

# PSN

POOL AND SPA NEWS

The premier voice of pool and spa professionals

MARCH 23, 2026

[www.poolspanews.com](http://www.poolspanews.com)

## Building Career Pathways

### IN THIS ISSUE:

| SEO: Good, Better, Best

| Meet Two Aquatic  
Safety Advocates

| Assemble a Team that  
Sells and Shines

A KENILWORTH MEDIA PUBLICATION

# CELEBRATING 250 YEARS OF AMERICA

Partnering With Pool  
Builders Nationwide.

**EXCLUSIVE PROGRAM!** **6.99%\*** 20-YEAR TERM  
ZERO FEES

✓ BEST RATES    ✓ LONGEST TERMS    ✓ FAST APPROVALS

TERMS UP TO **30 YEARS** | AMOUNTS UP TO **\$200K**

FINANCING  
THAT SELLS >>>  
POOLS



877-754-5966 | WWW.LYONFINANCIAL.NET

\*Available on approved credit; not all will qualify. Lowest APR reserved for those with excellent and substantial credit. 6.99% APR has a maximum loan term of 20 years, a minimum loan amount of \$50,000, and a maximum loan amount of \$100,000. Conditions and limitations apply. Advertised terms are subject to change without notice. Loan terms may differ based on loan purpose and credit profile. Payment example: Monthly payments for a \$100,000 loan at 6.99% APR with a term of 20 years would result in 240 monthly payments of \$774.70. Last revised 1/13/2026



## Family of Sealants

The industry leading DECK-O-SEAL family of sealants is the trusted name in the pool industry. DECK-O-SEAL has the broadest range of sealants to meet all of your needs.

**DECK-O-SEAL** *the name you can trust.*



Seal all cracks and joints with DECK-O-SEAL two-part, elastomeric, polysulfide-based joint sealant.

DECK-O-SEAL is used for caulking and sealing joints subject to concrete movement to provide a firm, flexible, weather-tight seal. It is ideal for sealing joints around swimming pools, and is applicable for both interior and exterior use.



A Division of W. R. MEADOWS, INC. P.O. Box 397 ■ Hampshire, IL 60140

Phone: 800-542-POOL ■ info@deckoseal.com ■ www.deckoseal.com ■ @deckoseal



16



30



38

ON THE COVER PAGE:  
JIMI SMITH PHOTOGRAPHY

# contents

March 23, 2026 | Vol. 65 | No. 5

## FEATURES

- 20** Safe by Design
- 30** Build a Team that Sells and Shines
- 38** Pool and Spa Industry Career Paths

## DEPARTMENTS

- 10** Reflections
- 12** News
- 16** SEO: Good, Better, Best
- 50** New Products

## ONLINE

Join us online for the latest industry news, insights and how-to features

[www.poolspanews.com](http://www.poolspanews.com)

contact us:  
[www.poolspanews.com/contact](http://www.poolspanews.com/contact)

subscribe:  
[www.poolspanews.com/subscribe](http://www.poolspanews.com/subscribe)

## 20 CONVENIENT LOCATIONS TO SERVE YOU

**CANOGA PARK, CA**  
21540 Strathern St. 91304-4136  
(818) 710-9500 FAX (818) 710-8538

**CONCORD, CA**  
1940 Arnold Ind. Pl. 94520-5318  
(925) 827-4300 FAX (925) 676-0836

**GARDEN GROVE, CA**  
11572 Salinas Ave. 92843-3703  
(714) 638-3873 FAX (714) 638-0130

**RIVERSIDE, CA**  
1343 Dodson Way 92507-2073  
(951) 682-7700 FAX (951) 369-3152

**SACRAMENTO, CA**  
2801 Land Ave. 95815-1835  
(916) 927-2882 FAX (916) 927-5133

**SAN DIEGO, CA**  
7777 Ostrow St. 92111-3601  
(858) 565-1330 FAX (858) 279-5182

**SAN JOSE, CA**  
2170 Del Franco St. 95131-1575  
(408) 432-9700 FAX (408) 432-0542

**SANTA ANA, CA**  
1443 S. Lyon St. 92705-4643  
(714) 973-4744 FAX (714) 542-7790

**VAN NUYS, CA**  
8151 Orion Ave. 91406-1435  
(818) 997-6651 FAX (818) 997-0150

**LAS VEGAS, NV**  
4145 West Sunset Rd. 89118-3873  
(702) 617-0010 FAX (702) 617-0977

**MESA, AZ**  
1766 S. Fraser Dr. 85204-6601  
(480) 351-2929 FAX (480) 507-3666

**PHOENIX, AZ**  
3340 E. McDowell Rd. 85008-3844  
(602) 244-2727 FAX (602) 220-4437

**PHOENIX, AZ**  
20810 N. 25th Pl. 85050-4619  
(602) 569-3177 FAX (602) 569-3178

**TUCSON, AZ**  
4825 N Shamrock Pl. 85705-1497  
(520) 887-1100 FAX (520) 887-1145

**FORT LAUDERDALE, FL**  
5901 Powerline Rd. 33309-2011  
(954) 771-1110 FAX (954) 771-1284

**LONGWOOD, FL**  
524 Commerce Way 32750-7627  
(407) 260-2323 FAX (407) 830-1884

**SARASOTA, FL**  
6500 Sawyer Loop Rd. 34238-2773  
(941) 922-1919 FAX (941) 922-7822

**DALLAS, TX**  
2334 Havenhurst St. 75234-5730  
(972) 243-6006 FAX (972) 484-0346

**HOUSTON, TX**  
12849 Windfern Rd. 77064-3008  
(281) 894-7071 FAX (281) 894-5379

**RICHLAND HILLS, TX**  
7417 Whitehall St. 76118-6461  
(817) 284-1600 FAX (817) 284-2175



# OFFERS YOU MORE!



Corporate Headquarters ♦ 17872 Mitchell, N. Ste 250 ♦ Irvine, CA 92614-6034 ♦ (949) 756-1666 ♦ FAX (949) 474-1973  
For more information please visit us on our WebSite: [www.poolwaterproducts.com](http://www.poolwaterproducts.com) © PWP 2026

**EDITORIAL**

Joanne McClain | EDITOR-IN-CHIEF  
jmccain@kenilworth.com

Rebecca Robledo | DEPUTY EDITOR  
rrobledo@kenilworth.com

**SALES**

Gary Carr | DIRECTOR, STRATEGIC ACCOUNTS  
gcarr@kenilworth.com

Lisa Heitner | DIRECTOR, STRATEGIC ACCOUNTS  
lheitner@kenilworth.com

**ART**

Melissa Krochmal | GRAPHIC DESIGNER

**PUBLISHED BY KENILWORTH MEDIA INC.**

Erik Tolles | CHIEF EXECUTIVE OFFICER

Philip Hartung | CHIEF FINANCIAL OFFICER

Krista Taylor | VICE-PRESIDENT OF OPERATIONS

Joseph Galea | VICE-PRESIDENT OF SALES

John MacPherson | DIRECTOR OF BUSINESS DEVELOPMENT

Blair Adams | EDITORIAL DIRECTOR

Matthew Buckstein | DIRECTOR OF DIGITAL OPERATIONS

**HOW TO REACH US:**

266 Elmwood Ave, #289, Buffalo, NY 14222

ADVERTISER BILLING QUESTIONS 866-572-5633 Ext. 210

To be removed from the mailing list, please email your request including name and full mailing address to: [circulation@kenilworth.com](mailto:circulation@kenilworth.com).

POSTMASTER: Please send address changes to PSN Pool and Spa News, PO. Box 2267, Gulf Shores, AL 36547; PSN Pool and Spa News will occasionally write about companies in which its parent organization, Kenilworth Media Inc., has an investment interest. When it does, the magazine will fully disclose that relationship. Reproduction in whole or in part is prohibited without written authorization. Opinions expressed are those of the authors or persons quoted and not necessarily those of PSN Pool and Spa News. © Copyright 2026 by Kenilworth Media Inc.



# LOOP-LOC's® Replacement Cover Program has you *Covered*... Your way everyday!



- ✓ LOOP-LOC has almost all original order numbers on file for ease of re-ordering and same day quotes.
- ✓ IMAGE-LOC® offers a fast and convenient solution for measuring replacement covers using a GoPro® Camera or drone. Upon replacing your cover using IMAGE-LOC, the processing fee will be waived.
- ✓ Is AB measuring your preferred choice for replacement covers? If so, simply email the AB measurements of the pool and the anchor locations.



**Discounted shipping rates will apply to all of the options above.**

## NEED A BOX?

LOOP-LOC can supply you with a free RTN box to return covers that need to be replaced when no original order number can be found or for non-LOOP-LOC Covers. Covers 150 lbs. or less will be shipped FREE when our LOOP-LOC RTN box is used.

**Get started today! Email [sales@looploc.com](mailto:sales@looploc.com) or call 1-800-LOC-LOOP**



**#ASKFORTHEELEPHANT**

## The World's Most Trusted Pool Finishes®

At PebbleTec® we never compromise on quality. From the world's most trusted pool finishes to artisan fire and water features and exquisite handcrafted glass tile, we work exclusively with select builders and authorized applicators to turn your backyard into the escape you've always imagined.



Discover more at [pebbletec.com](http://pebbletec.com)

© 2026 Oldcastle® APG, Inc. All Rights Reserved. PT26-D-646250

# LOW RATES THAT SELL POOLS

**EXCLUSIVE  
PROGRAM!**

**6.99%\*** 20-YEAR TERM  
ZERO FEES

HELP CLIENTS  
AFFORD THEIR  
DREAM POOL!



✓ **BEST RATES**    ✓ **LONGEST TERMS**    ✓ **FAST APPROVALS**

**TERMS UP TO 30 YEARS** | **AMOUNTS UP TO \$200K**

\*Available on approved credit; not all will qualify. Lowest APR reserved for those with excellent and substantial credit. 6.99% APR has a maximum loan term of 20 years, a minimum loan amount of \$50,000, and a maximum loan amount of \$100,000. Conditions and limitations apply. Advertised terms are subject to change without notice. Loan terms may differ based on loan purpose and credit profile. Payment example: Monthly payments for a \$100,000 loan at 6.99% APR with a term of 20 years would result in 240 monthly payments of \$774.70. Last revised 1/13/2026

**877-754-5966**  
**www.lyonfinancial.net**



Financing **Backyard Dreams** Since 1979

## Remembering LGG



Linda G. Green

Our family has suffered a painful loss. Linda G. Green, who most recently served *Pool & Spa News* and *Aquatics International* as copy editor, passed away unexpectedly early this year. In her 30-plus years here, she filled a number of roles. While she left the company nearly 10 years ago, she continues to have an impact, largely because of the knowledge she imparted on our editorial staffers who were lucky enough to work with her.

