArthur Blvd Ste 400, Newport Beach CA 92660-2543.
9. Full names and complete mailing addresses of publisher, editor, and managing editor. Publisher, Mia Vallo, 4000 MacArthur Blvd Ste 400, Newport Beach CA 92660-2543. Editor, Joanne McClain, 4000 MacArthur Blvd Ste 400, Newport Beach CA 92660-2543. Managing Editor, Rebecca Robledo, 4000 MacArthur Blvd Ste 400, Newport Beach CA 92660-2543.
10. Owner: Hanley Wood Media Inc, dba Zonda Media, 4000 MacArthur Blvd Ste 400, Newport Beach CA 92660-2543; HW Holdco, LLC (c/o Hanley Wood Media Inc, dba Zonda Media), 4000 MacArthur Blvd Ste 400, Newport Beach CA 92660-2543.
11. Known bondholders, mortgages, and other security holders owning or holding 1 percent of more of total amount of bonds, mortgages or other securities: NONE.
12. Tax status: Has Not Changed During Preceding 12 Months.
13. Publisher title: PSN Pool and Spa News.
14. Issue date for circulation data below: 09/22/2025.
15. The extent and nature of circulation:

| | Average No. Copies Each Issue During Preceding 12 Months | No. Copies of Single Issue Published Nearest to Filing Date |
|---------------------------------------------------------------------------------|-------------------------------------------------------------|----------------------------------------------------------------|
| a. Total Number of Copies (Net press run) | 16,623 | 16,507 |
| b. Paid/requested circulation. | | |
| (1) Mailed outside-county paid subscriptions/requested. | 8,379 | 9,339 |
| (2) Mailed in-county paid subscriptions/requested. | 0 | 0 |
| (3) Sales through dealers and carriers, street vendors and counter sales. | 93 | 100 |
| (4) Requested copies distribution through other classes mailed through the USPS | 0 | 0 |
| c. Total paid/requested distribution. | 8,473 | 9,439 |
| d. Nonrequested distribution (by mail and outside mail) | | |
| (1) Outside-County Nonrequested copies. | 7,800 | 6,830 |
| (2) In-county nonrequested copies. | 0 | 0 |
| (3) Nonrequested Copies Distributed Through the USPS by Other Classes of Mail | 0 | 0 |
| (4) Nonrequested copies distributed outside the mail. | 177 | 100 |
| e. Total Nonrequested distribution. | 7,978 | 6,930 |
| f. Total Distribution (Sum of 15c and 15e) | 16,451 | 16,369 |
| g. Copies not Distributed | 173 | 138 |
| h. Total (Sum of 15f and 15g) | 16,623 | 16,507 |
| i. Percent paid | 51.50% | 57.66% |
16. Electronic Copy Circulation:

| | | |
|-----------------------------------------------------------------------------|--------|--------|
| a. Paid Electronic Copies. | 0 | 0 |
| b. Total Paid Print Copies (Line 15c) + Paid Electronic Copies (Line 16a). | 8,473 | 9,439 |
| c. Total Print Distribution (Line 15f) + Paid Electronic Copies (Line 16a). | 16,451 | 16,369 |
| d. Percent Paid (Both Print & Electronic Copies) (16b divided by 16c x 100) | 51.50% | 57.66% |

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17. Publication of statement of ownership for a Requester publication will be printed in the 11/10/2025 issue of the publication.
18. Signature and title of editor, publisher, business manager, or owner: Mia Vallo - CMO. I certify that all information furnished on this form is true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on the form may be subject to criminal sanction and civil actions.



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The 2025 Top 50 Service Survey

Learn how this group has fared so far in 2025, as well as its outlook for year-end outcomes and attitudes toward current industry issues.

BY REBECCA ROBLEDO

In addition to being named as part of our prestigious list, this year's Top 50 Service companies have plenty of reasons for a positive outlook.

