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POOL AND SPA NEWS

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OCTOBER 12, 2026

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SERVICE COMPANIES SETTING STANDARDS

A KENILWORTH MEDIA PUBLICATION

IN THIS ISSUE:

- Meet This Year's Top 50 Service Companies
- A Deep Dive Into Top 50 Data
- The CEOs Behind the Top 50



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POOL AND SPA NEWS

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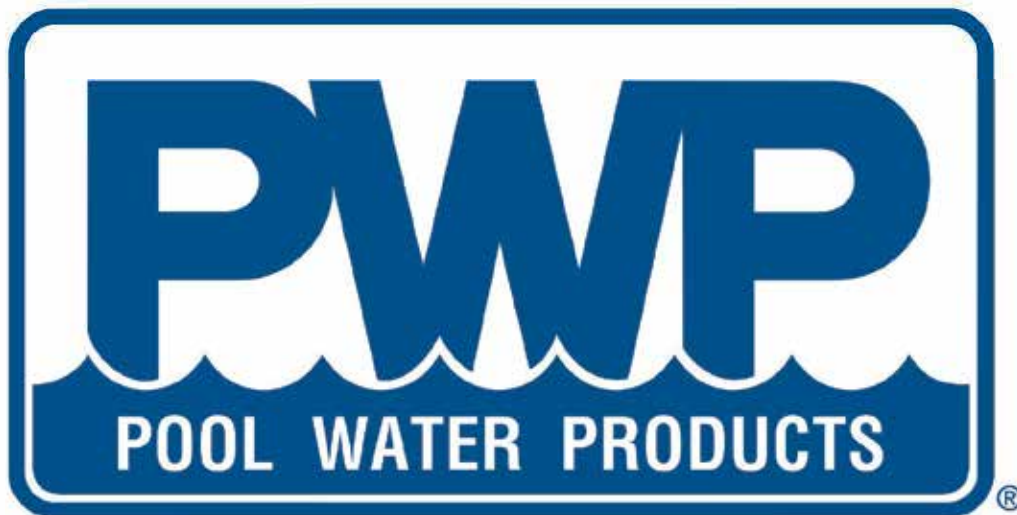
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Consolidators Make Their Mark on the Top 50 Service List



“This year’s Top 50 package, in combination with our main news article and recent coverage, shows the growing prevalence of pool/spa service consolidators in the industry landscape.”

This issue marks one of the greatest pleasures we enjoy each year—naming the year’s Top 50 Service companies. These firms represent the best of the best, not just the highest-revenue generators, and include both small and large firms.

As always, this year’s list stands as a tribute to the strength of this segment of the industry and the important role it plays. But this year’s Top 50 package, in combination with our main news article and recent coverage, shows the growing prevalence of pool/spa service consolidators in the industry landscape.

This year, two of California’s best-known service firms, run by two of the industry’s standout leaders, sold their companies to consolidators. Last month, we reported that David Hawes sold his company, H&H Pool Services, which he ran for 55 years in the San Francisco Bay suburb of Dublin. This gem went to San Diego-based Cabana, which has plans to expand across the country. And on page 10, you’ll find a story about Javier Payan’s recent sale to another consolidator based in the Golden State, California Pool Partners.

Not only does this illustrate how some of the country’s strongest and largest companies are choosing this succession route, but it also shows how service consolidators are spreading across the Continental U.S. Until recently, they largely avoided the Golden State. Cabana and California Pool Partners were founded by individuals who live in the state, so that’s where they started. California Pool Partners even plans to stay put in its home state and the Pacific Northwest, as well as in some western desert locales, such as Arizona and Nevada.

Since the service consolidation era began in the early part of this decade, it has clearly favored Sunbelt states (other than California), most prominently Texas and Florida. But the trend is clearly bursting those boundaries. More proof of

consolidation’s increasing pervasiveness can be found in this year’s Top 50 Service package. Two companies on the list, Azureon and Easton Select Group, were founded and now focus on the Northeast region, which had also largely gone unnoticed until recently. Here again, these organizations were started by pool professionals living in that region.

Among this year’s Top 50 Service companies, more than ever are consolidators. In our survey of the companies (starting on page 50), 8.7% said they had been acquired by consolidators or joined franchises, while 17.4% do the actual consolidating. Meanwhile, these firms generated a disproportionate share of the Top 50’s revenue. Consolidators on the list accounted for \$341.2 million, or 62.6% of the revenue earned by the Top 50 as a group. They also own 60% of the locations in the combined Top 50, at 102.

And finally, last year’s No. 1 company—SPS PoolCare—acquired last year’s No. 2 company—Pool Troopers. With this transaction, SPS effectively doubled its size.

But the Top 50 is a diverse group by design, so not all of them align with the consolidation trend. In the survey, a solid half said they would not consider joining a consolidator and are committed to remaining independent. A few specifically said they plan to keep their companies in the family.

Thankfully, the industry has room for firms of varying sizes and business models, much like the Top 50 Service list. Find out more about the elite businesses that made this year’s list. You will also find an examination of their data, a look back at the performance of a select sample group, and the survey.

Enjoy. **PSN**

Rebecca Robledo
Deputy Editor, PSN • rrobledo@kenilworth.com

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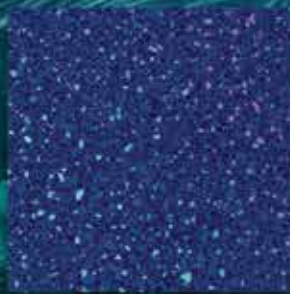
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Why the Financing Partner Builders Choose Matters More Than They Think.

For many builders, financing is treated as an afterthought in the sales process or something left for the homeowner to research and bring up. But according to Joe Garcia, national sales director at Lyon Financial, that approach is costing them opportunities.

Monthly Payments Are What Move Projects Forward

Homeowners rarely decide based on total project cost alone. Financing helps builders translate that price into a manageable monthly payment, making it easier for customers to say yes and often say yes to more.

Financing the Full Backyard Drives Larger Projects

A strong financing partner should offer financing for not just the pool, but everything around it. When financing makes additional outdoor living features more affordable, it becomes easier for customers to commit to a complete backyard instead of settling for a basic pool and minimal decking.

Are Their Programs Built for Pool Projects?

Builders should look for loan options with longer terms and competitive fixed rates, which help create lower monthly payments and make it easier for customers to move forward.

“Financing is more than getting a loan approved. It shapes how the customer understands the project and whether they feel comfortable moving forward.”



Joe Garcia
Director of
National Sales

What Is Their Approval Rate?

Approval rates are critical. Low approvals mean more stalled projects and missed opportunities. “You want to hear 60–70% versus 10–15%,” Garcia says.

What Fees Do They Charge?

Some lenders charge borrower fees that add thousands to the project cost, often paid out of pocket, which can be a deal breaker.

What Support Do They Offer?

Builders should consider the level of support a financing partner provides, especially when it comes to helping their team present financing and close deals.

The right partner acts as an extension of the sales team, helping builders overcome objections and confidently communicate monthly payments.

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Payan Sells to California Consolidator

Another high-profile executive makes the move this year

By Rebecca Robledo



Javier Payan, Payan Pool Service, Inc.

Another high-profile pool/spa service executive has taken the consolidation route.

Recently, industry veteran and leader Javier Payan sold his San Diego-based company, Payan Pool Service, Inc., to a consolidator focused on California and the surrounding states.

California Pool Partners, headquartered in the San Francisco Bay-adjacent San Mateo, Calif., began in 2024 when a trio of friends from the tech industry purchased a small operation and learned from the owner how to service pools and run the business side. After growing AC Pools by acquiring approximately a dozen service routes, the partners decided to begin a consolidation platform.

The founders originally planned to own one large company, but changed course after speaking with other industry professionals seeking an exit strategy, said Evan Ferl, a co-founder with Eric Johnston and Mark Doody.

"As we heard these stories, we said, 'Let's figure out how to build a structure to involve multiple owners, multiple high-integrity partners... and really create

something that is bigger together than the sum of our parts," Ferl explained.

This transaction with Payan marks its first acquisition, meant to expand California Pool Partners' footprint in the Golden State and serve as a hub in the San Diego area.

While Payan will no longer lead the operation, he will remain part-time on an indefinite basis to serve in various capacities.

The acquired company will now be called Payan Pools LLC, with California Pool Partners serving as the holding company for the brands it acquires. Not all who sell their companies to California Pool Partners will necessarily take the same route as Payan. Some may remain as general managers of their locations, while others may exit the company after a short transition period.

"We're not one-size-fits-all," Ferl said.

The company is financed and owned by the founders and individuals close to them, said Ferl, adding that they decided against partnering with a private equity firm.

Payan started his company as a teenager 39 years ago. He has made a name for himself within the industry through his active participation in organizations such as the Independent Pool and Spa Service Association (IPSSA) and the Pool & Hot Tub Alliance (PHTA). He was instrumental in launching the San Diego chapter of PHTA and serves as treasurer and CFO of the Pool & Spa Apprenticeship and Training Committee (PSATC), which runs an apprenticeship program for pool/spa service technicians.

While this marks a new chapter in the service company he founded, Payan has already begun two new business ventures. He established a consulting business, J. Payan Pool Consulting, which performs services such as forensic plaster evaluations. Another new company, Plunge Pools West, installs prefabricated plunge pools in the San Diego area.