Linda came to *PSN* in the 1980s after having held reporting and editing positions on local newspapers in her home state of Oregon, where she also attended Pacific University. In her three decades here, she adapted and served how and where needed. She started as a reporter, then was named business editor. But it was in the late 1990s that a wise editor truly locked into Linda's super power – her intense devotion to and near-encyclopedic knowledge of spelling, grammar, AP Style, and Merriam-

Webster's Collegiate Dictionary (don't try getting past her with another dictionary!). These are the sources we use in combination to guide us regarding punctuation, grammar, and the like. She became our copy editor. In this role, she earned three Jesse H. Neal Awards for her contributions to stories in *Aquatics International*.

Toward the end of her tenure here, her writing was once again needed, so she added reporting and product coverage to her duties. After she left, she served as a freelance writer for several years.

In addition to her skills at monitoring and upholding our high standards, Linda added a consistent and anchoring presence to our operation.

She was an intensely private person, so she didn't divulge much about herself, and the more personal things I think she'd prefer to remain that way. But I'd like to share her essence. I don't know her exact age, because Linda kept that bit of information where she thinks it belongs – in her employee files. She felt uncomfortable being photographed, so we were lucky to get the lovely portrait above about 10 or 11 years ago.

She was at least partially of German descent and studied German in school. So she was tickled anytime she had the opportunity to speak it or help someone get the pronunciation just right. I can still see her repeating "Fahrvergnügen" with the hand flourish of a maestro as she demonstrated proper pronunciation.

She was mild-mannered and quiet. She had a soothing speaking voice that she used for some voiceover work. She loved comedians whose humor was clean and kind, and she adored her cats. Like us, her pets were lucky to have her, although she'd argue she was the lucky one.

In keeping with her personality, Linda hated confrontation, but she had a strong sense of when she was right. In those cases, she dug deep, sat you down, and explained her problem and where she was coming from. Sometimes for comic relief, she'd ironically sprinkle in a haughty, old-timey sounding phrase or accent for the sake of self deprecation – to show that, yes, this was important to her but, no, she didn't take herself too seriously.

As our copy editor, she held very strong opinions about grammar and style. She took a more traditional approach than I, so we disagreed sometimes. I always remember one issue in particular: the use of "an" before the word "historic." When I pointed out that "an" isn't required anymore, she asked me to humor her, because, "it just drives me crazy to see it the other way." I have done so ever since, and I will continue to. And anytime I see the use of "a historic," I will hear Linda's cry of, "Gad!"

There has never been anybody like Linda G. Green, and there never will be again. **PSN**

Rebecca Robledo  
DEPUTY EDITOR  
rrobledo@kenilworth.com

# CUSTOMERS CHEATING ON YOU WITH ONLINE RETAILERS?



Start selling the Sustain® Chlorination System...  
...and they'll be true to you FOREVER.



sustainchemicals.com  
1-800-245-2974

### Sustain® Shows Dealers the Love

- Not Readily Available Online
- Not Sold In Mass Merchant Stores
- Protected Sales Territory for Authorized Dealers
- Delivers Crystal Clear Pool Water in Just 10 Minutes of Pool Care a Week



Incentives Available  
for New Enrollees

SCAN TO LEARN MORE



## SPS PoolCare Acquires Pool Troopers

By Rebecca Robledo

Consolidation of the pool/spa service segment has reached a new level, as the top two firms on the PSN and Jandy Top 50 Service list — and the two largest consolidators — have become one.

Last month, Austin, Texas-based SPS PoolCare acquired Tampa, Fla.-based Pool Troopers. The former ranked #1 in the 2025 Top 50 Service list, while the latter placed second.

This makes the 191st acquisition for SPS, and by far its largest. According to the acquiring company, the transaction expands its footprint to more than 42,000 weekly recurring customers across 19 markets in five states.

“We had the rare opportunity to take the top two companies in the industry, which run similar strategies, and pull them together,” said Lance Martin, CEO/COO for SPS. “[By combining them], there’s that much more opportunity, and they’re that much stronger, which makes it a better investment for the investor group, the employees, and ultimately makes it better for the customers as well.”

Pool Troopers was previously owned by Shoreline Equity Partners of Jacksonville,

Fla., which remains a minority shareholder in the combined company. SPS is backed by the platform Storr Group in West Palm Beach, Fla. Balance Point Capital provided debt capital to SPS for the purchase.

“For customers and the many valued team members who serve them every week, this acquisition expands service coverage and strengthens the platform behind their work,” said Fraser Ramseyer, CEO of Storr Group and founder of SPS PoolCare. “It reflects our multi-year strategy of building — and investing in — institutional-grade operating infrastructure, from technology and field systems to standardized service delivery and workforce development...the platform is positioned to sustain consistent execution, while continuing to scale across the country.”

This transaction increases SPS’s earning power by approximately 65%. For 2024, SPS reported a total service revenue of \$87 million and 33,713 accounts, while Pool Troopers reported \$57 million in service revenue and 16,182 accounts. In 2025, Martin said, the companies generated a combined \$157 million.

SPS and Pool Troopers placed among four major consolidators that ranked in the Top 10 of PSN’s list last year, drastically overshadowing the remaining 46 firms in size, with the fifth highest-earning company generating approximately 25% of the fourth highest earner.

Both companies have focused on the sunbelt. Being headquartered in Florida, Pool Troopers had heavy coverage in the Sunshine State. So this acquisition is expected to accelerate SPS’ move into such Florida markets as Tampa, Orlando, West Palm Beach, Cocoa Beach, Jacksonville, and Key West, as well as in Atlanta, Martin said.

The two companies had overlapping coverage in Naples, Fort Meyers, Port Charlotte, and Sarasota, Fla., as well as the Texas markets of Austin and the Dallas/Fort Worth Metroplex, and Phoenix.

While the details of the integration continue to be ironed out, Martin said many of Pool Troopers’ locations will retain their current branding and that all local service teams, including administrative, will remain in place.

“This has no impact on the local teams in the branches,” Martin said. “All employees stay intact in the local teams. It’s business as usual, even after integration.”

At the higher echelons of Pool Trooper management, some executives are choosing to transition out while others will remain, he added.

Along with geographic expansion, SPS expects the acquisition to speed up its growth in the commercial market, where Pool Troopers had a stronger hold, reporting \$14.1 million in commercial service revenue in 2024, compared to SPS’s \$4.3 million.

Pool Troopers headquarters also functions as a branch, so that facility will remain in place and serve as a secondary headquarters, with some corporate support staff stationed there, Martin said.

Even as it begins the process of absorbing such a large addition as Pool Troopers, Martin said, SPS does not plan any pauses in its acquisition activity. “The M&A side will not be slowing down,” he said. **PSN**



WINNER - POOL AND SPA NEWS TOP 50 PRODUCTS

# SO ADVANCED, IT'S SIMPLE.



New **FROG® POOL PODS** are engineered to make fighting algae and keeping pools sparkling easier than ever for your customers.

Its game-changing benefits and convenience are not only going to clean pools, but help you clean up at the register. Order now to make sure you have plenty on hand.

Welcome to the future of pool care.

- DROP 'N GO™
- PREFILLED
- FAST ACTING
- POWERFUL DRY CONCENTRATED FORMULA
- NON-STAINING
- HAPPY CUSTOMERS

[FROGPOOLSOLUTIONS.COM](http://FROGPOOLSOLUTIONS.COM)



CURATIVE

PREVENTATIVE



ADOBE STOCK

## Public Companies Report Another Modest Year

By Rebecca Robledo

In their performance reports for Fiscal 2025, the Big Three manufacturers and megadistributor PoolCorp – all four publicly held – recorded flat performance or single-digit growth for the year, with equally modest projections for Fiscal 2026. Several credited in-house initiatives, internal discipline, and increased investment in new technology for countering the effects of the economy and lowered demand on the new-pool side.

**Fluidra** reported a 7% sales increase across its global operation at constant foreign exchange rate, at approximately \$2.55 billion. The company said the performance reflects “consistent volume growth across all regions in a changing environment, driven by higher volumes, positive pricing, and the contribution from acquisitions.”

The North American market, which accounted for 50% of the company’s sales, also saw a 7% increase.

The Barcelona-based manufacturer/distributor also attributed the performance to internal factors such as efficiency measures, strategic investments, and other initiatives. It reported that aftermarket products remain in demand, and that its commercial business continues to grow.

For 2026, the company predicted continued flat demand in residential new construction and renovation.

It expects to see sales of residential aftermarket products, particularly those for maintenance and repair, grow by low single digits, “reflecting the resilience of demand to maintain the installed base.” Overall, the company expects sales growth between 3% and 7% at constant foreign exchange rates.

**Hayward** also reported a 7% increase in year-over-year sales, for both the fourth quarter and Fiscal 2025. The fourth quarter brought \$349.4 million in sales, and \$1.12 billion for the year. The company attributed its Q4 performance to “solid in-quarter demand and strong participation in our Early Buy programs for the upcoming 2026 pool season.”

Its Q4 sales in North America, in particular, increased by 8% to \$308.7 million for the fourth quarter of fiscal 2025.

Gross profit for the fourth quarter increased by 10% to \$169.3 million. The company credited higher net prices, lower warranty expenses, and operational efficiencies, but said higher net tariff charges and inflation had the opposite effect.

For Fiscal 2025, the growth was attributed to “positive net price and the favorable impact from acquisitions.”

For 2026, the manufacturer expects net sales to increase approximately 4% compared to last year.

**Pentair**, including its pool and non-pool divisions, reported a 5% increase in sales for the fourth quarter, at \$1 billion; and a 2% increase for the fiscal year, at \$4.2 billion. This applies not only to its pool business, but also its two other water-related divisions.

Specific to the pool business, net sales rose 11% in the fourth quarter of 2025, at \$393 million, compared to sales for the same period the previous year. Excluding currency translation, acquisitions, and divestitures, core sales grew 9% in the fourth quarter.

Net sales for Pentair’s pool segment increased 9% for Fiscal Year 2025, at \$1.56 billion. Excluding currency translation, acquisitions, and divestitures, core sales grew 7% in 2025.

The Company anticipates full year 2026 sales to increase approximately 3 - to 4 percent on a reported basis.