Among other pieces of good news: Few of this year's Top 50 reported decreases in accounts, revenues or profits for 2025 so far. But between those three data points, the most decreases were seen in profits, with 12.8% of the Top 50 reporting a drop in profits compared to autumn of last year. On the other hand, only 8.5% are seeing lower revenue, and a mere 4.2% report having fewer accounts now than the same time in 2024. Those who did experience increases reported more generous hikes in revenues and accounts, but modest ones in profits.

When they close the books on 2025, only 8.5% of these service firms expect to look back on decreased revenues compared with all of 2024, while 4.3% expect a flat year compared with last year. About 62% expect modest increases of 10% or less.

Rising costs no doubt are contributing to the struggle to maintain profits. When asked how costs are affecting their businesses, only 4.3% reported losing jobs because of

price increases, but fully 23.4% said price hikes are making it more difficult to attract customers. Meanwhile, 53% of respondents said they raised their prices in 2025 to keep up with inflation, while 8.5% have chosen to absorb cost increases for the time being.

With all the consolidation currently taking place, this group mostly maintains its independent bent. About 66% said they would not consider joining a consolidator, or that they feel ambivalent about it. Still, just under 28% already are part of a consolidation model or actively pursuing joining one. Another 6.4% said they would consider it.

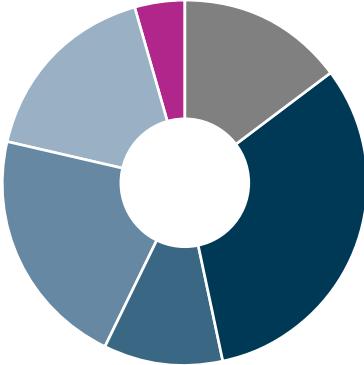
Not only large consolidators have the expansion bug. Of the Top 50, 42.5% expect to make an acquisition or open new locations in 2026, while another 4.2% are open to the possibility.

It's clear that, once again, these firms are boosting their marketing efforts to better position their companies for success. A full 72.3% have recently increased their marketing budgets.

Check out the results to see what other changes they're making, and to see their responses to other questions.

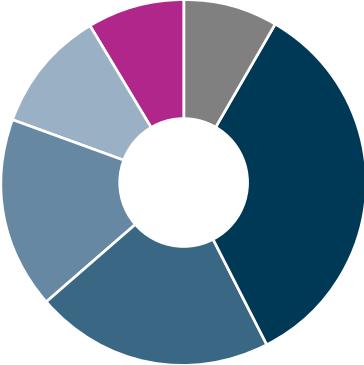
TOP 50 SERVICE SURVEY

Let's talk about the year so far for your service/ maintenance operation. How does your current number of regularly scheduled customers (weekly, etc.) compare with this time last year?



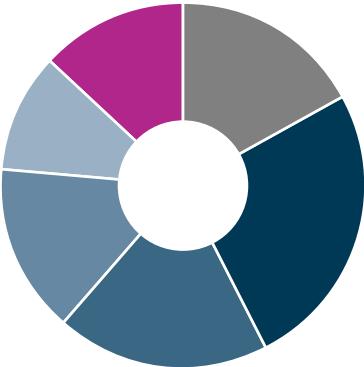
14.9%: SAME as this time last year
 31.9%: INCREASED 5% or less
 10.6%: INCREASED 6% to 10%
 21.3%: INCREASED 11% to 20%
 17%: INCREASED more than 20%
 4.2%: DECREASED

How is your service operation's REVENUE so far for 2025, compared with the same time last year?



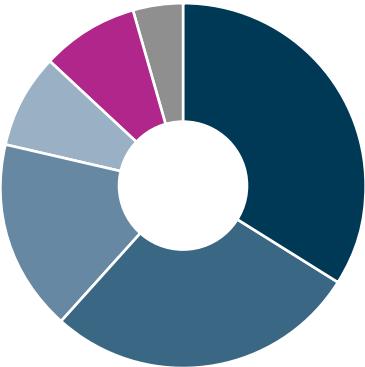
8.5%: EVEN as this time last year
 34%: INCREASED 5% or less
 21.3%: INCREASED 6% to 10%
 17%: INCREASED 11% to 20%
 10.7%: INCREASED more than 20%
 8.5%: DECREASED

How do your service operation's PROFITS compare now with the same time last year?