This marks the second California-based consolidator to announce such a high-profile purchase within a matter of weeks. Recently, another well-regarded service company owner and industry leader, David Hawes, announced the sale of his company, San Francisco Bay-area firm H&H Pool Services, to Cabana, a consolidator based in California but with ambitions to spread across the country. [PSN](#)



Evan Ferl, California Pool Partners



Mark Doody, California Pool Partners



Eric Johnston, California Pool Partners

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Pool Nation Unveils New Facility

The podcasters/educators said the Dallas hub will position it for further growth

By Rebecca Robledo



Pool Nation's new headquarters features spaces of varying types, not only for its users but also for sponsors, other organizations, and industry professionals.

Pool Nation, the podcasters who expanded their company into one of the most popular educators for the pool/spa service industry, has opened a new 22,000-sq. ft. headquarters and multifunctional space.

Occupying an entire floor of a Dallas high-rise, the space is intended not only for the podcast and Pool Nation courses but also for sponsors, members, and others as a teaching and meeting place. Programs that formerly were held at vendor sponsors' facilities, such as Heritage Pool Supply, AquaStar Pool Products, and Raypak, will move to the Dallas headquarters, chosen for its central location in the continental U.S.

"We wanted to have a place where Pool Nation is not just an entity, a thing, or a community of pool pros, but a place where we can plant our flag down and call home," said John Flawless, a co-founder of

Pool Nation and president of J&J Flawless Pools in La Quinta, Calif.

The new space contains two studios—one for the podcast and another for videos the team creates for its educational app and online programs. Classrooms of various sizes will host educational sessions by Pool Nation, as well as by sponsors, vendors, and other organizations. Some sponsors have small exhibit spaces where visitors can learn about products and meet with vendors.

Pool Nation was founded in 2020 to help the service industry elevate its collective business acumen. It made its mark by addressing business-related topics for pool/spa service companies. While business courses remain the group's specialty, it has expanded into technical subjects as well. [PSN](#)



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TOP 50 SERVICE COMPANIES

Leaders in Their Field. Introducing this year's PSN & Jandy Top 50 Service List

By Rebecca Robledo

It

is an honor to reveal the 2026 PSN & Jandy Top 50 Service list, a ranking of the most exemplary pool/spa service, maintenance, and repair companies and operations.

To ensure our Top 50 constitute a well-rounded group, we rank these companies not only on revenue, but also on their staff training and management methods, industry involvement, web presence, and community involvement.

As always, this yielded a variety of company sizes and business models, from small service firms to departments within larger multidisciplinary firms to national consolidators. Total service revenue generated by this year's Top 50 firms or operations ranged from \$913,888 to \$164.8 million per company.

Needless to say, these firms thrived in 2025. As a group, they generated \$544.8 million in total service revenue, with \$493.4 million from residential accounts and \$51.4 million from commercial accounts. They manage 183,255 residential accounts and 10,869 commercial accounts for a total of 194,124. They employ 2,982 in their service operations.

The rise of consolidators does not seem to be slowing, if this list serves as an indication. For starters, last year's No. 2 service company, Pool Troopers, was acquired by our No. 1 firm, SPS PoolCare. Despite the loss of Pool Troopers from the list, at least seven consolidators are represented in this year's ranking, as well as all six brands that are owned by Riverbend Sandler Group, but chose to apply separately.

One indication of this trend is the fact that these 50 companies operate 170 locations. Of these, 35 are owned by SPS PoolCare, accounting for 20.5% of the total locations.

The increased presence of consolidators does not mean that smaller operations are not represented this year. Single-location outfits still dominate the list, if just barely: Slightly more than half of this year's Top 50 Service companies—26, to be exact—run out of a single location. Counting SPS, only five companies hold more than 10 locations.

On the following pages, we take a detailed examination of this group. Turn the page to learn more about the performance of the consolidators, find out this year's standouts, take a look at the group's performance over the past five years, and review a survey of these companies. [PSN](#)



POOL AND SPA NEWS
& JANDY

TOP 50

SERVICE

2026

PHOTO COURTESY GIB-SAN POOL & LANDSCAPE CREATIONS



Top 50 Service Companies

1 ← 35 LOCATIONS

SPS POOLCARE
Lance Martin
Austin, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$148,294,418**
2025 COMMERCIAL SERVICE
REVENUE: **\$16,477,158**
TOTAL SERVICE REVENUE FOR
2025: **\$164,771,576**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **48,861**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **5,429**

2 ← 1 LOCATION

**GIB-SAN POOL & LANDSCAPE
CREATIONS**
Ed Gibbs
Toronto, Ont

2025 RESIDENTIAL SERVICE
REVENUE: **\$6,150,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$6,150,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **2,100**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

3 ← 2 LOCATIONS

NEJAME & SONS
**Tom Sr., Ed, Greg, Tom Jr., Anthony,
& Jason Nejame**
Danbury, Conn.

2025 RESIDENTIAL SERVICE
REVENUE: **\$4,048,073**
2025 COMMERCIAL SERVICE
REVENUE: **\$317,000**
TOTAL SERVICE REVENUE FOR
2025: **\$4,365,073**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **1,230**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **21**

4 ← 6 LOCATIONS

GOODALL POOLS
Robert L Goodall III
Camp Hill, Pa.

2025 RESIDENTIAL SERVICE
REVENUE: **\$3,283,474**
2025 COMMERCIAL SERVICE
REVENUE: **\$167,840**
TOTAL SERVICE REVENUE FOR
2025: **\$3,451,314**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **4,769**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **17**

5 ← 1 LOCATION

MCM POOL SERVICE
Chris Murphy
Norton, Mass.

2025 RESIDENTIAL SERVICE
REVENUE: **\$3,173,115**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$3,173,115**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **823**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

6 ← 2 LOCATIONS

COLLEY'S POOLS AND SPAS
Scott Colley
Hamburg, N.Y.

2025 RESIDENTIAL SERVICE
REVENUE: **\$2,510,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$500,000**
TOTAL SERVICE REVENUE FOR
2025: **\$3,010,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **3,100**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **20**

7 ← 12 LOCATIONS

EASTON SELECT GROUP
David E. Hobaica, CEO
West Bridgewater, Mass.

2025 RESIDENTIAL SERVICE
REVENUE: **\$27,853,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$2,200,000**
TOTAL SERVICE REVENUE FOR
2025: **\$30,053,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **8,550**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **450**

8 ← 10 LOCATIONS

NATIONAL POOL PARTNERS
Dave Bradford
Tampa, Fla.

2025 RESIDENTIAL SERVICE
REVENUE: **\$54,000,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$2,000,000**
TOTAL SERVICE REVENUE FOR
2025: **\$56,000,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **13,100**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **400**

9 ← 1 LOCATION

HINES POOL & SPA
Walter Foster
Austin, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$4,132,430**
2025 COMMERCIAL SERVICE
REVENUE: **\$3,398,040**
TOTAL SERVICE REVENUE FOR
2025: **\$7,530,470**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **1,214**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **706**

10 ← 1 LOCATION

GOHLKE POOLS
Matt Gohlke
Denton, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$7,969,269**
2025 COMMERCIAL SERVICE
REVENUE: **\$76,385**
TOTAL SERVICE REVENUE FOR
2025: **\$8,045,654**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **3,508**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **26**

11 ← 1 LOCATION

**AQUA POOL & PATIO SERVICE
CORPORATION**
Michael Giannamore
East Windsor, Conn.

2025 RESIDENTIAL SERVICE
REVENUE: **\$2,680,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$15,000**
TOTAL SERVICE REVENUE FOR
2025: **\$2,695,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **850**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **2**

12 ← 2 LOCATIONS

SHASTA POOLS
Skip Ast Jr.
Phoenix, Ariz.

2025 RESIDENTIAL SERVICE
REVENUE: **\$3,878,865**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$3,878,865**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **668**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

13 ← 5 LOCATIONS

JULIANO'S POOLS AND SPAS
Brian Juliano, President, CEO, Owner
Vernon, Conn.

2025 RESIDENTIAL SERVICE
REVENUE: **\$8,576,821**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$8,576,821**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **3,121**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

14 ← 1 LOCATION

ROBERTSON POOLS
Ron Robertson
Coppell, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$3,793,462**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$3,793,462**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **3,646**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

15 ← 1 LOCATION

CLAFFEY POOLS
Charlie Claffey
Southlake, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$6,659,762**
2025 COMMERCIAL SERVICE
REVENUE: **\$313,811**
TOTAL SERVICE REVENUE FOR
2025: **\$6,973,573**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **6,078**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **91**

16 ← 4 LOCATIONS

KEITH ZARS POOLS
Charles Zars, CEO & President
San Antonio, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$32,395,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$1,526,000**
TOTAL SERVICE REVENUE FOR
2025: **\$33,921,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **14,642**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **659**

17 ← 5 LOCATIONS

POOLS OF FUN
Tim Colon
Plainfield, Ind.

2025 RESIDENTIAL SERVICE
REVENUE: **\$4,587,174**
2025 COMMERCIAL SERVICE
REVENUE: **\$200,450**
TOTAL SERVICE REVENUE FOR
2025: **\$4,787,624**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **2,251**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **17**

18 ← 2 LOCATIONS

POOL AND SPA POSEIDON
Nicolas Guillothe
Longueuil, Que.

2025 RESIDENTIAL SERVICE
REVENUE: **\$6,544,537**
2025 COMMERCIAL SERVICE
REVENUE: **\$1,635,000**
TOTAL SERVICE REVENUE FOR
2025: **\$8,179,537**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **2,900**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **650**

19 ← 1 LOCATION

POOLWERX REDLANDS
**Cal & Sharon Boothby, Franchise
Owners**
Redlands, Calif.