**POOLCORP’s** net sales for 2025 basically matched those of 2024, at \$5.3 billion. While demand for maintenance products was credited, the company also reported increased demand in discretionary products and building materials in the second half of the year.

In the fourth quarter, net sales for the company decreased by 1% to \$982.2 million. **PSN**

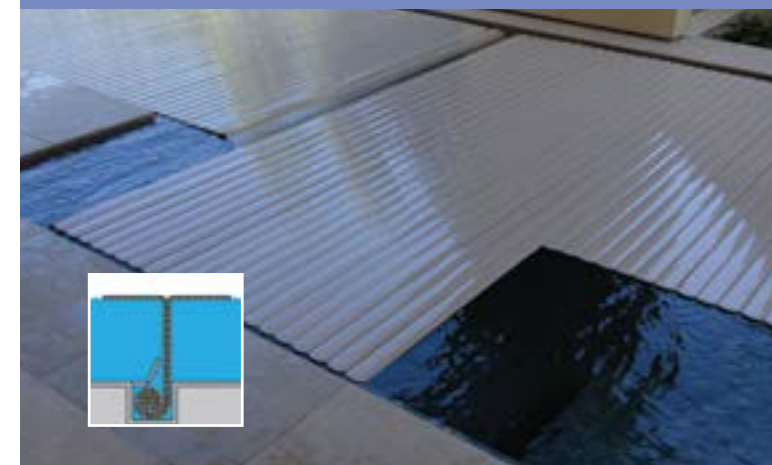


### HydraLux™ by Aquamatic Cover Systems

- Trackless design allows for covering virtually any converging shape.
- Highest insulating value of any automatic cover.
- Numerous application allowing for freedom of design, including “in-floor” installations.
- Durable and proven patented Aquamatic all-fluid hydraulic drive and control system.
- 20-year mechanical and 5-year slat warranties.
- Worldwide distribution and installation



See many examples at [aquamatic.com](http://aquamatic.com), or contact one of our design specialists at 800.262.4044





ADOBE STOCK

## SEO: Good, Better, Best

Internet marketing expert Ali Reynolds ranks SEO practices into three tiers. Where does your website fall?

By Ali Reynolds

As a pool and spa company manager or owner, you know that SEO is a buzzword that everyone is talking about. But why?

Because it has an unbelievable impact to your company's bottom line when done correctly.

You aren't just chasing clicks from search engine results. You're chasing booked pool builds, showroom visits, chemical sales, hot tubs flying out the door, steady service routes, and a well-paid team of people who love to work for you.

That's exactly why pool and spa SEO belongs at the center of your marketing plan. Done well, SEO becomes a predictable system for attracting qualified customers who are ready to buy. Plus, unlike ads, which only have impact when they're visible, SEO-optimized content is live on your site, actively and continuously working for you.

For some of my company's clients, more than 65% of online sales come through organic search traffic. Can you imagine a 65% decrease in sales just because you didn't invest well in strategic SEO? That's substantial.

### Progression to perfection

Updated, ongoing SEO is key to the success of any web improvement initiative. We've included tips below for good, better, and best SEO practices. Keep these front-of-mind, and get regular reporting on rankings from any agency working on your SEO.

*An important word of caution:* Be aware that duplicate content from your manufacturer or any other plagiarized website content is only going to hurt your SEO standings. You cannot copy/paste content and expect that to improve your search engine optimization results. If you are duplicating content, your website will get flagged, and your SEO will suffer for it.

### Good SEO

- Pages use clean, indexable URLs and clear, descriptive title tags that match on-page content.
- Each core page has sufficient, relevant copy aligned to specific target keywords and search intent (products, services, locations).

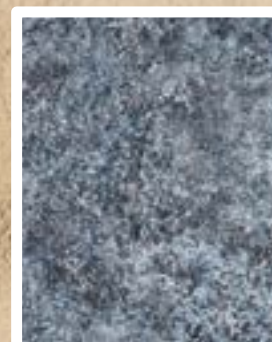
# Chase away the winter blues with a Dreamy Island Escape from Merlin!

From cool blues to warm aquas and deep hues, find the perfect natural stone vinyl liner pattern within Merlin's Island Series!

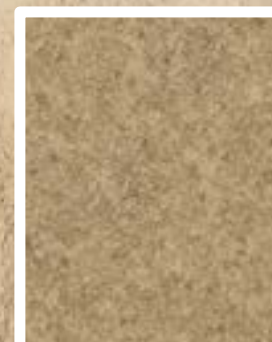


New 2026

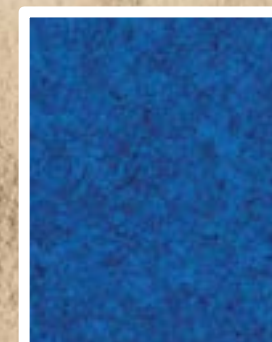
Celestial Stone Tile  
Island Clouds Floor  
20 mil, Aqua-Max



Island Granite  
27 mil



Island Beaches  
27 mil



Island Waves  
20 mil, Aqua-Max



Island Nights  
27 Mil



Island Onyx  
27 mil



www.merlinindustries.com  
Hamilton, NJ • Deer Park, NY

- One H1 (headline) per page; logical H2/H3 subheads include natural keyword variations.
- Meta descriptions are unique, compelling, and less than 155–160 characters.
- Images and videos include descriptive ALT text with primary or related keywords (e.g., “Energy-efficient hot tub operating in snowy winter conditions, with steam rising from heated water.”).
- Internal links point to related pages using concise, non-spammy anchor text.
- XML sitemap is submitted; robots.txt does not block important pages.
- The site uses HTTPS and is mobile-friendly and responsive.

**Better SEO**

In addition to all the above:

- Every page is fully optimized with leading SEO tools, including focus keywords, schema checks, and readability scoring.
- Key pages are reviewed and refreshed quarterly to align headings, copy, and calls to action, with evolving search intent, search engine performance, and seasonal trends.
- New content is published routinely as blogs, guides, FAQs, or page expansions mapped to topic clusters. The more often, the better.
- Monthly technical SEO audits are performed with fixes for Core Web Vitals, crawl errors, 404s, and redirect chains.
- Keyword targeting is organized by URL to prevent cannibalization with canonical tags and consolidation when needed.
- An internal linking plan connects supporting content to hub pages with concise, descriptive anchors.
- Local SEO is maintained with monthly Google Business Profile updates, fresh photos, Q&A, posts, and consistent NAP data.
- Content briefs are created before writing that define primary and secondary keywords, intent, questions to answer, and internal link targets.
- Monthly KPI reporting is utilized with prioritized backlog covering ranking gains, content opportunities, and technical fixes.

**Best SEO Practices**

In addition to all the above:

- Fast pages with strong Core Web Vitals and minimized scripts.
- Mobile-first, accessible layouts (proper contrast, ARIA where appropriate, keyboard navigation).
- Structured data where relevant (FAQ, HowTo, Product, Service, LocalBusiness) to unlock rich results.
- Canonicals in place; XML sitemap submitted; robots.txt not blocking key pages.
- Consistent publishing cadence with periodic content refreshes and visible “last updated” dates.
- Ethical link earning via useful assets, PR, and unlinked-mention reclamation.

- Local SEO upkeep with accurate NAP, categories, photos, and Google posts.
- Meta descriptions are concise, keyword-aligned, and written to earn the click.
- URLs remain clean, descriptive, and short, with consistent, human-readable slugs.
- Content is helpful and original, mapped to clear search intent and organized into topic clusters.
- A living keyword map assigns primary and secondary targets per URL and is reviewed quarterly.
- Internal links flow strategically from hubs to spokes using descriptive anchors, with periodic cannibalization checks.
- Images are optimized with compressed files, defined dimensions, descriptive ALT text, and next-gen formats where supported.
- Pages load quickly with strong Core Web Vitals and minimized, deferred, or removed nonessential scripts.
- Layouts are mobile-first and accessible, with proper contrast, ARIA where appropriate, and full keyboard navigation.
- Structured data (FAQ, HowTo, Product, Service, LocalBusiness, and others as relevant) is implemented to unlock rich results.
- Publishing follows a consistent cadence at least weekly, with scheduled refreshes and visible “last updated” dates on key pages.
- Links are earned ethically through useful assets, digital PR, and reclaiming unlinked brand mentions.
- Local SEO is maintained with accurate NAP, correct categories, fresh photos, active Q&A, and Posts on Google Business Profile.

**Website improvements and SEO-backed data**

Looking to make a change in website platform? Before making the move, scheduling improvements to your website, or adding additional pages and content, it’s valuable to get a professional SEO audit. This can show you where your competitors are winning, possible opportunities for future growth, and where you may be missing the mark with your current website pages or product descriptions. Your site auditors can share a presentation and growth plan with targeted keywords you should aim for. Reach your specific audience and your organic traffic growth goals over time by adding current and relevant content monthly to your website.

Don’t be afraid to ask for help. Informed decision-making is the most important first step for any initiative regarding website enhancements, improvements, or a full redesign project on any platform you choose. Following these guiding principles will serve your brand well into the future if you let the data guide you, no matter what products or services you offer and no matter who your audience may be. **PSN**

*Ali Reynolds is co-CEO of The Get Smart Group, (Thegetsmartgroup.com) an Angels Camp, Calif.-based marketing agency specializing in the pool/spa industry.*

# BUILT IN MONTANA. TRUSTED EVERYWHERE.

**ACCESS & TRAINING**



Adaptive tools for zero-entry pools, aquatic therapy, and more.

**POOL LIFTS**



Any color, any application - from swim spas to boat docks!

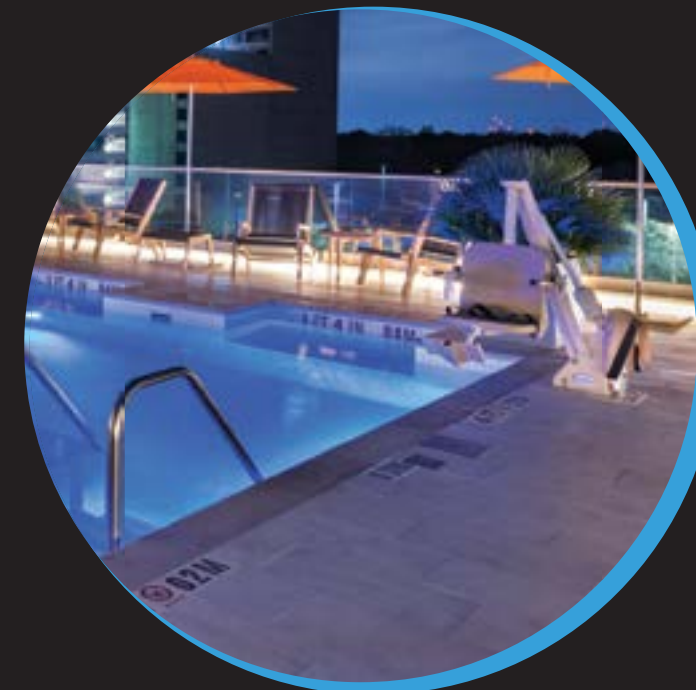
**RAILS & LADDERS**



Perfectly polished 304L & 316L stainless steel, packaged with care and engineered for ADA compliance.