17%: EVEN with this time last year
 25.5%: INCREASED 5% or less
 19.1%: INCREASED 6% to 10%
 14.9%: INCREASED 11% to 20%
 10.6%: INCREASED more than 20%
 12.8%: DECREASED

Now we're looking ahead: How do you expect 2025 to close out in terms of REVENUE for your service operation?



4.3%: EVEN with this time last year
 34%: INCREASED 5% or less
 27.7%: INCREASED 6% to 10%
 17%: INCREASED 11% to 20%
 8.5%: INCREASED more than 20%
 8.5%: DECREASED



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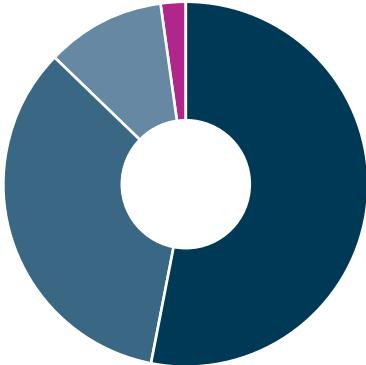
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“Safety is everything. As a three-time Olympic gold medalist, I’ve experienced pools of all kinds, from backyard retreats to Olympic venues. And when it comes to pools, safety starts before the first splash.” — Rowdy Gains

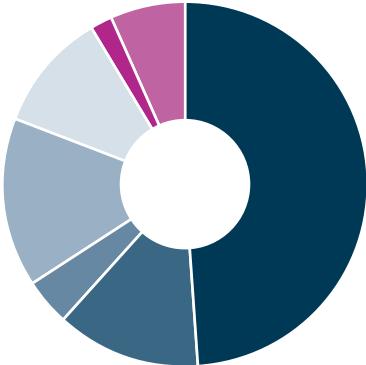
TOP 50 SERVICE SURVEY

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



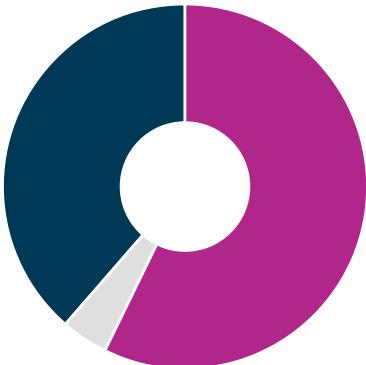
53.2%: We increased it this year
34%: We increased it in 2024
10.6%: We increased it in 2023
2.1%: We decreased it this year

Let's address some issues that have been on our minds. We're seeing consolidation impact the service side more than any other segment. Would you consider joining a consolidator or franchise?



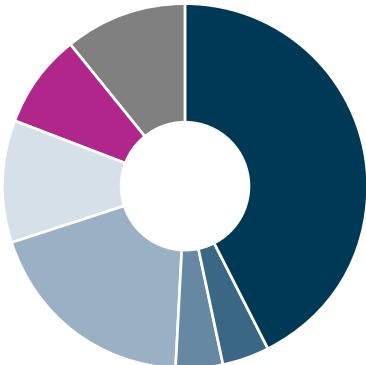
48.9%: No, we would not consider it
12.8%: We're not sure
4.2%: Other
14.9%: Our company already has joined a franchise or consolidator
10.6%: Our company is a consolidator
2.1%: We are actively pursuing or considering
6.4%: Yes, we would consider it

Do you expect to open or acquire new locations by the end of 2026?



57.4%: No
38.3%: Yes
4.2%: We are open to the possibility

What impact do you believe consolidators have had on your business?