2025 RESIDENTIAL SERVICE
REVENUE: **\$2,068,805**
2025 COMMERCIAL SERVICE
REVENUE: **\$63,984**
TOTAL SERVICE REVENUE FOR
2025: **\$2,132,789**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **1,068**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **42**

20 ← 1 LOCATION

MOREHEAD POOLS
Michael Moore II
Shreveport, La.

2025 RESIDENTIAL SERVICE
REVENUE: **\$2,119,900**
2025 COMMERCIAL SERVICE
REVENUE: **\$112,305**
TOTAL SERVICE REVENUE FOR
2025: **\$2,232,205**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **862**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **33**

21 ← 2 LOCATIONS

PAYAN POOL SERVICE, INC.
Javier Payan, Founder
Santee, Calif.

2025 RESIDENTIAL SERVICE
REVENUE: **\$2,269,689**
2025 COMMERCIAL SERVICE
REVENUE: **\$641,486**
TOTAL SERVICE REVENUE FOR
2025: **\$2,911,175**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **561**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **61**

22 ← 13 LOCATIONS

AZUREON, LLC.
John Tisera
Saddlebrook, N.J.

2025 RESIDENTIAL SERVICE
REVENUE: **\$31,945,974**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$31,945,974**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **6,900**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **140**

23 ← 2 LOCATIONS

RIVERBEND SANDLER POOLS
Michael Swartz
Plano, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$11,129,068**
2025 COMMERCIAL SERVICE
REVENUE: **\$967,745**
TOTAL SERVICE REVENUE FOR
2025: **\$12,096,813**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **6,305**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **323**

24 ← 3 LOCATIONS

GL POOLS
**Austin Gardiner, CEO & Kyle Lobe,
CFO**
San Diego, Calif.

2025 RESIDENTIAL SERVICE
REVENUE: **\$4,731,050**
2025 COMMERCIAL SERVICE
REVENUE: **\$834,891**
TOTAL SERVICE REVENUE FOR
2025: **\$5,565,941**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **1,932**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **101**

25 ← 2 LOCATIONS

**RICHARD'S TOTAL BACKYARD
SOLUTIONS**
Stacey Ward
Houston, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$1,687,778**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$1,687,778**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **2,656**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

Congratulations to
WATERSIDE POOL SERVICE
NAPLES, FL
Spin 'N Win Truck Winner!

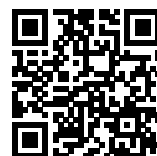


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Earn thousands with the 2026 ServicePro Offer:

-  **\$50** sign-up bonus
-  **\$250** back on first \$5,000 spent
-  **\$100** off first \$1,000 of select parts purchases
-  **\$200** off first 5 VS Pump purchases
-  **\$200** off first 5 Automation purchases
-  **Extended Limited Warranties** on Fluidra products and parts
-  **Get a Truck Raffle Entry** for every \$10,000 in purchases

Sign Up Today!



TOP 50 SERVICE COMPANIES

26 ← 2 LOCATIONS

SWIM CHEM

Jerry Wallace
Sacramento, Calif.

2025 RESIDENTIAL SERVICE
REVENUE: **\$4,969,107**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$4,969,107**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **4,136**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

27 ← 1 LOCATION

THE POOL BUTLER

Tim Bolden
Marietta, Ga.

2025 RESIDENTIAL SERVICE
REVENUE: **\$4,135,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$400,000**
TOTAL SERVICE REVENUE FOR
2025: **\$4,535,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **775**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **57**

28 ← 1 LOCATION

PURE SWIM

Rich Gallo
Van Nuys, Calif.

2025 RESIDENTIAL SERVICE
REVENUE: **\$5,437,611**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$5,437,611**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **519**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

29 ← 3 LOCATIONS

BURTON POOLS & SPAS
Steven Leonard, Partner/CEO
Fort Smith, Ark.

2025 RESIDENTIAL SERVICE
REVENUE: **\$7,282,598**
2025 COMMERCIAL SERVICE
REVENUE: **\$705,737**
TOTAL SERVICE REVENUE FOR
2025: **\$7,988,335**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **2,740**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **73**

30 ← 1 LOCATION

MILLER POOLS

Johnny Hurt
Pasadena, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$4,061,591**
2025 COMMERCIAL SERVICE
REVENUE: **\$51,413**
TOTAL SERVICE REVENUE FOR
2025: **\$4,113,004**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **2,084**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **98**

31 ← 1 LOCATION

PULLIAM POOLS

Randy Denby
Fort Worth, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$4,328,369**
2025 COMMERCIAL SERVICE
REVENUE: **\$203,955**
TOTAL SERVICE REVENUE FOR
2025: **\$4,532,324**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **3,144**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **148**

32 ← 1 LOCATION

GBI POOL SERVICES, INC.
Garrett Incze - President & Co-Owner, Jordan Battram - Vice President & Co-Owner
Ottawa, Ont.

2025 RESIDENTIAL SERVICE
REVENUE: **\$1,928,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$343,000**
TOTAL SERVICE REVENUE FOR
2025: **\$2,271,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **869**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **57**

33 ← 1 LOCATION

CONCORD POOLS & SPAS

Jon Foshee
Latham, N.Y.

2025 RESIDENTIAL SERVICE
REVENUE: **\$2,317,500**
2025 COMMERCIAL SERVICE
REVENUE: **\$13,113**
TOTAL SERVICE REVENUE FOR
2025: **\$2,330,613**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **3,027**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **12**

34 ← 1 LOCATION

IKE'S CARTER POOLS

Erik "Ike" Eikevik
Oakland Park, Fla.

2025 RESIDENTIAL SERVICE
REVENUE: **\$1,700,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$50,000**
TOTAL SERVICE REVENUE FOR
2025: **\$1,750,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **514**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **40**

35 ← 1 LOCATION

HERITAGE POOLS

Michael Gesmond
North Charleston, S.C.

2025 RESIDENTIAL SERVICE
REVENUE: **\$2,300,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$2,300,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **900**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

36 ← 1 LOCATION

HESCHMEYER POOLS

Paul Heschmeyer
Prairie Village, Kan.

2025 RESIDENTIAL SERVICE
REVENUE: **\$1,755,685**
2025 COMMERCIAL SERVICE
REVENUE: **\$1,224,759**
TOTAL SERVICE REVENUE FOR
2025: **\$2,980,444**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **305**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **87**

37 ← 3 LOCATIONS

POOLS ETC.

Abhi Ravishanker
Menlo Park, Calif.

2025 RESIDENTIAL SERVICE
REVENUE: **\$6,420,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$2,372,000**
TOTAL SERVICE REVENUE FOR
2025: **\$8,792,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **1,890**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **200**

38 ← 1 LOCATION

GUARINO'S SWIMMING POOL SERVICE, INC.

Vincent Campo, CEO
Billerica, Mass.

2025 RESIDENTIAL SERVICE
REVENUE: **\$10,048,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$4,774,000**
TOTAL SERVICE REVENUE FOR
2025: **\$14,822,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **1,829**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **332**

39 ← 1 LOCATION

HAUK CUSTOM POOLS

Tim Ryan
Celina, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$1,357,535**
2025 COMMERCIAL SERVICE
REVENUE: **\$178,226**
TOTAL SERVICE REVENUE FOR
2025: **\$1,535,761**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **638**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **53**

40 ← 2 LOCATIONS

EMERALD POOL CARE

Kyle Burns, Owner
Saginaw, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$1,339,298**
2025 COMMERCIAL SERVICE
REVENUE: **\$242,742**
TOTAL SERVICE REVENUE FOR
2025: **\$1,582,040**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **260**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **4**

41 ← 1 LOCATION

SKYBLUE POOLS

Ryan Carlson
Los Gatos, Calif.

2025 RESIDENTIAL SERVICE
REVENUE: **\$3,350,350**
2025 COMMERCIAL SERVICE
REVENUE: **\$554,650**
TOTAL SERVICE REVENUE FOR
2025: **\$3,905,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **1,076**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **37**

42 ← 17 LOCATIONS

CODY POOLS

Mike Church
Round Rock, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$4,397,327**
2025 COMMERCIAL SERVICE
REVENUE: **\$1,347,817**
TOTAL SERVICE REVENUE FOR
2025: **\$5,745,144**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **3,107**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **126**

43 ← 1 LOCATION

J&M POOL COMPANY

Jacob Durand
Senoia, Ga.

2025 RESIDENTIAL SERVICE
REVENUE: **\$5,180,332**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$5,180,332**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **2,140**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

44 ← 7 LOCATIONS

POOL CENTURION GROUP

Jeffery Meyer
Florida City, Fla.

2025 RESIDENTIAL SERVICE
REVENUE: **\$16,311,750**
2025 COMMERCIAL SERVICE
REVENUE: **\$5,462,250**
TOTAL SERVICE REVENUE FOR
2025: **\$21,774,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **5,673**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **200**

45 ← 1 LOCATION

CLARKSON POOLS

Jordan Clarkson
Jacksonville, Fla.

2025 RESIDENTIAL SERVICE
REVENUE: **\$2,776,657**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$2,776,657**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **564**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

46 ← 2 LOCATIONS

SWIMMING POOL SERVICES

Michael Panella & Justin Lex
Waukesha, Wis.

2025 RESIDENTIAL SERVICE
REVENUE: **\$3,427,917**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$3,427,917**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **2,448**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

47 ← 1 LOCATION

COAST TO COAST POOLS

Dustin Pointer
Sarasota, Fla.