**THE AQUA CREEK DIFFERENCE**

- ✓ Handcrafted in Missoula, Montana
- ✓ Woman-Owned & Family Operated
- ✓ ISO Quality Management Certified
- ✓ Legendary Product & Customer Support
- ✓ Industry-Leading Warranty Programs



# Safe by Design

From cold plunge regulation to water-safety education, these two advocates are building a safer aquatic future — one rule, one classroom at a time.

As the pool and spa industry evolves, so do the responsibilities that come with it. Sarah Cheshire is an environmental health scientist who has made it her work to ensure that emerging aquatic trends — cold plunges chief among them — have the regulatory structure they need to be genuinely safe for the public. Bob Pratt, co-founder of the Great Lakes Surf Rescue Project, is tackling the human side of water safety, bringing a firefighter's discipline to drowning prevention and championing a new mantra he hopes will become as universal as "stop, drop, and roll." For an industry built on backyard enjoyment, their work is essential reading. **By Nate Traylor**

 **COVER CARE**  
Your Automatic Pool Cover Authority™



Trusted by Pool Builders  
With More Automatic Pool  
Cover Installations Than  
Any Other Company



Protect your pools with precision-installed automatic pool covers and safety fences. Our technicians have completed 67,000+\* custom cover installations, delivering excellence and mastery you can trust.

Are you ready to simplify your auto-cover installations?  
Scan or call to learn more! **866-639-5045**

©2026 Cover Care, LLC. All rights reserved. Cover Care, LLC does not have operations in CA.  
\*Statistic calculated as of 2024.



# WELLNESS WATCHDOG

How Sarah Cheshire is setting safety guardrails for cold plunges and manmade lagoons.

Sarah Cheshire translates public health into practical rules for the water, where trends move fast and risks move faster.

As an environmental health scientist at the Utah Department of Health and Human Services, and formerly a local health inspector, she has specialized in pools and spas during a time when they're evolving into wellness experiences with new systems, new users, and new risks.

Take cold plunges and manmade swimming lagoons, for example. Both promise wellness and novelty while living in regulatory gray zones where old rulebooks don't quite fit. Cheshire's goal is to protect public health while allowing these new experiences to serve the bathing public.

"We're trying to figure out what's the line, where's the limit — what's safe — but still allow people to enjoy them," she says.

### Novel but safe

Cold plunges are surging in popularity, whether they be single-person tubs or larger vessels to accommodate larger bather loads, such as those for athletic teams.

Utah has become an early test case in how to regulate these water bodies. A proposed rule has been published and remains a work in progress, but

it signals what other jurisdictions may consider: signage acknowledging health risks; age and depth limits similar to spa-style guardrails; frequent testing; secondary sanitation; and an emphasis on showers and hygiene.

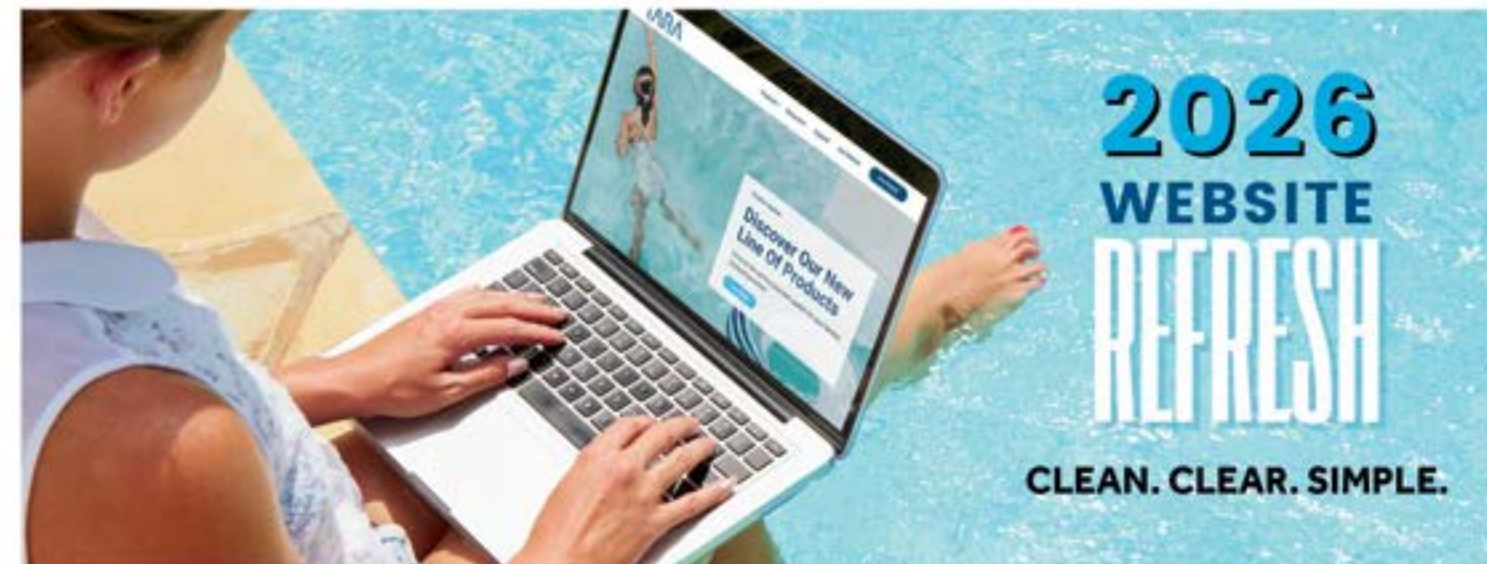
Cold water also changes the treatment conversation. Many plunges involve "contrast" use — hot to cold — bringing a high organic load. Disinfectants may not react as quickly in cold water, Cheshire notes, which is driving interest in supplemental treatment such as ozone and UV to add an additional layer of protection.

Then there's the physiological reality. Cold shock can trigger a fight-or-flight response. "Heart attacks can be triggered," Cheshire says, and people with arrhythmias or other underlying factors may face higher risk.

She is working to learn more about the impacts and how to respond.

Cheshire's work extends beyond Utah through the Model Aquatic Health Code (MAHC), where she has served in leadership and now participates in a committee focused on cold plunge pools.

As the category grows, Cheshire is also watching what cold water does to systems and equipment. NSF/ANSI 50 has long guided pool and spa equipment standards, but cold-water operation



TARA [www.tarapools.com](http://www.tarapools.com)



Sarah Cheshire is working to close the gap between aquatic innovation and the regulations designed to govern it — developing practical, science-based frameworks for emerging amenities such as cold plunge pools and manmade lagoons that protect bathers without standing in the way of progress.

PHOTOS: COURTESY SARAH CHESHIRE

raises questions about saturation index, corrosion, and durability — issues the MAHC community has flagged for further examination.

### Regulating Lagoons

Manmade swimming lagoons, with their crystal-clear water and ample room for recreation, are another amenity defying classification.

“They’re not lakes, but not pools,” Cheshire says, which is why enforcing standard pool codes can feel like fitting “a round peg in a square hole.”

Their sheer scale changes everything: turnover and treatment aren’t managed the same way as in a traditional commercial pool, and the water often supports multiple uses beyond swimming. In 2024, Utah passed a rule specifically regulating manmade lagoons using a performance-based approach — set public-health outcomes, then allow different technologies and designs to meet them. Some systems rely on sand filtration; others push and circulate water so the designated bathing zone turns over more quickly. The rule also emphasizes clear



zoning and bathing areas, plus patron hygiene — especially showers — to manage bather load and reduce contamination.

Cheshire’s influence also runs through industry standards. With the Pool & Hot Tub Alliance (PHTA), she serves on the committee for Standard 11 on water quality, helping reorganize it for easier usability.

Across cold plunges and lagoons, her throughline is practical: Ask who’s using the water, how often, and under what conditions, then write rules and standards that keep pace.

“It’s an evolving regulation — we put something in place, now we have to evolve.”



## MUSCLE MEMORY

Bob Pratt and his push to make drowning prevention as universal as fire safety.

Fire safety has “stop, drop, and roll.” Bob Pratt wants “flip, float, and follow” to become the water-safety counterpart.

He knows firsthand the power of such a mantra once it gains traction. In his former career as a firefighter and paramedic, he saw how Fire Prevention Week helped turn basic messages into cultural muscle memory. Kids learned what to do, practiced it, and carried it home. “Stop, drop and roll” became shorthand that saved lives.

But that was just the tip of the iceberg. Now the co-founder and executive director of the Great Lakes Surf Rescue Project (GLSRP), works to develop and promote water-safety education that will help cement such sayings and lessons in children’s minds.

### Educational imperative

At the center of GLSRP’s vision sits a long-term goal that, in Pratt’s view, is long overdue: a true water-safety curriculum in schools — something that reaches every child the way fire safety once did.

Drowning remains a leading cause of death among young children, and the problem is complex enough that it can’t be solved by any single intervention.

“It’s a huge problem,” Pratt says. “It’s a complex problem with a complex solution. One way to address it is through public education.”

GLSRP traces its origin to 2010, after co-creator Dave Benjamin experienced a nonfatal surfing incident that sharpened his focus on open-water hazards. Like many grassroots water-safety groups, GLSRP began with public education sessions open to anyone who wanted to attend. However, the organization found its message of water safety left more impact in classrooms. Since then, it has delivered roughly 1,200 to 1,300 school presentations across the Great Lakes region.

The organization tailors its school talks by age, all with a consistent aim: building instincts early and realism later.

For elementary students, the tone stays playful: Pratt uses sea otters floating “holding hands” to reinforce that young kids must stay within arm’s reach of an adult. With older students, the message turns more direct: drowning risk rises when people overestimate their abilities or ignore surrounding conditions. Rather than preach “don’t,” Pratt frames safety as a continuum: Know your limits, read the environment, and make choices that reduce exposure.