42.5%: No effect
4.2%: Other
4.3%: They've driven local prices down
19.1%: They've made it easier for my company to distinguish itself
10.6%: Improved trade practices in my area
8.5%: They've downgraded trade practices and quality of service in my area
10.6%: Great! I am a consolidator

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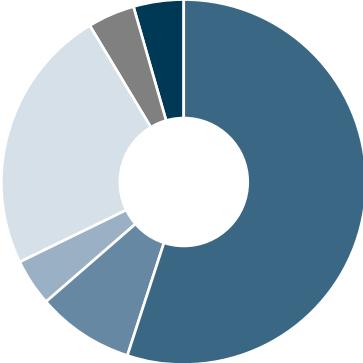
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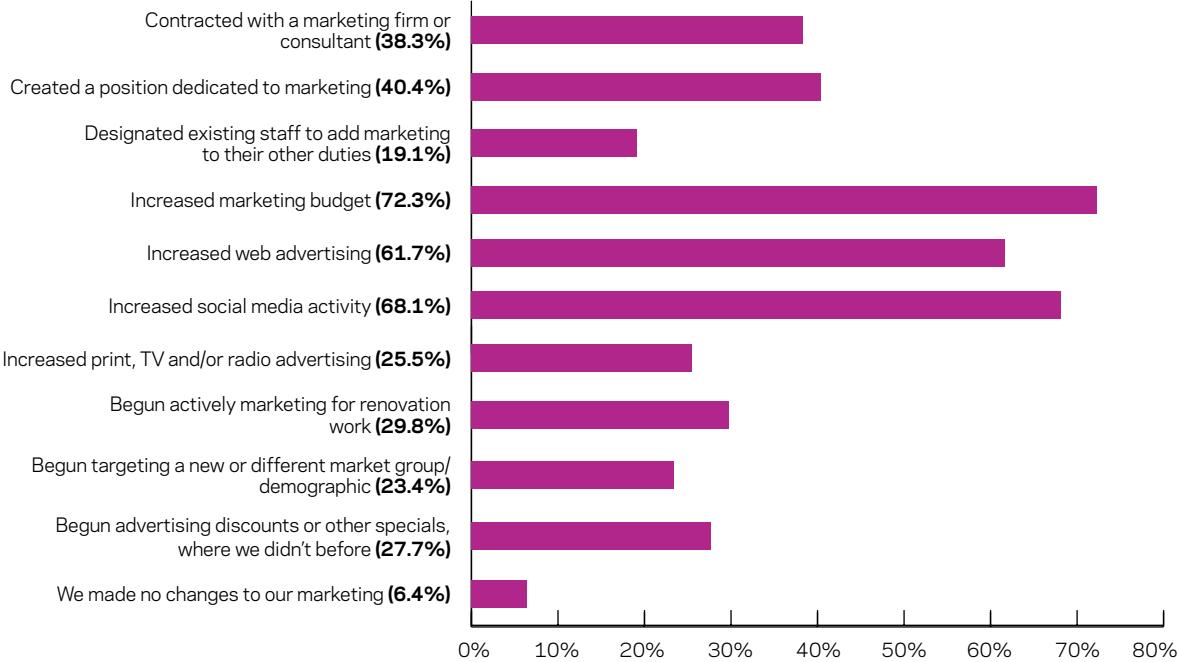
TOP 50 SERVICE SURVEY

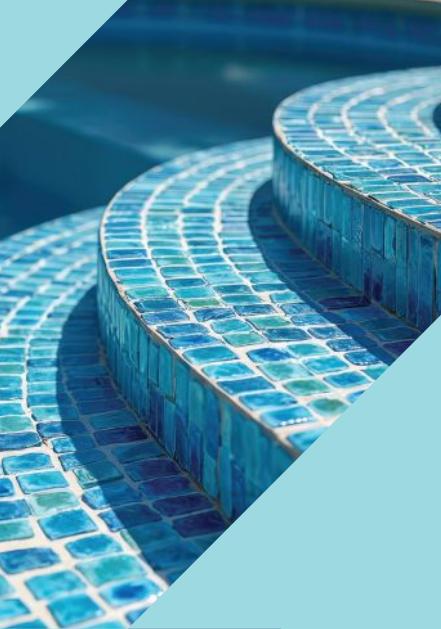
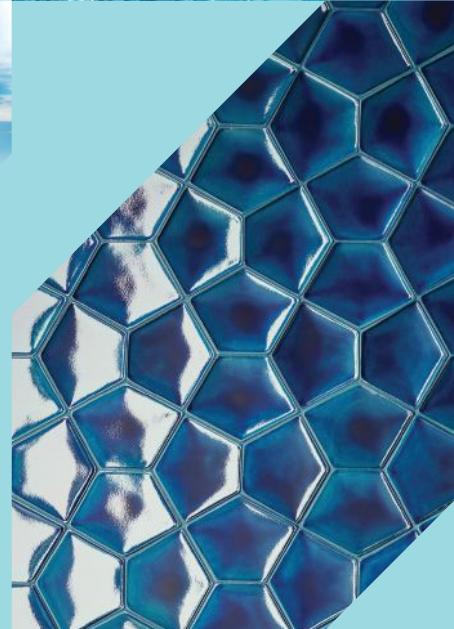
How have rising costs affected business?