2025 RESIDENTIAL SERVICE
REVENUE: **\$2,300,600**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$2,300,600**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **1,282**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

48 ← 1 LOCATION

PENGUIN POOLS

Matt Rozeski
New Berlin, Wis.

2025 RESIDENTIAL SERVICE
REVENUE: **\$913,888**
2025 COMMERCIAL SERVICE
REVENUE: **\$0**
TOTAL SERVICE REVENUE FOR
2025: **\$913,888**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **294**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **0**

49 ← 1 LOCATION

NABORS POOLS

Benjamin & Kaytee Nabors
Katy, Texas

2025 RESIDENTIAL SERVICE
REVENUE: **\$2,451,719**
2025 COMMERCIAL SERVICE
REVENUE: **\$48,953**
TOTAL SERVICE REVENUE FOR
2025: **\$2,500,672**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **665**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **6**

50 ← 1 LOCATION

POOL RX

Beau Martin
Carrollton, Ga.

2025 RESIDENTIAL SERVICE
REVENUE: **\$6,450,000**
2025 COMMERCIAL SERVICE
REVENUE: **\$2,000,000**
TOTAL SERVICE REVENUE FOR
2025: **\$8,450,000**
NUMBER OF RESIDENTIAL SERVICE
ACCOUNTS: **681**
NUMBER OF COMMERCIAL SERVICE
ACCOUNTS: **151**

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- ✓ Exceptional strength and durability.

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Regional Breakdown

These regional profiles show the distribution of the 2026 PSN and Jandy Top 50 Service Companies nationwide. The Southwest had the most companies, with 14. The Northeast/Mid-Atlantic region holds the second-highest number, with 13 companies. Key statistics for each region are also provided. **PSN**

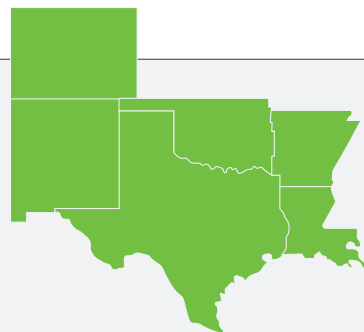
NORTHEAST/MID-ATLANTIC

- Total Service Companies.....13
- Locations Providing Residential Pool Service.....48
- 2025 Reported Total Service Revenue.....\$121,023,447
- Residential Service Revenue.....\$111,058,494
- Commercial Service Revenue.....\$9,964,953
- Residential Accounts.....40,068
- Commercial Accounts.....1,701



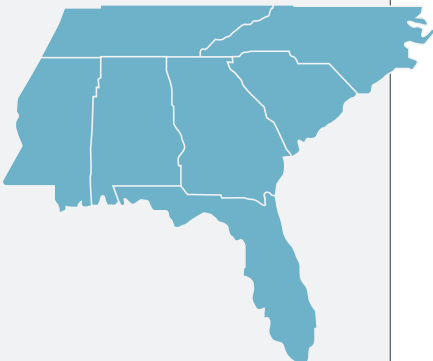
SOUTHWEST

- Total Service Companies.....16
- Locations Providing Residential Pool Service.....74
- 2025 Reported Total Service Revenue.....\$269,049,811
- Residential Service Revenue.....\$243,399,524
- Commercial Service Revenue.....\$25,650,287
- Residential Accounts.....100,410
- Commercial Accounts.....7,775



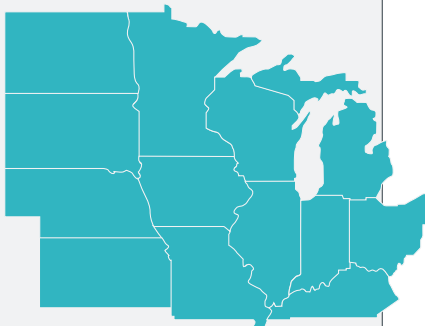
SOUTHEAST

- Total Service Companies.....9
- Locations Providing Residential Pool Service.....24
- 2025 Reported Total Service Revenue.....\$105,066,589
- Residential Service Revenue.....\$95,154,339
- Commercial Service Revenue.....\$9,912,250
- Residential Accounts.....25,629
- Commercial Accounts.....848



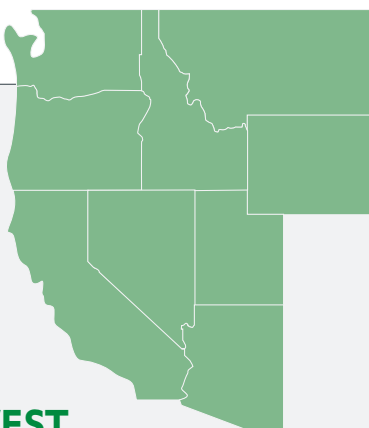
MIDWEST

- Total Service Companies.....4
- Locations Providing Residential Pool Service.....9
- 2025 Reported Total Service Revenue.....\$12,109,873
- Residential Service Revenue.....\$10,684,664
- Commercial Service Revenue.....\$1,425,209
- Residential Accounts.....5,298
- Commercial Accounts.....104



WEST

- Total Service Companies.....8
- Locations Providing Residential Pool Service.....15
- 2025 Reported Total Service Revenue.....\$37,592,488
- Residential Service Revenue.....\$33,125,477
- Commercial Service Revenue.....\$4,467,011
- Residential Accounts.....11,850
- Commercial Accounts.....441



Celebrating United Aqua Group's Top 50!

Congratulations to the UAG members recognized among the PSN Top 50 Service companies.

Aqua Pool & Patio
Service Corporation
Burton Pools & Spas
Claffey Pools
Clarkson Pools
Easton Select Group
Gohlke Pools

Goodall Pools
Hauk Custom Pools
J&M Pool Company
Miller Pools
National Pool Partners
Penguin Pools

Pool Centurion Group
Pool Rx
Pulliam Pools
Richard's Total Backyard
Solutions
Riverbend Sandler Pools
The Pool Butler



Scan to inquire
about membership.

 **UNITED**
AQUA GROUP

TOP 50 SERVICE COMPANIES | RANKED BY TOTAL SERVICE REVENUE FOR 2025

Overall Top 50 Ranked by Revenue	Overall Top 50 Ranking	Company	2025 Total Service Revenue	Number of Residential Accounts	2025 Residential Service Revenue
1	1	SPS POOLCARE	\$164,771,576	48,861	\$148,294,418
2	8	NATIONAL POOL PARTNERS	\$56,000,000	13,100	\$54,000,000
3	16	KEITH ZARS POOLS	\$33,921,000	14,642	\$32,395,000
4	22	AZUREON, LLC.	\$31,945,974	6,900	\$31,945,974
5	7	EASTON SELECT GROUP	\$30,053,000	8,550	\$27,853,000
6	44	POOL CENTURION GROUP	\$21,774,000	5,673	\$16,311,750
7	38	GUARINO'S SWIMMING POOL SERVICE, INC	\$14,822,000	1,829	\$10,048,000
8	23	RIVERBEND SANDLER POOLS	\$12,096,813	6,305	\$11,129,068
9	37	POOLS ETC	\$8,792,000	1,890	\$6,420,000
10	13	JULIANO'S POOLS AND SPAS	\$8,576,821	3,121	\$8,576,821
11	50	POOL RX	\$8,450,000	681	\$6,450,000
12	18	POOL AND SPA POSEIDON	\$8,179,537	2,900	\$6,544,537
13	10	GOHLKE POOLS	\$8,045,654	3,508	\$7,969,269
14	29	BURTON POOLS & SPAS	\$7,988,335	2,740	\$7,282,598
15	9	HINES POOL & SPA	\$7,530,470	1,214	\$4,132,430
16	15	CLAFFEY POOLS	\$6,973,573	6,078	\$6,659,762
17	2	GIB-SAN POOL & LANDSCAPE CREATIONS	\$6,150,000	2,100	\$6,150,000
18	42	CODY POOLS	\$5,745,144	3,107	\$4,397,327
19	24	GL POOLS	\$5,565,941	1,932	\$4,731,050
20	28	PURE SWIM	\$5,437,611	519	\$5,437,611
21	43	J&M POOL COMPANY	\$5,180,332	2,140	\$5,180,332
22	26	SWIM CHEM	\$4,969,107	4,136	\$4,969,107
23	17	POOLS OF FUN	\$4,787,624	2,251	\$4,587,174
24	27	THE POOL BUTLER	\$4,535,000	775	\$4,135,000
25	31	PULLIAM POOLS	\$4,532,324	3,144	\$4,328,369
26	3	NEJAME & SONS	\$4,365,073	1,230	\$4,048,073
27	30	MILLER POOLS	\$4,113,004	2,084	\$4,061,591
28	41	SKYBLUE POOLS	\$3,905,000	1,076	\$3,350,350
29	12	SHASTA POOLS	\$3,878,865	668	\$3,878,865
30	14	ROBERTSON POOLS	\$3,793,462	3,646	\$3,793,462
31	4	GOODALL POOLS	\$3,451,314	4,769	\$3,283,474
32	46	SWIMMING POOL SERVICES	\$3,427,917	2,448	\$3,427,917
33	5	MCM POOL SERVICE	\$3,173,115	823	\$3,173,115
34	6	COLLEY'S POOLS AND SPAS	\$3,010,000	3,100	\$2,510,000
35	36	HESCHMEYER POOLS	\$2,980,444	305	\$1,755,685
36	21	PAYAN POOLS	\$2,911,175	561	\$2,269,689
37	45	CLARKSON POOLS	\$2,776,657	564	\$2,776,657
38	11	AQUA POOL & PATIO SERVICE CORPORATION	\$2,695,000	850	\$2,680,000
39	49	NABORS POOLS	\$2,500,672	665	\$2,451,719
40	33	CONCORD POOLS & SPAS	\$2,330,613	3,027	\$2,317,500
41	47	COAST TO COAST POOLS	\$2,300,600	1,282	\$2,300,600
42	35	HERITAGE POOLS	\$2,300,000	900	\$2,300,000
43	32	GBI POOL SERVICES, INC.	\$2,271,000	869	\$1,928,000
44	20	MOREHEAD POOLS	\$2,232,205	862	\$2,119,900
45	19	POOLWERX REDLANDS	\$2,132,789	1,068	\$2,068,805
46	34	IKE'S CARTER POOLS	\$1,750,000	514	\$1,700,000
47	25	RICHARD'S TOTAL BACKYARD SOLUTIONS	\$1,687,778	2,656	\$1,687,778
48	40	EMERALD POOL CARE	\$1,582,040	260	\$1,339,298
49	39	HAUK CUSTOM POOLS	\$1,535,761	638	\$1,357,535
50	48	PENGUIN POOLS	\$913,888	294	\$913,888



Billing by Hand Is Expensive. The Right Software Pays for Itself.