# TOUGH. SAFE. TRUSTED.



Contact your sales rep to learn more about our pool cover measuring device.





Bob Pratt is co-founder and executive director of the Great Lakes Surf Rescue Project, an organization that compiles drowning data for its region and provides important water safety messaging to children.



PHOTOS: COURTESY BOB PRATT

Then there's the line Pratt wants everyone to remember: "Flip, float, and follow." Flip to breathe; float to calm down; and follow the current instead of fighting it.

He points to at least one example where the lesson had the intended effect. A student on spring break in Florida got swept into a rip current with her mother. Fortunately, they knew to stay afloat until they were rescued.

**At the local level**

GLSRP also fills another gap that Pratt considers foundational and which has gained more attention of late: tracking fatalities. He says there was no single agency consistently tracking Great Lakes drownings. Even when data existed, he says, definitions could be inconsistent. For instance, cases that result in death later may not always be captured and tracked the same way as those causing an immediate fatality. GLSRP compiles its own numbers using news reports and other public information. It now lists 1,417 Great Lakes drownings since 2010.

That data fuels GLSRP's broader push for policy and school-based education across the Great Lakes states. The group has worked with partners to support water-safety legislation in Illinois, Indiana, Michigan, Ohio, and beyond, covering issues ranging from shoreline rescue equipment to education requirements.

The group has long provided a living example of the approach now called for by the U.S. National Water Safety Action Plan. In developing the 10-year roadmap to coordinate drowning-prevention strategies nationally, that nation plan's originators came to the conclusion that no one-size-fits-all solution exists, but that such plans will prove most successful when states adapt them to address local risks and realities.

For Pratt, it all ties back to the same premise: Drowning prevention should be normalized and as relentlessly taught as fire safety.

"We're making a lot of effort highlighting what a problem it is and hopefully starting to address it more," he says. **PSN**

# Your next competitive edge isn't a tool. It's a Community.

When you join PHTA, you're not just joining an organization—you're joining a vibrant network of professionals dedicated to elevating each other and the industry. Together, we connect, learn, lead, and thrive.



## Get the Edge. Join PHTA today.



**Pool & Hot Tub Alliance**  
1650 King St., Suite 602  
Alexandria, VA 22314

703-838-0083  
membership@phta.org  
PHTA.org

**Strategic Partners:**



# BUILD A TEAM THAT SELLS *and* SHINES

From motivating seasonal staff to mastering the upsell, these strategies help pool and spa retailers turn great employees into great customer experiences.

For pool and spa retailers, the busy season leaves little room for error — and even less time for disengaged staff or missed sales opportunities. In the pages that follow, industry veteran Lisa Kennedy offers two practical guides drawn from more than two decades of frontline experience. The first tackles one of the season's most persistent challenges: how to keep seasonal employees motivated, focused, and genuinely invested in their work when the heat — and the pressure — are at their peak. The second shows how a well-trained, customer-first team can transform everyday interactions into natural upselling moments that grow the sale without ever feeling pushy. Together, they make the case that in this business, your people aren't just part of the operation — they are the *competitive advantage*.

By Lisa Kennedy

PHOTO: ADOBE STOCK





## Motivating Summer Staff

### How to Create a Fun and Productive Work Environment

For the pool and spa industry, spring, summer, and fall represent the make-or-break seasons. Customer demand surges as families and backyard entertainers turn to their pools and hot tubs to make the most of their leisure time at home. Whether operating a retail store, managing a service department, or running a busy pool facility, staff members are the face of the business, especially during these peak months.

The challenge? Many summer employees are seasonal hires, in some cases, younger and less experienced. Without strong leadership and an engaging work environment, turnover and burnout can quickly disrupt operations during the busiest months of the year. By intentionally creating a strong culture that strikes a balance between productivity and fun, managers can boost morale, reduce stress, and ultimately deliver better service to customers.

Here are a few key ways to keep summer staff motivated, engaged, and performing at their best.

#### Set the foundation with purpose and expectations

A motivated team begins with clarity. Seasonal employees need to understand not only what to do, but why it matters. The season should start with a structured orientation that goes beyond paperwork and basic introductory training. Leadership should share the company's mission, customer service philosophy, and the role each employee plays in creating a positive customer experience. Including all

employees in key parts of the orientation process reinforces that expectations are company-wide, not just for new hires. This approach allows new team members to see best practices in action and learn directly from experienced colleagues.

For example, when a staff member understands that water testing is not just "another chore," but the key to keeping families safe and pools sparkling clean, the task becomes more meaningful. Tie everyday duties back to the customer experience, and staff will work with greater pride.

#### Create a positive workplace culture

The physical demands of summer work—long days, heat, and repetitive tasks—can wear down even the most enthusiastic team. Proactively cultivate positivity by:

- Providing comfort: Hydration stations, anti-fatigue mats or chairs, shaded break areas, and breathable uniforms demonstrate care for employee well-being.
- Encouraging positivity—Managers who offer quick, genuine recognition, such as a simple "Great job handling that customer!" set a positive tone for the entire team. Encouraging staff to support and recognize one another further helps foster a collaborative and upbeat work environment.
- Maintaining energy—Small gestures can make a big difference. Background music in the store, a brief morning huddle, or a rotating snack station can help

maintain high morale and consistent energy throughout the day.

A supportive and fun environment helps employees push through tough days with greater resilience.

#### Encourage team cohesion

In many businesses, summer staff includes a mix of students and part-time workers. Building cohesion among such a diverse group is essential. Consider the following approaches:

- Team-building activities—After-hours social events such as mini-golf outings, axe-throwing, picnics, or even work-hour short icebreaker games during meetings help break down barriers.
- Shared goals—Set team challenges, such as fastest pool cleaning times, best customer satisfaction rate, highest sales for water-care products, etc., so staff work toward and are rewarded for their collective achievements.
- Celebrations—Recognize milestones like "100th water test of the week" or "largest spa sale of the season" with group treats or fun prizes. Simply

recognizing someone's birthday with a shout-out or a small gift, such as a cake, goes a long way.

When employees feel part of a team, they naturally look out for one another and provide better customer service.

#### Keep tasks engaging through training and rotation

Repetition can drain motivation quickly. To keep work fresh and engaging, rotate tasks whenever possible. For example, a staff member might spend one shift on cleaning, the next on water testing, and another on sales support. While this approach requires additional training, it keeps employees motivated, builds versatility, and develops well-rounded team members who bring greater value to your business.

Offer short but structured and informative training sessions to build confidence. If possible, maintain consistency throughout the season. Teach retail associates the basics of water chemistry, or show service assistants how to handle customer questions. Not only does this improve operations by allowing

Recognizing team efforts with shared meals or small celebrations helps maintain energy and morale during demanding summer schedules.

PHOTO ©LIGHTFIELD STUDIOS INC./COURTESY BIGSTOCKPHOTO.COM

# MeycoLite™ - The ORIGINAL Safety Cover

**MeycoLite** is the fabric used in **Meyco's ORIGINAL safety pool cover** created by our founder, Fred J. Meyer, Jr. and is the fabric of choice for some of the world's largest pool covers.

**Here's 3 reasons why:**

- Lightweight, durable and low maintenance
- Winter protection you can trust
- Decades of proven performance keeping pools secure season after season

Available colors: 



**MEYCO**  
POOL COVERS

ESTABLISHED 1965  
DESIGNED IN THE U.S.A.

**Everyone Trusts the Original.™**

meycocovers.com. sales@meycoproducts.com



during a rush or helps explain a complex spa system to a customer demonstrates respect for the team and commitment to the customer.

Good leaders also communicate openly and effectively, sharing weekly goals, listening to concerns, and celebrating and recognizing wins. Employees are motivated when they believe in their leaders and the organization's direction. Transparent leadership fosters this belief by creating trust. By openly sharing successes as well as setbacks, leaders demonstrate authenticity and accountability. This openness inspires motivation, reinforces a sense of shared responsibility, and encourages employees to go beyond simply completing tasks and truly invest in outcomes.

**Make work fun without sacrificing professionalism**

Customers can always sense when staff genuinely enjoy their work. Infusing fun into the day not only boosts morale but also enhances the overall customer experience. Simple initiatives, such as themed dress-down days, lighthearted contests, or small seasonal celebrations, help boost energy levels and alleviate workplace stress.

Even the anticipation and buildup to these events add excitement and foster a sense of team spirit. To maximize impact, approach these activities with a marketing mindset by promoting them in advance, creating buzz both internally and externally. The key is to strike the right balance: maintaining professionalism while showcasing a cheerful, welcoming atmosphere ensures that customers benefit from both enthusiasm and excellent service.

**The business impact of a motivated team**

Motivating summer staff is not only about creating a positive workplace; it is also a strategic business decision. Engaged employees lead to:

- Customer satisfaction through friendlier, more attentive service.
- Improved efficiency as staff stay focused and collaborative.
- Retaining seasonal employees saves both the time and expense associated with constant rehiring. It also increases the likelihood that experienced staff will return in future seasons, reducing the need for retraining and ongoing recruitment efforts.

In a seasonal, customer-driven industry such as pools and spas, the quality of the staff directly impacts both reputation and profitability.

customers to work with multiple employees if needed, but it also gives staff a sense of growth and investment in their future careers.

**Recognize, reward, and retain**

Recognition is one of the most powerful and underutilized motivators. A simple "thank you" after a busy Saturday rush or individual recognition during the morning's meeting can mean as much as a gift card or cash bonus. Still, structured reward programs can help maintain high morale during extended periods of peak season. Structured rewards programs do more than boost morale during the peak season; they demonstrate that the organization values hard work and recognizes achievement. In a competitive seasonal industry, these programs can make a critical difference in attracting top talent and keeping employees motivated through the busiest months.

- "Employee of the Week" boards highlight achievements and set examples for others.
- Bonuses for going above and beyond show immediate appreciation.
- Team rewards (such as a pizza lunch after a big sales weekend) strengthen camaraderie.

Remember, recognition does not have to be expensive; it just needs to be consistent and genuine.

**Lead by example**

Leadership is contagious. When managers show up energized, organized, and willing to pitch in, employees are far more likely to follow suit. Great leaders lead by example. By stepping into the hard, messy work, they prove that leadership is about service, not status. A manager who grabs a skimmer

Consistent recognition, whether verbal praise or formal rewards, keeps staff motivated and reinforces a positive workplace culture.