4.3%: My costs have not gone up
55.3%: I had to raise my prices for customers this year
8.5%: I've absorbed the difference
4.3%: I have lost accounts because of rising costs
23.4%: Rising costs have made it harder to gain new accounts
4.3%: Other

What changes have you made to your company's marketing (defined as public relations, advertising and social media)?





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MORE DREAM DESIGNS

From whimsical spray parks to community pools to the sleekest competition venues, enjoy more installations deemed Dream Designs by our sister publication, *Aquatics International*.

BY REBECCA ROBLEDO

SPLASHPAD

OLD TOWN SPLASH PARK

LEWISVILLE, TEXAS

Bold, vibrant colors and dense, diffused water textures hold to tradition while carrying an old aquatic space into a new era.

With its decades-old aquatics center showing its age and waning in attendance, officials with the City of Lewisville, Texas, wanted to transform the space into something more vibrant that would engage a wider cross section of citizens, while streamlining costs and solving lifeguard staffing challenges.

The venue also would need to fit into an existing park, with its walking trail and generous backdrop of trees.

The design team produced this hearty spraypark that honors the old pool while ushering in the new era.

The splash pad may be family-friendly, but it isn't meek. Among the 90 spray features across the 13,700-square-foot space stand plenty of tall vertical sprays, making for a frothy waterscape with loads of texture.

"The density of the features is pretty significant," says Darren Bevard, president/COO of St. Louis-based Councilman-Hunsaker. "That was a priority within the available budget — to make sure we had a lot of water activity, a good feature density to make the site interesting and entertaining.

"While we were looking at the zoning within the layout, we didn't want there to be any dead zones or vacant areas within the pool footprint."

The colorful deck coating defines zones and reflects the original pool's contours. "Where you have that dark blue arc, that's where the zero-depth entry was in the original pool," Bevard says.

FLUWMEDIA



HONORING TRADITION

In transforming the venue from a traditional swimming pool to a modern spraypark, the design team wanted to honor the history of the space while providing the latest in technology.

For the first objective, the designers chose to model the spraypark's shape after the old pool's outline. This brought the additional benefit of reducing costs by working within the imprint available, and minimizing environmental footprint by treading lightly.

Natural touches such as limestone seating visually integrate with the local greenery. Custom rockwork plumbed with spray nozzles were placed around the splash pad to serve as a transition between it and the park.

DRAWING BOUNDARIES

While the space needed zoning to separate slower-moving toddlers from

more energetic bigger kids, the designers wanted a sense of unity and visibility for parents needing to supervise children in multiple areas at the same time.

The colorful, slip-proof deck coating in blues as well as pops of orange define the zones while providing an animated take on the original pool's lines.

"The way the color and patterns were utilized on this site, there is some sort of indication of connectivity among the various zones," Bevard says.

Following the dark blue can guide users through the zones. The dark blue arc to the side shows where the original pool's zero-depth entry sat, while a yellow and teal shade structure was placed in a circular area that denotes the location of a pavilion in the site's previous iteration.

Colorful umbrellas are used throughout to provide shade in some

of the milder splash zones, shielding smaller children as well as those taking advantage of seating areas at the perimeter.

To additionally save costs as well as enable allocation to more new features on the wish list, the team preserved many existing elements. These included concrete decking, a concrete balancing tank, much of the mechanical equipment from the pool, some pipe runs, and trenches.