Maintenance routes are slowing down. Pools are now being winterized. And for many service companies, there's finally a minute to ask the question that matters most: could we have gotten paid faster this summer, with less time spent chasing it?

For teams still relying on paperwork orders, end-of-day data entry, and invoices that go out whenever there's time to write them, the answer is almost always yes. The right billing software closes that gap — turning finished work into cash faster, with far less effort along the way, so your team spends more time on the jobs and customers that actually grow the business. The off-season is exactly when to make that change, before the next rush is already underway.

Get Paid As You Go

Big jobs — liner replacements, deck renovations, heaters, salt chlorine generators, automatic covers — shouldn't wait until completion to generate revenue. The right software calculates progress billing based on percentage complete and sends it straight to accounts receivable. No paperwork to chase, no cash-flow gaps while a project drags on.

From the Field, Not the File Cabinet

Clients expect you to know their equipment history and service records the second you arrive. Mobile tools make that possible — techs pull up everything they need from the field and enter nothing twice.

From a phone or tablet, techs can log job status, chemical readings, materials used, and time on site directly into the service order, triggering billing on the spot. Better still, they can take payment right there. That's fewer follow-up calls and faster cash in the door — especially valuable when a whole route needs closing out fast.

Make It Ridiculously Easy to Get Paid

Every extra step between "job done" and "invoice paid" is an opportunity for cash to stall. Online bill pay cuts that gap down to nothing: emailed invoices save on postage and labor, and clients can pay instantly from any device. Touch-free, faster, and far less to chase come Fall.

Set It Up Once, Bill All Season

Recurring maintenance contracts should take five minutes to set up and then run themselves. The system should auto-generate service orders on schedule, flag contracts nearing expiration, and let you mass-invoice an entire route in seconds. A real-time profitability report — revenue to date, percent complete, overdue balances — should be one click away, not a weekend project.



The same system should generate picking tickets for supplies, track subcontractor costs, and sync with QuickBooks® — giving you the full labor-and-materials picture on every job, plus the ability to create a professional contract for larger renovations that doubles as your project-tracking tool.

Stop the Slow Leaks

Missed renewals. Late invoices. Duplicate entries. None of these feel like a crisis in the moment — that's exactly why they quietly add up over a full season, not as dollars lost but as hours spent on the wrong things. An integrated platform closes those gaps by keeping every job, tech, and invoice in one place, freeing your team to spend more time growing the business rather than just administering it.

Do the Math Before Next Season

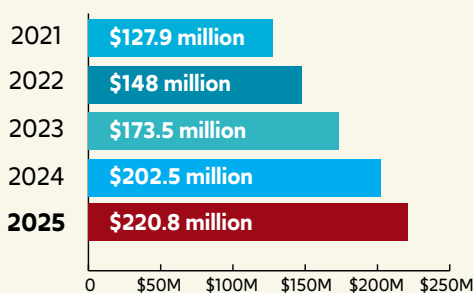
A few minutes saved per job sounds small. Multiply it across a full summer's worth of routes, and it's dozens of hours back — hours your team could spend on new customers, marketing, or simply running a calmer operation. That's the real case for integrated billing software: the time and cash flow it recovers each week add up fast enough that the system pays for itself well before the next season starts. Manual billing may not feel expensive day to day, but it costs you in hours and opportunities all the same — so now is the time to ask whether your current systems are earning their keep.

Schedule a demo with our team and learn exactly how an integrated business software system will turn your paperwork into increased profits, without headaches.

The Consolidators

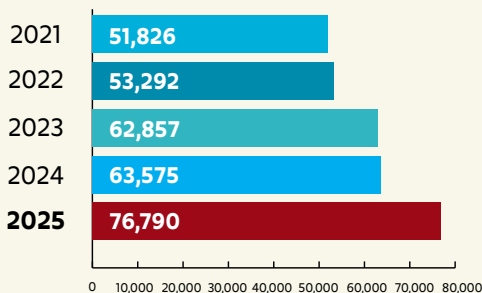
Some have wondered whether the economic challenges of the last few years would slow the consolidation of the pool/spa service, maintenance, and repair segment. Judging from the Top 50 list, the answer is probably not. More consolidators have entered the scene, as evidenced by the three relatively new ones that have joined the list. And some of those that began their business models toward the beginning of the decade not only continue to gain steam, but have become formidable forces. The best example? Our No. 1 PSN and Jandy Top 50 Service company, SPS PoolCare, which acquired last year's No. 2 company, Pool Troopers. In the charts that follow, we look at how the three big names from the early 2020s—SPS, Pool Troopers, and National Pool Partners—have performed over the past five years. The final charts examine how the presence of consolidators has expanded in the Top 50 list. [PSN](#)

Combined Total Service Revenue of SPS, Pool Troopers,* and NPP: 2021–2025



*Now part of SPS

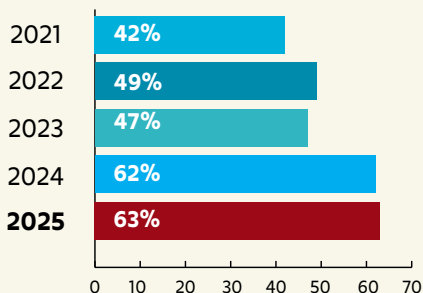
Combined Total Service Accounts for SPS, Pool Troopers,* and NPP: 2021–2025



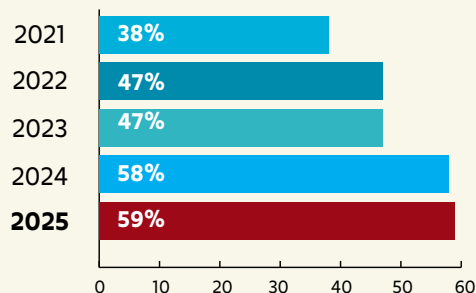
*Now part of SPS

These charts track five years for three of the biggest service consolidators in the country. Until recently, SPS PoolCare (formerly Smart Pool Services), Pool Troopers, and National Pool Partners (NPP) were the only consolidators to appear on the list. As seen here, the companies have expanded significantly over the past five years.

Percentage of Top 50 Total Revenue Earned by Consolidators



Percentage of Top 50 Total Accounts Served by Consolidators



As more consolidators have come into existence, more have appeared on the Top 50 Service list. Of this year's 50, six are consolidators. More recent entries include Easton Select Group, Azureon, Cody Pools, and Pool Centurion Group. Add to that Riverbend Sandler Group, whose entire portfolio of six brands made separate appearances on the list, as each applied on its own. These charts show what percentage of the Top 50's total service revenue and accounts served come from these firms. A substantial leap took place in 2024, as newer consolidators entered the scene or beefed up.

\$341.2 million

Total Service Revenue generated by consolidators on the Top 50 Service ranking

102

Number of locations owned by consolidators on the Top 50, making up 60%

62.6%

Percentage of Top 50 Service revenue earned by consolidators

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Top 10 Residential Service Revenue

Overall Top 50 Ranking	Company	Headquarters	2025 Residential Service Revenue	Number of Residential Service Accounts	Number of Locations Providing Residential Pool Service
1	SPS POOLCARE	Austin, Texas	\$148,294,418	48,861	35
8	NATIONAL POOL PARTNERS	Tampa, Fla.	\$54,000,000	13,100	10
16	KEITH ZARS POOLS	San Antonio, Texas	\$32,395,000	14,642	4
22	AZUREON, LLC.	Saddlebrook, N.J.	\$31,945,974	6,900	13
7	EASTON SELECT GROUP	West Bridgewater, Mass.	\$27,853,000	8,550	12
44	POOL CENTURION GROUP	Florida City, Fla.	\$16,311,750	5,673	7
23	RIVERBEND SANDLER POOLS	Plano, Texas	\$11,129,068	6,305	2
38	GUARINO'S SWIMMING POOL SERVICE	Billerica, Mass.	\$10,048,000	1,829	1
13	JULIANO'S POOLS AND SPAS	Vernon, Conn.	\$8,576,821	3,121	5
10	GOHLKE POOLS	Denton, Texas	\$7,969,269	3,508	1