PHOTO ©DZMITRY DZEMIDOVICH/COURTESY BIGSTOCKPHOTO.COM

# How to Upsell Without Being Pushy

## A Guide for Pool & Spa Sales Teams

In these times of unstable economies and a changing landscape in the pool and spa industry, upselling can feel like walking a tightrope and downright uncomfortable for some. On one hand, retailers aim to maximize sales revenue and enhance long-term customer satisfaction by offering valuable upgrades and accessories that add meaningful benefits for their customers. On the other hand, no one wants to come across as pushy. Striking the right balance between the two objectives is essential.

Whether selling hot tubs, pools, or backyard accessories, the key to successful upselling is making it feel like a natural part of the conversation. The following strategies can help teams implement natural and effective upselling techniques.

**Deep product knowledge training**

Training, training, and more training. Before recommending additional features or upgrades to valued customers, the team needs to know and believe in every fine detail of what the business is offering. That includes a deep understanding of the following:

- Which upgrades align with specific products? For example: inground pool—waterfall; hot tub—ozoneator; patio furniture dining set—matching side table.
- The benefits (not just features) of add-ons like saltwater systems, solar blankets, LED lighting, automatic cleaners, umbrellas, or cover lifters.
- Typical customer pain points and common desires within the target market.
- Roadblocks that may come up and how to combat them. For example, if it is not in the customer's



Ask your customers questions and actively listen to offer easy and workable solutions.

PHOTO ADOBE STOCK

budget, a payment plan should be readily available for explanation.

The more confidently and clearly the team can explain why a particular feature matters, the more trust they will earn from the customer and the more likely they will upsell successfully.

**Listen to customers, ask questions, and create a vision with them**

Successful upselling starts with great listening and strategic questions such as:

- “How do you imagine using your pool/spa day-to-day?”
- “Who will be using your pool/spa?”
- “Are you more focused on relaxation, entertainment, or both?”
- “Have you thought about long-term maintenance or automation?”
- “Do you put away your furniture during the off season?”

These questions reveal customer priorities, making it easier to offer upsells as smart, relevant solutions rather than random add-ons. Also, use this opportunity to start creating a vision with the customer of their purchase and how it will look and feel once it is complete. Props such as maps or design software can help create the visual.

**Use upsells as enhancements, not extras**

Avoid presenting upsells as afterthoughts; incorporate them seamlessly into the overall vision being developed with the customer.

This approach can be illustrated through simple shifts in phrasing that position upgrades as part of the overall experience, rather than add-ons:

- Instead of “Would you like to add a cover lift for \$300?” say, “Most of our customers who choose this model opt for a cover lift, as it makes daily use much easier and protects your investment.”

- Instead of “Do you want lighting?” try, “Let’s talk about lighting, it can really elevate the mood, especially if you’re using the spa at night.”

- Instead of “Would you like to add a blower pump to your hot tub?” say, “Other customers have chosen this blower pump for a more therapeutic experience in their tub.”

When positioned as part of the ideal experience and vision, upsells feel like natural upgrades, which makes them easier to add to a purchase.

**Use social proof and testimonials**

Customers are more likely to accept an upsell when they learn how others have benefited from it. Businesses can create interest and build trust by incorporating testimonials, social media comments, photos, and real-life stories into their sales approach. Guiding customers to the company’s website or social media platforms allows them to explore additional options independently.

A well-placed story or real-world example can reinforce the value of an upgrade while making it more relatable and compelling. For instance:

“One of our recent customers added a smart control system to their hot tub and told us they love being able to start it up from their phone before they get home from work.”

This builds fear of missing out (FOMO) in a friendly way and adds credibility.

**Make the upsell easy**

If an upgrade feels like a hassle, people will skip it, even if they like the idea. Therefore, simplifying the decision-making process is essential.

- Offer clear pricing and packages with built-in upgrades, showing a significant monetary value.

- Show options using visual aids or interactive tools, such as tablet slides, interactive PDFs, brochures or leaflets, or a promotional video.

- Visually show the benefits or value over time that the upgrades can add (e.g. energy efficiency or reduced maintenance).

- Integrate the upgrades directly into the quoting or ordering process, so they are automatically included rather than requiring manual input.

When customers can visualize the advantages and have proof of the long-term benefits, the path is clear, and they are more likely to say yes.

**The need for empathy and follow up**

Sales teams should approach interactions as helpful consultants rather than commission-driven sellers. This mindset begins with training that emphasizes empathy and customer service. Practicing real-world scenarios, learning to read body language, addressing hesitation, and building rapport are all essential components.

When team members are authentic and focused on helping customers create their ideal backyard and maximize their investment, upselling occurs naturally, leading to greater customer satisfaction and a more positive buying experience.

Remember, a satisfied customer provides the most valuable and cost-effective form of marketing—a referral.

Although it would be ideal to get the sale wrapped up the first time a customer walks through the door,

sometimes, customers need a little time to think about their purchase. Do not assume there is no opportunity to upsell the purchase after the sale—follow up with a purpose:

- “Hey, just wanted to check in. A few customers who picked your spa model mentioned they added a sound system later and wished they had done it from the start. Want me to send you some info?”

- “I know we talked about adding the umbrella to your patio set, but I just wanted to double-check that you did not want to add one as they are selling quickly.”

This type of follow-up feels helpful, not salesy, and often opens the door for future sales. **PSN**



*Lisa Kennedy, vice-president of dealer channel sales at Core Covers, brings 20-plus years of pool and spa industry experience, specializing in leadership of sales and customer service, strategic business growth, and human resources development.*



Choose Luxury. Choose Durability. Choose Artistry.

No Cost Samples – Call Today!






**PANAMA WEAVE 2x6**




Metro Blue                      Metro Gray

[mosaics@artistryinmosaics.com](mailto:mosaics@artistryinmosaics.com) | (877) 777-1393

# ON THE PATH

More and more managers are placing their faith in the power of long-term career plans to not only optimize their most important resource but retain their best employees.

By Rebecca Robledo

ADOBE STOCK



When mapping out potential career paths for your staffers, be specific. Include all the components necessary for them to reach the next step – along with the perks they can expect as a reward.

ADOBE STOCK

The notion of developing career paths has become a much-talked-about notion of late.

The idea is to bring new employees on board with a picture of how they can fit in the company in five years, 10 years, or more – what skills they can gain, how they can accumulate their nest egg, and how they can work to build the life they want.

And it's not just about the money, these professionals say. It's also about job satisfaction, a sense of belonging, and feeling like today's hard work will yield benefits tomorrow.

And, to a certain extent, it's about respect and self-image.

"For far too long, the pool service industry has been treated like a second-class industry: 'He's just a pool boy; she's just a pool girl.' 'I fail at something else, so I become a pool guy,'" says Stephen Little, CEO of Claropool Maintenance and Repair, in Palm Desert, Calif.

With pools costing more and more to build, he adds, customers want qualified professionals caring for their substantial investments. "They're saying, 'I'm not going to let the minimum-wage guy take care of it anymore,'" Little says. "So I think the [pool service] industry, by and large, was elevated by the increase in the cost of construction."

Proper pool/spa care and repair involves so many disciplines and such a broad knowledge base that many believe it's time that be appreciated. Developing career paths within your company

provides one avenue for doing that.

It's really a win-win proposition, Little says. "For the business it's important to create a career path, and for the employee, it gives them a vision of what they can become."

Follow these tips for laying out long-term career plans with your staff.

**Start at the bottom**

Especially when it comes to integrating relatives into your company, try to have them begin with an entry-level position. Little employs several of his relatives – some now manage, some are on track to run the business one day. But they all started by cleaning pools.

Not only does this ensure that they learn how to provide the core services that your company offers, but it also sends a message to non-related employees.

"My employees see that there's always a way up," Little says.

**Begin talking about it before the hire**

When interviewing job candidates, Little is already thinking in terms of their potential long-term future with the company.

"One of the first questions I ask is, 'Where do you see yourself in five years?'" he says. "Then I take away that information and ask, 'Is there any overlap between where this person wants to be in five years and where [my company] is going to be?'"

Document that information, he adds. That way, you can refer to it in the future when the new hire's strengths become apparent, when it's time for reviews, or to draw out a specific career plan for the employee.

And the planning should begin from the start. Once he hires a new person, Josh Henderson of Adcock Pool & Spa places the new hire on a 60-day probationary period. He clearly outlines the requirements to show the required proficiency and what pay increase they can expect at the end of the two months.

**Lay out a detailed org chart with specifics**

Show the path of progress, and specify the requirements to reach each step.

When Henderson purchased Adcock Pool & Spa in 2023, it didn't have documented paths in place. "I think there may have been [career paths], but not a deliberate plan," explains the general manager/owner of the Ellisville, Tenn.-based company. "It would happen by happenstance. I've had to be more deliberate in defining what that clear path to success is: You start off cleaning pools, then you manage a

couple other cleaners, then you can move over to be a mechanical tech. We had to be more deliberate."

In Little's case, he likes to compartmentalize his staff by specialty, then has a tiered system for each specialty. Service technicians, who are called "pool tenders" at Claropool, have five different levels they can achieve. Once a tech reaches the fifth and highest level, he or she enjoys perks such as the better assignments, trucks, and days off. Then they explore whether to progress through the hierarchy of repair techs, seek a management job, or other avenue.

They are told what sign posts they must reach, such as what education they must take, before reaching the next level.

**Include other perks**

When outlining career paths, don't just state requirements and pay structures, Henderson recommends. Explain and even document other kinds of perks that go along with the promotion, whether it be a company phone, a vehicle, extra personal time off, or priority in choosing time off.

**VAC-ALERT**  
INDUSTRIES, LLC

**EASY INSTALLATION**  
Fast installation in minutes.

**ALL MECHANICAL**  
The Vac-Alert SVRS is an all mechanical, non-electrical device.

**ECONOMICAL**  
Best seller – nationally and internationally.

- Milliseconds response
- Self-monitoring
- Chemically resistant
- Easy to install
- Maintenance free
- 3 year warranty

There are lots of great reasons to install our SVRS including the best reason of all: **to save a person's life.** The Vac-Alert SVRS Prevents body entrapment on all pool and spa main drains.

**VAC-ALERT™ SAVES LIVES.**

**Call your local distributor to place your order today.**

The Vac-Alert SVRS meets the SVRS requirements of the 2015 ISPSA International Swimming Pool and Spa Code, the 2007 VGB Pool and Spa Safety Act, the 2006 IRC/IBC building codes, and meets or exceeds all ANSI/ASME and ASTM performance standards for safety vacuum release systems.

[vac-alert.com](http://vac-alert.com)



Before they even work for you, begin learning how prospective employees envision their careers and lives progressing through the years. Record those observations for future reference.