ARCHITECT: Kimley-Horn;
AQUATIC CONSULTANT:
Councilman-Hunsaker;
AQUATIC DESIGNERS: Kimley-Horn; Councilman-Hunsaker;
POOL/SPA/GENERAL CONTRACTOR: Kraftsman Commercial Playground & Water Park Equipment



Designers maintained the sea-shell shape of the classic pool, while using wing walls to break it up into segments for multiple functions.

ARCHITECT/LANDSCAPE

ARCHITECT: KNBA;

AQUATIC DESIGNER/AQUATIC

CONSULTANT: Counsilman-

Hunsaker; **Pool/Spa/**

Waterfeature Contractor:

Spears; **General Contractor:** RL

Turner; **Design Architect:** Tim

Doelling

ect manager with St. Louis-based Counsilman-Hunsaker. “We had to fit the amenities with the amount of space required while still abiding by code.”

The circular set of steps between the sunshelf and lap lanes is centered on doors of an adjacent building to provides an inviting entry.

“We tried to make those as grand as possible,” Johnson says.

The upgraded pool had to still make sense with the brick buildings and more traditional architecture in the complex. Of course, maintaining the pool’s original outline gave them plenty of headway toward that objective.

To further combine old with new, the team chose subtler materials that would keep the spotlight on the newer play amenities. Bright colors placed the slide and water toys in the foreground while subtle interior finish materials kept the swim channel, seating areas and sunshelf in the background. Blue was chosen for the slide to evoke the water and sky, and also to keep the tallest of the play structures on the toned-down side of bright.

“It’s just very reminiscent of water and summertime and the nice blue sky,” Johnson says. “You still have color — it’s not that super sleek modern look with all white or stainless steel — but it’s not super poppy ... it’s a nice pop of color but still relatively neutral. It’s still fun and inviting for kids, but not overly loud.”

LEISURE POOL/FAMILY AQUATIC CENTER

CRYSTAL BEACH AQUATIC PARK

MADISON, IND.

A classic icon remains the jewel of the city, thanks to a balance of tradition-honoring strategies and newfangled features.

This pool, set in the historic part of a riverside town, shows the perfect combination of nostalgia and future-forward perspective.

The town valued its pool, a mainstay for decades. While the gem had reached the end of its life, officials wanted to honor its original sea-shell shape even while making it more versatile for a broader base of visitors.

The team accomplished this by segmenting the original pool’s square footage to accommodate distinct activities, while choosing lines and materials that placed the emphasis where they needed it.

CLASSIC UPDATE

Taking advantage of the vessel’s size, the team converted what had been a

plain beach-entry pool into a multi-use water playground.

Working within the footprint, designers added wing walls to serve as boundaries for each zone. The beach entry was shortened and kept at the shallow end, with new play features, while the pool’s deep end was turned into a diving zone.

A waterslide area would attract those seeking more playful activity, while a current channel would accommodate exercise with minimal sprawl. An underwater seating area in the channel provides swimmers with a lounging destination. A long sunshelf takes up one wall, with two lap lanes spanning the wall opposite the entry stairs.

“It was kind of like fitting in puzzle pieces,” says Amrian Johnson, a proj-



SPRAYPARK

GENERATIONS PARK

BLAIR, NEB.

With faux rock features presenting water in many forms, this spray pad serves many purposes — to provide family fun, add to the natural landscape, and play an important role in the park layout.

High expectations were placed on this spray pad. It would sit in the context of a sprawling park, which would include a trail system, courts for pickleball and bocce ball and an amphitheater.

Within the property, the spraypark would play an important role, acting as a central focus and point of entry, easily accessed from the parking area and providing a good vantagepoint for assessing the lay of the land. It also would serve as a central hub between the amphitheater, restrooms and courts, so the latter could be used when an event takes place at the amphitheater.

GOING WITH THE FLOW

To fit the spraypark within its environment and recall a local site, designers chose to develop a creek theme.