Top 10 Commercial Service Revenue

Overall Top 50 Ranking	Company	Headquarters	2025 Commercial Service Revenue	Number of Commercial Service Accounts	Number of Locations Providing Residential Pool Service
1	SPS POOLCARE	Austin, Texas	\$16,477,158	5,429	35
44	POOL CENTURION GROUP	Florida City, Fla.	\$5,462,250	200	7
38	GUARINO'S SWIMMING POOL SERVICE	Billerica, Mass.	\$4,774,000	332	1
9	HINES POOL & SPA	Austin, Texas	\$3,398,040	706	1
37	POOLS ETC	Menlo Park, Calif.	\$2,372,000	200	3
7	EASTON SELECT GROUP	West Bridgewater, Mass.	\$2,200,000	450	12
8	NATIONAL POOL PARTNERS	Tampa, Fla.	\$2,000,000	400	10
50	POOL RX	Carrollton, Ga.	\$2,000,000	151	1
18	POOL AND SPA POSEIDON	Longueuil, Que.	\$1,635,000	650	2
16	KEITH ZARS POOLS	San Antonio, Texas	\$1,526,000	659	4

Top 10 Most Employees

Rank	Overall Top 50 Ranking	Company	Full-time Permanent Service Pros	Number of Residential Service Accounts	Number of Locations Providing Residential Pool Service
1	1	SPS POOLCARE	952	48,861	35
2	8	NATIONAL POOL PARTNERS	250	13,100	10
3	44	POOL CENTURION GROUP	160	5,673	7
4	13	JULIANO'S POOLS AND SPAS	152	3,121	5
5	17	POOLS OF FUN	88	2,251	5
6	24	GL POOLS, LLC.	80	1,932	3
7	23	RIVERBEND SANDLER POOLS	75	6,305	2
8	7	EASTON SELECT GROUP	66	8,550	12
9 (tie)	22	AZUREON, LLC.	55	6,900	13
9 (tie)	37	POOLS ETC	55	1,890	3
9 (tie)	42	CODY POOLS	55	3,107	17
10	2	GIB-SAN POOL & LANDSCAPE CREATIONS	54	2,100	1

Top 10 Most Locations

Rank	Overall Top 50 Ranking	Company	Locations Providing Residential Pool Service	States with Locations
1	1	SPS POOLCARE	35	TX, FL, AZ, NV, GA
2	42	CODY POOLS	17	TX, FL, AZ
3	22	AZUREON, LLC.	13	MD, ME, NJ, NY, VA
4	7	EASTON SELECT GROUP	12	CT, MA, RI
5	8	NATIONAL POOL PARTNERS	10	AZ, FL, TX
6	44	POOL CENTURION GROUP	7	FL
7	4	GOODALL POOLS, INC.	6	PA
8 (tie)	13	JULIANO'S POOLS AND SPAS	5	CT, MA, NH, RI, SC
9 (tie)	17	POOLS OF FUN	5	IN
10	16	KEITH ZARS POOLS	4	TX

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Top 10 Revenue Per Location

Rank	Overall Top 50 Ranking	Company	Avg. Residential Service Rev. per Location	Locations Providing Residential Pool Service
1	38	GUARINO'S SWIMMING POOL SERVICE, INC	\$10,048,000	1
2	16	KEITH ZARS POOLS	\$8,098,750	4
3	10	GOHLKE POOLS	\$7,969,269	1
4	15	CLAFFEY POOLS	\$6,659,762	1
5	50	POOL RX	\$6,450,000	1
6	2	GIB-SAN POOL & LANDSCAPE CREATIONS	\$6,150,000	1
7	23	RIVERBEND SANDLER POOLS	\$5,564,534	2
8	28	PURE SWIM	\$5,437,611	1
9	8	NATIONAL POOL PARTNERS	\$5,400,000	10
10	43	J&M POOL COMPANY	\$5,180,332	1

Top 10 Accounts Per Location

Rank	Overall Top 50 Ranking	Company	Avg. Accounts per Location	Locations Providing Residential Pool Service
1	15	CLAFFEY POOLS	6,078	1
2	16	KEITH ZARS POOLS	3,661	4
3	14	ROBERTSON POOLS	3,646	1
4	10	GOHLKE POOLS	3,508	1
5	23	RIVERBEND SANDLER POOLS	3,153	2
6	31	PULLIAM POOLS	3,144	1
7	33	CONCORD POOLS & SPAS	3,027	1
8	43	J&M POOL COMPANY	2,140	1
9	2	GIB-SAN POOL & LANDSCAPE CREATIONS	2,100	1
10	30	MILLER POOLS	2,084	1

Top 10 Staffers Per Location

Rank	Overall Top 50 Ranking	Company	Full Time Service Pros per Location	Locations Providing Residential Pool Service
1	2	GIB-SAN POOL & LANDSCAPE CREATIONS	54	1
2	35	HERITAGE POOLS, LLC.	46	1
3	15	CLAFFEY POOLS	45	1
4	10	GOHLKE POOLS	43	1
5	9	HINES POOL & SPA	41	1
6	30	MILLER POOLS	38	1
7	23	RIVERBEND SANDLER POOLS	37.5	2
8	27	THE POOL BUTLER, LLC.	33	1
9	31	PULLIAM POOLS	32	1
10	13	JULIANO'S POOLS AND SPAS	30.4	5

\$493,422,498

Total 2025 Residential Service Revenue by Top 50

\$544,842,208

Total 2025 Service Revenue by Top 50

\$51,419,710

Total 2025 Commercial Service Revenue by Top 50

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TOP 50 OVER THE YEARS

PHOTO COURTESY VORTEX

Two subsets of the Top 50 provide a snapshot of sector performance

By Rebecca Robledo

When compiling the Top 50, we want to learn everything we can from these companies. That means exploring the data they provide. However, the composition of the Top 50 varies each year, making it difficult to track trends. For such analysis to mean anything, you need to compare like with like. To gather some insight on how the industry has performed from year to year, we track groups of companies that appear on the list for several years in a row, tracking their progress over specific timeframes.

The first group, the Five-Year Club, includes companies that have appeared on the list for at least five consecutive years. This enables an analysis of the same group over those five years, offering a more accurate assessment of their growth or contraction.

The second group is more exclusive and becomes increasingly so each year. It features companies that have been on the list since its inception in 2018. Currently, only four companies have participated every year, and their progress has been reviewed over the past nine years. [PSN](#)



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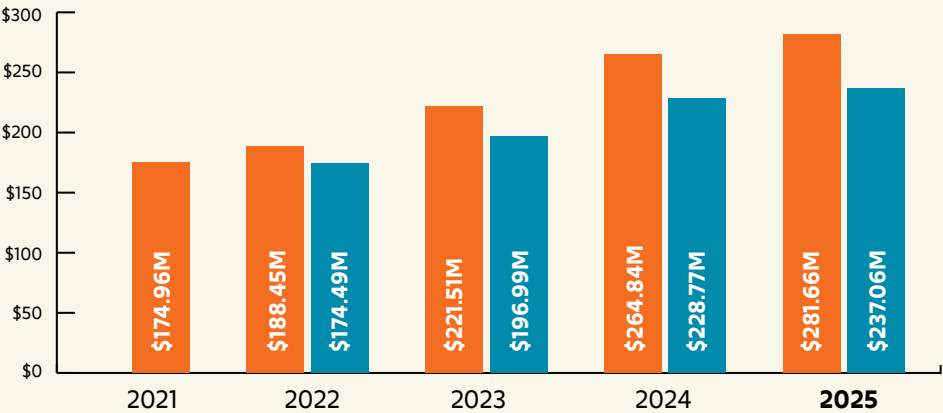


Five-year Club

Overall Top 50 Ranking	Company	First Joined Top 50	Total Years on List	First Ranking	Highest Ranking
15	CLAFFEY POOLS	2019	8	No. 45	No. 15/2026
2	GIB-SAN POOL & LANDSCAPE CREATIONS	2018	9	No. 6	No. 2/2021 & 2026
10	GOHLKE POOLS	2018	9	No. 5	No. 5/2018
4	GOODALL POOLS	2019	8	No. 30	No. 4/2026
35	HERITAGE POOLS, LLC.	2020	7	No. 40	No. 15/2023
5	MCM POOL SERVICE	2018	8	No. 28	No. 12/2019
20	MOREHEAD POOLS	2019	8	No. 32	No. 15/2021
8	NATIONAL POOL PARTNERS	2022	5	No. 3	No. 2/2023
27	PAYAN POOL SERVICE, INC.	2019	8	No. 13	No. 8/2021
18	POOL AND SPA POSEIDON	2019	8	No. 18	No. 7/2021
17	POOLS OF FUN	2021	6	No. 9	No. 9/2021
19	POOLWERX REDLANDS	2020	7	No. 37	No. 16/2023 & 2025
28	PURE SWIM, INC.	2018	9	No. 21	No. 7/2020
25	RICHARD'S TOTAL BACKYARD SOLUTIONS	2018	8	No. 24	No. 11/2020 & 2024
1	SPS POOLCARE	2022	5	No. 2	No. 1/2025, 2026
46	SWIMMING POOL SERVICES, INC.	2018	9	No. 34	No. 16/2024

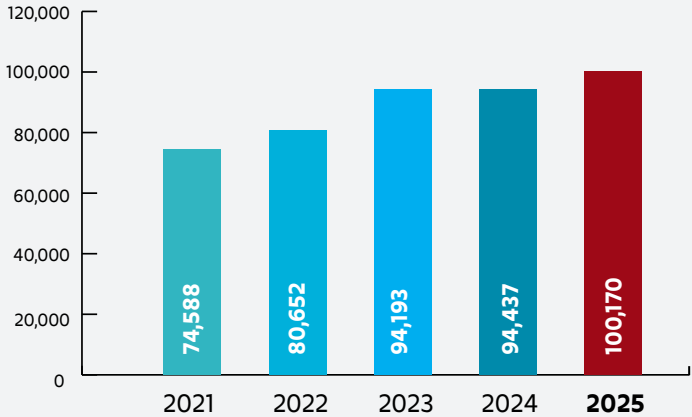
Total Service Revenue 2021–2025

Revenue (\$ Millions) by Year



Combined service revenues for the companies in the five-year club have steadily increased. If measured in 2021 dollars, total service revenue grew 35% over the last five years for our sample group. (Note: Service revenue figures do not include renovation.)