ADOBE STOCK

#### Find ways to incentivize those without a career path

Some positions don't invite a long-term career path, whether it's a seasonal position, or an employee who doesn't plan to remain with the company for long.

If that's the case, find other ways to show your appreciation and make them feel like part of the team, Henderson advises.

"Not every employee is looking to move up, but from what I've seen of this younger generation, that's how they're motivated," he says. "We'll do things like adjust the PTO allotment they get on an annual basis. Some things are a little more [immediate] like getting them Yeti coolers on their trucks — just things to incentive them immediately if a long-term proposition isn't there for them."

Don't try to push somebody into building a career path for themselves, he advises. In his experience, that ambition has to come from within.

"I think when you want something for an employee more than they want it for themselves, that tends to be a recipe for disaster," Henderson says. "You know the saying, 'You can lead a horse to water but you can't make it drink'? Sometimes you can lead a horse to water, and they drown in that water."

#### Account for the non-technical aspects of the job

For service technicians, nobody questions the need for education and training to gain a competency for managing water chemistry or maintaining equipment. However, some skills tend to be overlooked. For instance, a promotion often means

the person will become more customer-facing. Just because a tech can backwash a filter like nobody's business, doesn't mean they can work with prickly customers, or iron out the aftermath of a snafu.

"I think oftentimes an employee will get promoted because of an act of attrition, but haven't necessarily had formal training in business or customer service," Henderson says. "They get promoted, and then the customer-service part becomes a dominant force in their job. Or you get a promotion to manager, and you've never had experience in statements and profits and loss."

Think about and outline requirements for education and training in customer service, management, and business basics as they become applicable.

When somebody is seeking out a managerial position, make sure that they're in it for the right reason, Henderson advises.

"Managing people isn't easy," he says. "Oftentimes we have employees who want that management position, but they've never had any experience in management. Then once they get there, they find themselves [overwhelmed] because they have to manage people more than do the job. So anytime an employee asks to move up, I ask, 'What is the appeal to you? Is it a monetary raise?'"

#### Don't wait

For Little, it's simple: Fail to provide career paths at your peril.

"I would absolutely say it's binary," he says. "If you don't do it, they'll do it for you — and it won't be with your company anymore." **PSN**

# Get the must-read publication in the pool and spa industry.

- Monthly newsletter
- Print + digital magazine
- Free for qualified industry professionals

Subscribe today



# Pool Finishings



## KAWARA PORCELAIN TILE SERIES

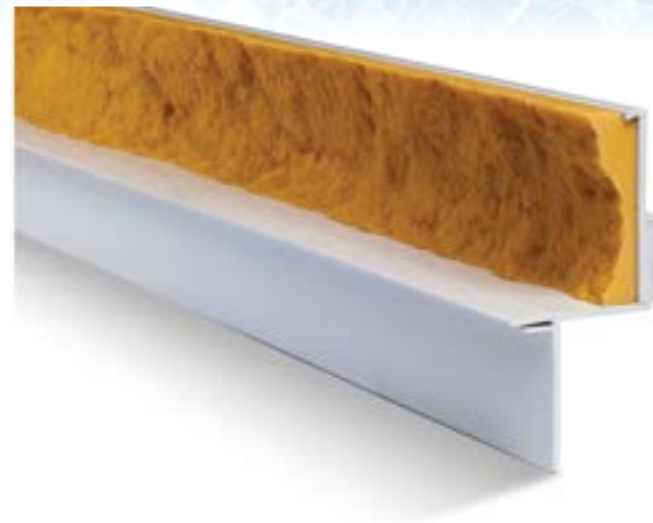
New for 2026 - The Kawara Porcelain Tile Series comes in a 6x6 and has two different relief designs. The Kawara Series comes in Ruri Blue and Tetsukon Blue and can be installed horizontally or vertically. It's in stock and ready to ship.

"This product has design versatility and is pool rated," says Missy Kent, marketing coordinator for Artistry in Mosaics. "Customers love the relief and color."

The complete range of Artistry In Mosaics products are frost proof and meet or exceed TCNA Industry Standards.

For technical support refer to the Industry Resources and Warranty on the company's website or contact customer service at 877-777-1393. The warranty for this tile series is two years from date of original purchase.

Artistry in Mosaics | [artistryinmosaics.com](http://artistryinmosaics.com)



## Z POOLFORM

Z Poolform is a reusable PVC form used to create decorative concrete copings for pools.

Interchangeable Form Liners will allow for a variety of different edge profiles and textures not previously possible with pool coping forms.

Z Poolforms can be used with vinyl liner, fiberglass, or concrete pools. It attaches to the pool wall without the need for tie wires.

The forms are not stripped until the concrete has cured, meaning there is no need to finish or dress the edge while the concrete is still green, saving time and money.

"Any pool builder or concrete contractor who does at least one pool deck a year will love this product," says Dario Baldoni, the company's vice president of marketing and technology. "The high level of relief and detail created with the textured form liners can be matched to the stamp, resulting in a realistic stone look."

Concrete Countertop Solutions/Z Poolform | [concretecountertopsolutions.com](http://concretecountertopsolutions.com)



## CARROUSEL PUMP AND UBLEND MIXER COMBO UNIT

The 1.50" Carrousel Pump and Mixer Combo Unit is a high-performance material delivery system engineered for contractors to handle a wide range of pool and decorative cementitious materials.

This unit seamlessly pumps and mixes everything from plasters to mortars to specialty coatings and repair compounds. Its continuous-feed design ensures smooth, consistent flow, reducing clogs and downtime on demanding job sites.

The unit features adjustable output control, allowing applicators to fine-tune material flow for vertical, overhead, and detailed finishing work. Key features include various power options, easy maneuverability, quick disconnect components for easy cleaning, and compatibility with a wide range of bagged and pre-blended materials.

The pump's compact footprint makes it ideal for tight pool decks and backyard job sites where maneuverability matters.

Quikspray | [quikspray.com](http://quikspray.com)

## FINEST FINISH BLENDS

Finest Finish Blends is a product line of Universal White Cement, and offers a broad variety of swimming pool finishes in a wide array of colors and textures.

"The custom formulas in our proprietary cements, additives, natural stone aggregates and glass beads rely on thirty years of experience in the swimming pool finish industry," says Astrid Petersen, a member of Universal White Cement's sales and marketing team. "The 'mix' is what differentiates Finest Finish Blends pool interior finishes from others on the market."

Thoughtfully designed custom recipes are given to the applicators with carefully crafted combinations of Universal White High-Performance Pre Mixed Cements, natural aggregates (marble, quartz, mini pebbles), enhanced with Pebble Radiance glass and abalone.

All of the ingredients of the pool interior finish are preblended into one bag.

Universal White Cement | [finestfinishpools.com](http://finestfinishpools.com)



## HS-1 SL

Deck-O-Seal HS-1 SL is a one-part, self-leveling hybrid sealant, developed with silyl-modified polymer (SMP) technology. It cures under the influence of atmospheric moisture to form a medium modulus sealant with excellent adhesive properties and resistance to ageing and weathering.

HS-1 SL is designed for horizontal expansion joints in swimming pool decks, patios, and sidewalks. It is selfleveling and does not need to be tooled.

HS-1 SL is packaged in a convenient easy-to-use 32-ounce pouch, which eliminates the need of a caulking gun that is required when using cartridges. The pouch comfortably fits in the hand for easy application.

"The HS-1 SL has become a fan favorite very quickly," says Glenn Tench, vice president, sales and marketing for W.R. Meadows. "This new innovated pouch really makes a difference in the ease of application."

W.R. Meadows/Deck-O-Seal | [deckoseal.com](http://deckoseal.com)

# Safety and Disability



## ANCHOR RECOVER PROGRAM

The Anchor Safety Pool Cover Replacement Program from Anchor Industries is a comprehensive recover program designed to replace worn or damaged safety pool covers — regardless of the original manufacturer, including free-form and custom pool shapes.

The process is simple: Customers ship their old cover using Anchor's provided freight box and label, the cover is carefully measured and remade, and a new safety cover is returned while the old one is responsibly disposed of at no cost.

Each replacement cover is manufactured in the USA using durable, high-quality materials. Solid cover options feature 14 oz. vinyl-coated fabric with welded construction that eliminates sewing perforations for superior strength and water resistance. Mesh options are engineered for lightweight handling while maintaining strong debris protection, with cross-webbing sewn underneath. Durable D-rings, stainless-steel springs, protective spring sleeves, and brass anchors are included to ensure secure installation and long-lasting deck protection.

Anchor Pool Covers | [anchorinc.com](http://anchorinc.com)

## TRUPRO RAILS & LADDERS

TruPro Rails & Ladders are engineered for ADA compliance, and includes both standard and fully custom rail solutions, giving facilities the flexibility to achieve the perfect fit for their unique environments.

Each product is polished using industry-leading 600 grit finishing for a sleek, durable appearance that stands up to demanding aquatic environments. The products are backed by the company's leading warranty programs and responsive product support.

"This new product line provide a solution the industry has been looking for: a reliable, high-quality rail and ladder solution delivered quickly and in excellent condition," says Marley Cunningham, Aqua Creek Products' director of marketing. "It gives customers added confidence in both the product and the process. Many are excited to have another trusted source in the market, especially one known for responsive service, dependable lead times, and careful packaging that helps products arrive in excellent condition."

Aqua Creek Products | [aquacreekproducts.com](http://aquacreekproducts.com)



## HYDRAMATIC AUTOMATIC SAFETY COVER



The motors of Aquamatic's Hydramatic Covers run on hydraulic pressure rather than electricity. This means one-fourth the moving parts, no lubrication, and ropes that self-adjust, says Tom Dankel, company vice president.

The Hydramatic's modular design takes only four bolts to assemble, making installation simple. Another time saver is Aquamatic's patented cable

compensator, which automatically aligns both sides of the cover as it extends and retracts. "Technicians are constantly telling us 'I started your system up, and it worked right away with no fuss.'" Dankel says.

Every Aquamatic cover meets the ASTM F1346-91 safety standard and is custom fitted down to the half inch. Consumers can choose from 11 standard colors and six designer colors.

Aquamatic Cover Systems | [aquamatic.com](http://aquamatic.com)

## COVER CARE PROFESSIONAL AUTO-COVER & SAFETY FENCE INSTALLATION

Cover Care, LLC is a national installation and service partner specializing in automatic pool covers and removable safety fences.