Faux rockwork sprays and interactive features include waterfalls, a cascading water table, and spraying stones. The team even concealed the remote activation system for the features within rock elements. A stylized creek runs through the spray pad,

made of tan dyed concrete, as a nod to the real-life version nearby.

The designers capitalized on the site's natural elevation changes to enhance the park. For instance, grade changes helped collect drainage from the sprays to form a stream, providing another play opportunity for children and staying within the nature theme.

Limestone retaining walls used throughout manage the elevation changes while visually meshing with the artificial-rock spray features. The walls also provide added seating around the spraypark's perimeter.

A stainless-steel hand pump at the rock water table provides the opportunity for children to interact with water

in another way.

With remote systems, users can activate the play features, causing them to run in a programmed sequence for 5 to 10 minutes before shutting down again. This minimizes power costs and water loss when nobody is using the park. Additionally, having the features run in a sequence saves consumption compared to the water usage if they ran simultaneously. If rain is detected, the system will completely shut down, even if somebody activates it.

Energy-saving LED lights were used for the sake of energy conservation. After hours, lights are taken down to the minimum needed for security to further reduce operational costs.

ARCHITECT/LANDSCAPE ARCHITECT: JEO Consulting Group;
AQUATIC DESIGNER/AQUATIC CONSULTANT: JEO Consulting Group;
POOL/SPA/WATERFEATURE CONTRACTOR: Commercial Recreation Specialists; **GENERAL CONTRACTOR:** Sampson Construction Company; **CIVIL ENGINEER:** JEO Consulting Group; **MEP/LIGHTING ENGINEER:** Alvine Engineering



COMPETITION POOL

WAUKEE CSD NATATORIUM

WAUKEE, IOWA

With a focus on the details, this design team precisely crafted a prime experience for athletes and spectators alike.

The Waukee Community School District in Iowa wanted the latest and greatest when it came time to build a natatorium to serve two of its high schools. The design team did not disappoint.

The natatorium features a 50-meter-by-25-yard pool with movable bulkheads that convert it into two or three pools to accommodate multiple programs at once. A smaller pool suitable for training, warm-ups, and learn-to-swim programs also shares the site.

With a keen eye for such details as entry and egress and lighting, the team crafted a worthwhile experience for both athletes and spectators.

MAJESTIC SIGHT

The facility was designed with different entrances for athletes and spectators, to help competitors to retain their focus (and protect coaches from the unsolicited advise of parents). Athletes would pass through the locker rooms and enter the natatorium at floor level. Spectators would come from an upper floor, then walk down the stadium steps in the space.

“When you come in ... you have a dynamic view of the whole swimming venue and all the activities...” says Johnny Boyd, an architect with RDG Planning and Design in Des Moines, Iowa. “As you’re walking down, you’re getting closer and closer to the action... It’s very dramatic.”

The team took an especially creative approach to lighting. Designers agreed they wanted plenty of natural light. But to help swimmers keep their bearings in the pool, they wanted to avoid the glare that can come with floor-to-ceiling windows. They sought ways to control the quality and direction of the light. To do this, they used diffusion to their advantage, creating step-ups in the ceiling and setting clear glass in the vertical planes — or the risers, if they had been actual steps. Now, indirect light would enter through the ceiling rather than shining straight on the water.

Away from the pools, the facility includes a wet classroom. With a tile floor that slopes to drains, the room accommodates individuals just coming out of the pool and is used for wet/dry instruction, birthday parties and other events.

ARCHITECT/INTERIOR DESIGN/LIGHTING DESIGN: RDG Planning & Design; **AQUATIC DESIGNER/AQUATIC CONSULTANT:** Aquatic Design Group; **Pool/Spa/Waterfeature Contractor:** The Pool Company (TPC); **GENERAL CONTRACTOR:** Henkel Construction; **CIVIL ENGINEER:** Bishop Engineering; **Structural Engineering:** KPFF; **AUDIO/SOUND ENGINEERING/MEP CONSULTANT:** KCL Engineering

Product Profiles: Heaters, Pumps, Motors and Filters



IntelliCenter Pool Control System

The IntelliCenter Pool Control System is the most advanced, smart-connected control system in Pentair's line up of pool automation solutions.