Total Accounts 2021–2025



These companies' account loads grew at a good clip, except in 2024, when it increased by less than 250 accounts.

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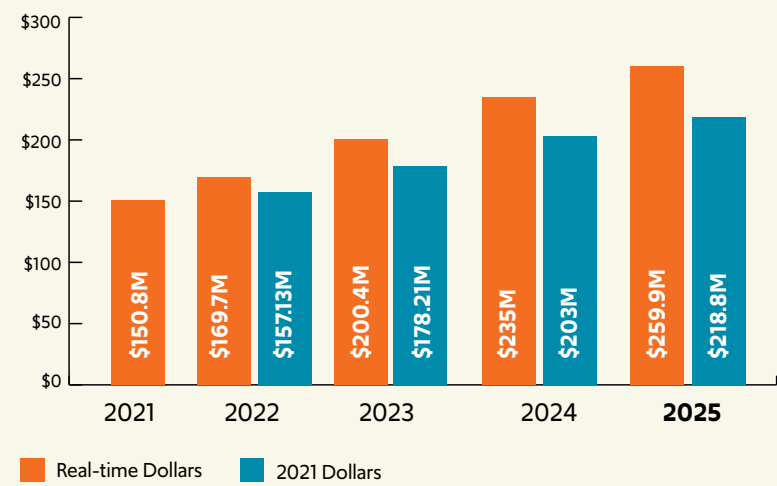
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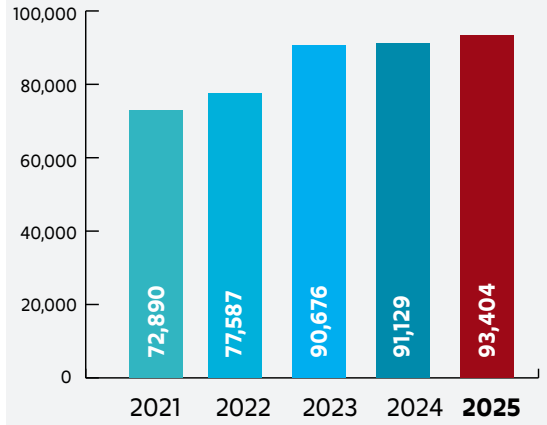
Total Residential Service Revenue 2021–2025

Revenue (\$ Millions) by Year



On the residential side, revenues steadily rose each year to increase by a full 45% between 2021 and 2025, when comparing the figures in 2021 dollars.

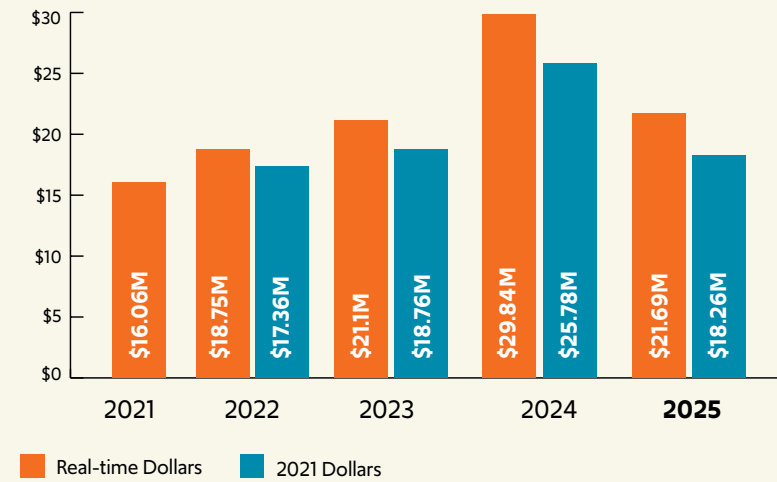
Residential Service Accounts



While this group's combined residential revenue grew 45% over the five-year period, client count increased by only 28%, suggesting companies are generating more per account.

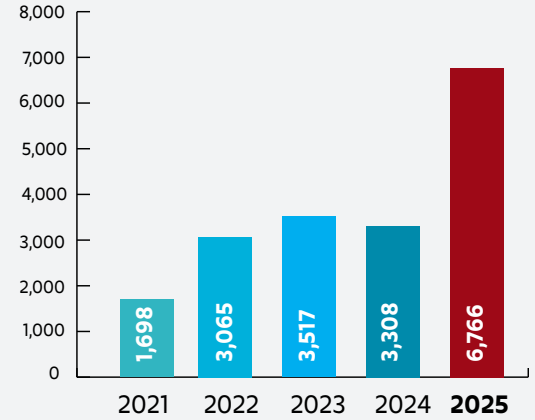
Total Commercial Service Revenue 2021–2025

Revenue (\$ Millions) by Year



Commercial work only accounted for approximately 10% of this group's pool/spa service, maintenance, and repair revenue from 2021 to 2025. Some builders performed none.

Commercial Service Accounts



Commercial accounts nearly doubled from 2024 to 2025. This came largely from consolidators SPS and National Pool Partners (NPP). For 2024, NPP reported no commercial accounts, then 400 last year. In 2024, SPS and Pool Troopers reported a combined 2,387 commercial accounts. For 2025, SPS (which acquired Pool Troopers) reported serving 5,429.

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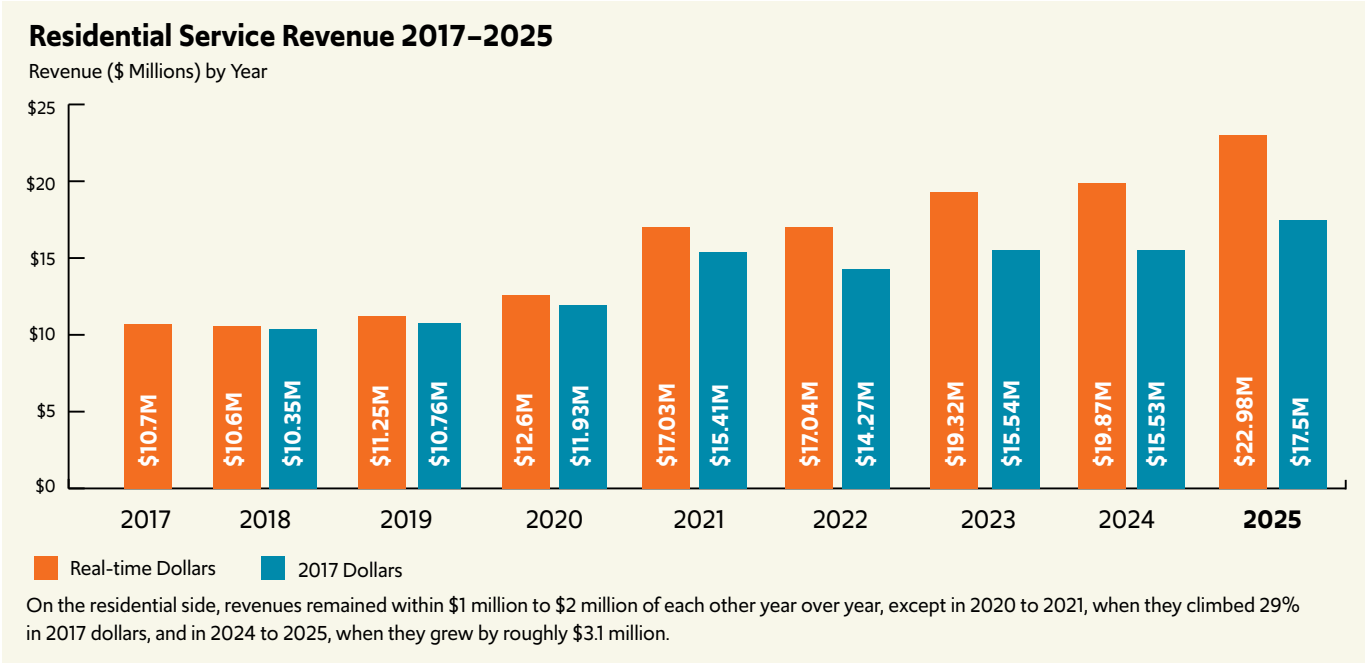
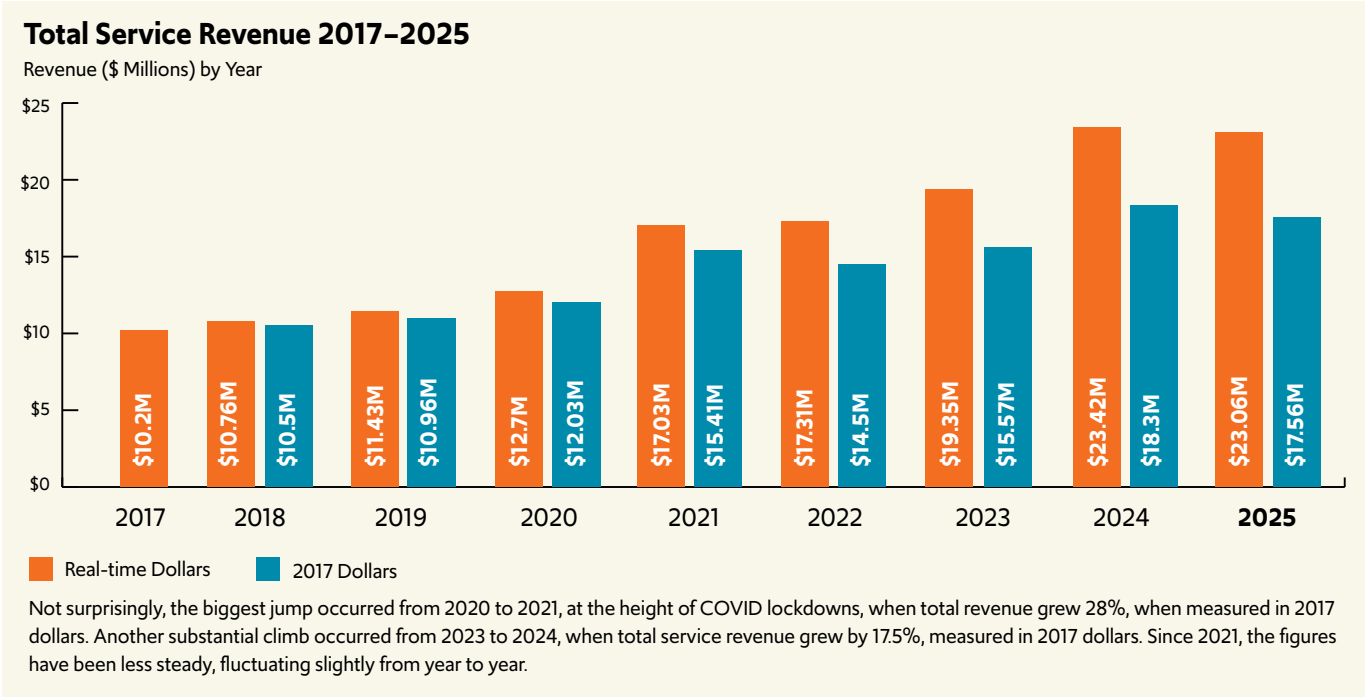
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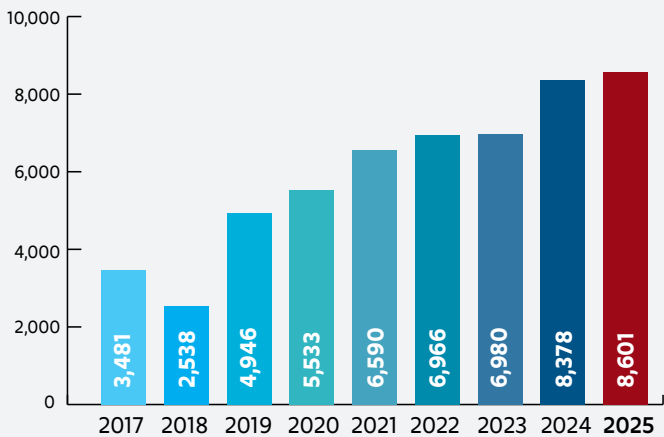
And then there were four.