"We help pool builders expand their offerings, simplify their labor, and build safer pools," says Jacob Bloss, director of operations at Cover Care. "Our experienced network of technicians are trained to install, service, and repair all brands of automatic pool covers, as well as install removable safety fences."

With coverage in 50+ major markets across the U.S., Cover Care makes it easy for pool builders to confidently subcontract installation while maintaining exceptional quality.

"We make it easy for pool professionals to offer, install, and support automatic pool covers and safety fencing - allowing them to increase revenue while reducing labor and operational strain," says Bloss.

Cover Care | [covercare.com](http://covercare.com)



## COVERLON SAFETY COVER

Offered in mesh or solid materials, these covers are available in a variety of colors. The solid covers come in grey and tan, in addition to blue and green. Super-mesh comes in green, blue and tan; regular mesh is available in those colors plus black.

The safety cover is fabricated with durable materials, and strapping on the top and underside – the entire length and width of the pool – making for a stronger, safer cover, notes Frank Patel, company owner/president. "Our regular spring is what other companies refer to as 'heavy-duty,'" he says. "Customers are pleased with the construction, especially for waterfeatures and complicated pools. They comment on the superior fit, construction, and longevity of the covers."

Installed properly, children and pets cannot fall or accidentally slip into the pool. They also are tamper proof, requiring a special tool to remove or install.

The Cover Co. | [coverlon.com](http://coverlon.com)

## AQUA-XTREME VIRTUALLY SOLID MESH

Aqua-Xtreme Virtually Solid Mesh is engineered to provide the ultimate in light blocking technology to deter algae growth, ensuring a cleaner pool in spring when the cover comes off.

"Customers love that they can open their pool in the spring and have it look almost as clean as the day they closed it," says LOOP-LOC President and CEO LeeAnn Donaton.

It has a unique, new weave mesh that is strong and quick-draining; it drains up to 80 gallons per minute without clogging. This mesh is also 50% lighter than solid safety covers for easy handling.

Aqua-Xtreme is available in Hunter Green, Sapphire Navy, Mojave Brown, or Steel Gray to compliment the homeowners' outdoor decor.

LOOP-LOC provides a 15-year pro-rated warranty on all their safety covers.

LOOP-LOC | [looploc.com](http://looploc.com)



### SMARTMESH SAFETY COVER

The SmartMesh safety cover is Merlin's patented mesh pool cover with exclusive high-tech weave. This special feature provides 100% shade and debris filtration. With this high level of shade protection, algae growth will be significantly reduced, which leads to a cleaner pool when it is opened again.

Most importantly, this mesh cover boasts the highest burst strength and abrasion resistance to provide safety from falling into a pool in the off season.

"Customers are happy to have a product that will keep their loved ones safe from falling in pools when they are not in use," says Rabia Danyaro, marketing coordinator for Merlin.

The SmartMesh safety cover is available in black, blue, green, gray, and tan colors, and comes with a 15-year prorated limited warranty.

Merlin Industries | [merlinindustries.com](http://merlinindustries.com)



### MEYCOLITE

MeycoLite is the original safety pool cover material used in the world's first winter pool covers, setting the industry standard for durable seasonal protection, says Ray Garvey, Jr., Meyco's business development manager.

"When customers choose MeycoLite, they are choosing a product that didn't just enter the market — it created the market standard for winter safety pool covers," Garvey says. "As the original safety cover material used in the first winter pool covers, it represents decades of refinement, trust, and real-world performance."

Engineered from a lightweight yet high-strength woven fabric, MeycoLite provides dependable safety by supporting weight while protecting the pool during the off-season. Its tight weave blocks sunlight, helping to reduce algae growth and simplify spring openings.

The material is designed to allow rainwater to drain through while keeping debris out, preventing standing water accumulation.

Meyco Pool Covers | [meycocovers.com](http://meycocovers.com)



### SHADE DELUX CANTILEVER SHADE SYSTEM

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

"Customers love the ease of setup, durability, and with its small footprint — it makes it perfect for perfect for decks with limited space," says Jason Elmer, Tara's marketing specialist.

Designed for quick installation, its modular system makes it easy to expand to 30' or add features like solar panels or even a movie screen.

Built from weather-resistant aluminum, Shade DeLux combines durability with versatile style for any outdoor setting.

"The Shade DeLux is strong and sturdy shade option that offers generous shade area with wide color and accessory options," says Elmer.

Tara Pool & Outdoor Products | [tarapools.com](http://tarapools.com)

### VAC-ALERT VA-2000 SVRS

The Vac-Alert Safety Vacuum Release System's spring-loaded piston reacts instantaneously, opening to atmosphere and releasing the life-threatening suction of the pool or spa drain.

The Vac-Alert VA-2000 can be installed for every pump that draws water, including pools, spas, fountains, slides and vacuum ports. Once installed, it takes little or no maintenance.

The SVRS meets all requirements of the International Code Council, both the International Building Code (IBC) and the International Residential Code (IRC). It meets or exceeds all the ANSI/ASME performance standards for safety vacuum release systems.

The units are easily installed, adjusted and tested with standard tools and supplies.

Most installations can be completed in less than 30 minutes.

Vac-Alert VA-2000 comes with a 3-year limited warranty.

Vac-Alert Industries | [vac-alert.com](http://vac-alert.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.

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

### marketplace

**CLEARANCE LINERS LINERS LINERS**

**SPECIAL OVERSTOCK LINER SALE!**

**Wholesale Never Used Liners**  
**One time Only Deal !!!!**  
**Receive over 100 liners**  
**for only \$10,000 !!**

Custom-made designs create a perfect fit for any size or shape pool & all in the most popular luxurious prints.

Got something "special" we can make it for you and Save you \$\$\$\$

**CENTRAL DISTRIBUTION INC.**  
**800-362-0460**  
 In Stock Liners Shipped Same Day

**MIX. SPRAY. CREATE.**

The Carousel® Pump and U-Blend Mixer deliver smooth, consistent material flow for **pool plasters, coatings, and artificial rockwork.**

**MORE INFO** Quikspray®—Built for Pool Pros

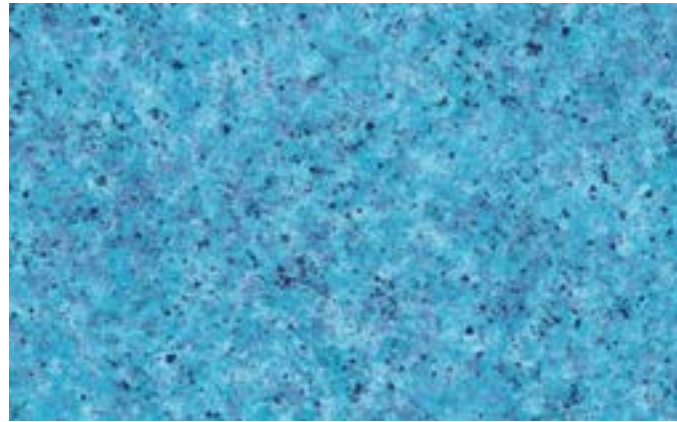
419-732-2611 <https://quikspray.com/>

**AQUA-COMB™**

**#1 SPA & POOL FILTER CLEANING DEVICES!**

Fully cleans like new  
 Saves water & electricity  
 Saves time

Ph: 941-922-7786  
 Fax: 941-922-2439  
[www.aquacomb.com](http://www.aquacomb.com)



**POOLSIDE BY CGT**

Poolside by CGT introduces its Quartz Garden vinyl liner pattern. This pattern debuts on the company's newest Robin's Egg Blue base film, capturing serene quartz beauty with airy stone textures and calming teal hues, radiating tropical tranquillity and wellness in every reflection.

[Poolsidebycgt.com](http://Poolsidebycgt.com)



**BE WELL CANADA**

The 2026 MAPLE SPAS lineup introduces optimized configurations, improved ergonomics, and a brand-new flagship model designed to further boost spa sales. Thoughtful upgrades include a new closed skimmer for a cleaner, more refined look; additional cup holders for user convenience, a full LED lighting package; Gecko pre-installed Waterlab system, an ozone system; new flat fountain design; and cool-down seats with easier access.

Contact: [maplespas.com](http://maplespas.com)



**B SQUARED POOLS**

B Squared Pools' new polypropylene inground pool kit is designed for fast assembly and engineered for high load-bearing strength. This panel-based system eliminates metal fasteners and resists rust, corrosion, and freeze-thaw damage. The patented interlocking design makes it easy to customize, and its lightweight material makes it easy to transport, handle and install in small, tight backyard spaces.

Contact: [bsquaredpools.com](http://bsquaredpools.com)

**RENOLIT**

RENOLIT has now expanded its RELIEF collection to include eight different color options including white, sand, blue, and Caribbean green plus two shades of grey and black. This 70-mil-thick reinforced PVC membrane has a Category C slip resistance rating with a texture that gives pools the look and feel of gunite yet is soft on toes and is easy to maintain.

Contact: [renolit-alkorplan.com](http://renolit-alkorplan.com)



overlap or beaded

Rockport\* Seaport

overlap only

Half Print Blue/Port Blue Solid

beaded only

Carnegie Newport Mountain

*Above Ground Vinyl Liners Designed to Fit Perfectly Every Time!*

*Available Bead Types: Small, Kayak, Wilkes, Multi, Esther Williams*

\* AVAILABLE IN HEAVY GAUGE ABOVE GROUND MATERIAL



**EXTENDED!**  
**EXCLUSIVE  
 NEW PROGRAM**  
**6.99%\***  
**20-YEAR  
 TERM**  
**ZERO FEES**

**25% of our customers  
 are veterans. Special  
 discounts available for  
 military customers.**

Rates as low as **6.99%\*** Terms up to **30 years**  
 Amounts up to **\$200,000**



**LYON FINANCIAL  
 IS PROUDLY  
 VETERAN OWNED &  
 OPERATED**



877-754-5966 | [WWW.LYONFINANCIAL.NET](http://WWW.LYONFINANCIAL.NET)



\*Available on approved credit. Not all applicants will qualify. Military program benefits may include discounted fees and are not available in NJ or CA. Conditions and limitations apply. Program details are subject to change without notice. Lowest APR reserved for those with excellent and substantial credit. 6.99% APR has a maximum loan term of 20 years, a minimum loan amount of \$50,000, and a maximum loan amount of \$100,000. Loan terms may differ based on loan purpose and credit profile. Payment example: Monthly payments for a \$100,000 loan at 6.99% APR with a term of 20 years would result in 240 monthly payments of \$774.70. Last revised 1/13/2020.