It features remote monitoring for increased efficiency, customer satisfaction and revenue opportunities. It also features an intuitive touchscreen with a setup wizard to get Pool professionals out of the backyard faster.

"Remote monitoring and control can be a game changer for pool pros," says Tony Breland, Pentair's senior product manager, automation. "It allows you to troubleshoot before going to the backyard, sometimes avoiding a trip, and it's an opportunity for additional revenue streams and increases customer loyalty with more connection to the equipment pad."

The IntelliCenter system comes with a 3-year extended warranty when bundled.

Contact: Pentair | pentair.com/automation

POOL360 PoolService

PoolCorp's POOL360 PoolService software is designed for pool service businesses.

It offers leading route optimization, mobile water testing, automated billing and payments, integrated pricing with pool360 for installation and repairs, and more.

Contact: PoolCorp | pool360service.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

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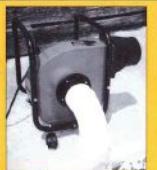
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(continued from page 32)



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OHIO HOT TUB & SAUNA

Phil Aberegg

LEAD SERVICE TECHNICIAN

Phil plays a key role in training new employees, setting them up for success with hands-on guidance and technical support. He's also an expert in water chemistry — his expertise ensures our service quality stays consistently high.



44

FRONHEISER POOLS

Molly Smale

WEEKLY SERVICES COORDINATOR

Molly consistently exceeds expectations by combining expertise with empathy in every interaction, ensuring customers feel valued. Through her leadership and service-first mindset, she builds trust and loyalty with both clients and colleagues.



47

POOL RX

Javier Diaz

SERVICE DEPT. MANAGER

Over the past 13 years, Javier has grown from a high school hire into one of the most respected and reliable leaders in our organization. Javier took on increasing responsibility — he simply did the work, solved problems, and led by example. He leads with grit and grace.



50

PENGUIN POOLS

Gaelan Seibold

SERVICE MANAGER

Gaelan is responsible for the significant growth of the department, which has resulted in consistent year-over-year growth in customer base, revenue, and employee numbers. He developed the career path for the service department that we use for every service employee.



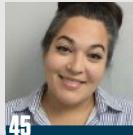
42

BENINATI POOL AND SPA

Lisa Skornicka

OFFICE MANAGER

Lisa handles everything from the initial contact of new customers to scheduling their services. She is thorough and efficient. Her hard work has helped make our growth possible. She is a leader, even with our technicians. If you need something fixed, you see Lisa.



45

HAUK CUSTOM POOLS

Kassie Ramzanali

SERVICE COORDINATOR

Kassie has been a vital part of our team for just one year, but in that short time, she has made a long-lasting impact. She is the heartbeat behind our service operations — coordinating the entire schedule for all of our service technicians and ensuring that every job is completed well.



48

POOLWERX KELLER

Gerardo Lopez

LEAD SERVICE TECHNICIAN

For eight remarkable years, Gerardo has been the gold standard for excellence within our service team. He is the quintessential service technician: meticulously thorough, unfailingly punctual, and exceptionally reliable.



43

EASTON SELECT GROUP

Misael Balcaceres (Alex)

FIELD SERVICE MANAGER

Known for delivering exceptional customer service, Alex consistently goes above and beyond to ensure client satisfaction. In his current role, he oversees a dedicated team of 16 service technicians, guiding them with strong leadership and a hands-on approach.



46

PULLIAM POOLS

Meagan Jensen

SERVICE COORDINATOR

Meagan gives her full attention to the person on the other end of the line, whether they're frustrated, confused or just need a little reassurance. She's consistently patient, compassionate and encouraging through all the different seasons our customers experience.



49

THE POOL BUTLER

Josue Vasquez

MAINTENANCE TECHNICIAN

Whether it's arriving early to troubleshoot a complex issue, staying late to ensure a job is completed to perfection, or taking the time to educate clients on proper pool care, Josue approaches every task with a positive attitude and an unwavering dedication to quality.



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