This marks the ninth year of the PSN and Jandy Top 50 Service list. Four companies have made the ranking all nine years—Toronto-based Gib-San Pools & Landscape Creations; Gohlke Pools, in Denton, Texas; San Diego-based Payan Pool Service, Inc.; and Swimming Pool Services of Waukesha, Wis.

As these companies represent a continuous thread since the start of the Top 50 Service program, a close examination was conducted to assess their performance over the past nine years. Crucial data points were tracked to illustrate the ups and downs of this unprecedented era. The revenue charts presented will display dollar figures in both real-time dollars and 2017 dollars, effectively removing the distortion caused by inflation. [PSN](#)

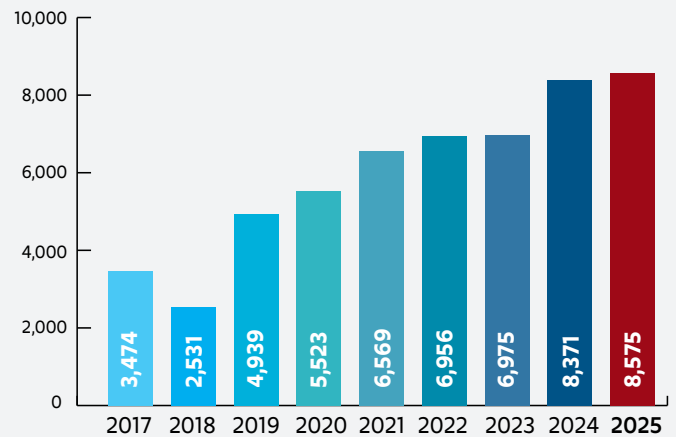


Total Service Accounts



This figure has its ups and downs as well, but it more than doubled over the nine years, increasing by approximately 147%.

Residential Service Accounts



The number of residential accounts follows essentially the same trajectory as total service accounts.

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Company leaders were asked to share the decisions, skills, and outlook shaping their business this year. Their responses are captured below.



1. SPS POOLCARE

Lance Martin
CEO / COO

Landmark acquisitions of Pool Troopers and the majority of Amenity Pool Services' Sun Belt operations expanded SPS PoolCare's technician base this year under Lance Martin, while protecting the local relationships customers value most. Martin also launched BlueWave Advantage, a group purchasing organization that gives independent operators nationwide access to stronger pricing, rebates, and business resources while preserving their independence—a shift toward strengthening the whole industry rather than just SPS. Martin is confident that the industry will continue to professionalize through 2027.



2. GIB-SAN POOL & LANDSCAPE CREATIONS

Ed Gibbs
CEO and President

An ongoing strategic consultant now keeps Gib-San Pool & Landscape Creations focused on its long-term vision amid the chaos of the busy season. Ed Gibbs credits this investment with enabling the restructuring management roles, mapping advancement pathways for field technicians, and identifying hiring gaps before they become bottlenecks. The company also partnered with a consultant to build the team's emotional intelligence, kicking off with a retreat and now running an ongoing coaching program in which six team members attend monthly sessions during work hours to sharpen how they handle stressful client issues. For 2027, Gibbs expects to shift toward decentralized, department-level ownership

of strategy, distributing KPIs so leaders can manage their own goals.



3. NEJAME & SONS

Ed Nejame
Member

After a life-threatening accident left Ed Nejame unable to communicate or work for three and a half months at the start of the Northeast pool season, his management team, foremen, and support staff seamlessly covered every aspect of the business so clients never even realized he was away. Nejame credits his family for shielding him during rehabilitation, especially his wife, his son, who took over his duties, his two brothers and two nephews, and his longtime business partners. The company also adopted drone and laser measuring technology for liners and safety covers, improving accuracy and installation quality. Nejame is now focused on developing

the next generation of leadership as the company transitions to fourth-generation family ownership.



4. GOODALL POOLS

Robert L. Goodall III
President

Under Robert Goodall's direction, Goodall Pools linked its NetSuite ERP system to AI tools this year, automating reports on job completion, inventory, and sales trends. The company also rolled out a routing program that reassigns jobs whenever someone calls off or takes a vacation. After testing a chemicals-included maintenance package on a few customers in 2025, the company opened it to everyone in 2026, and many upgraded from lower to premium plans. Goodall expects 2027 to bring another rise in financials.



5. MCM POOL SERVICE

Chris Murphy
President

Better dental, vision, and disability coverage, plus

a new FSA, arrived at MCM Pool Service this year under Chris Murphy, part of a broader benefits overhaul that replaced sick time and vacation with unlimited PTO. Hence, the 65%-salaried team takes time off only when needed. The company also rebuilt its open, close, and maintenance pricing into simplified, tiered packages with clear infographics, reframing closings around proper care rather than the cheapest option. Murphy sees the market shifting sharply since the pandemic, with private-equity roll-ups and undercutting operators driving customers back to MCM after being let down elsewhere. For 2027, the company is building a new customer portal website and asking its core team to take on more responsibility.



6. COLLEY'S POOLS AND SPAS

Scott Colley
President

Colley's Pools and Spas expanded into landscaping and entertainment-area design this year, giving Scott Colley's team a way to deepen client relationships after a pool installation wraps up. The new "Maverick" plan also flags equipment needing replacement before it fails.



7. EASTON SELECT GROUP

David E. Hobaica
CEO

A culture committee with representatives from every site now drives engagement at Easton Select Group. This was only one of several initiatives David Hobaica launched this year, alongside an employee newsletter recognizing core-value champions and ESG birthday cards with a \$25 gift card each month. Hobaica is also developing a trainer-led career track for technicians and piloting an AI service technician to support field staff in real time. Two key employees completed a nine-week MIT course on deploying AI for strategic impact, and the company added complementary services, such as automatic cover cleaning. Most notably, Hobaica just announced the SHARE program, committing an estimated \$60,000 bonus to every employee who works more than 750 hours.

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8. NATIONAL POOL PARTNERS

Dave Bradford
CEO

Investing in scale ahead of need was the priority for Dave Bradford this year, strengthening National

Pool Partners' leadership, systems, and acquisition capability while preserving the local relationships that drive the business—what Bradford calls the year's biggest accomplishment. The company also expanded its use of AI and analytics to improve

decision-making, aiming to amplify people's strengths rather than replace them. Bradford remains optimistic about 2027, focusing on organic growth and strategic acquisitions.

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9. HINES POOL & SPA

Walter Foster
General Manager

Under Walter Foster, a detailed line-of-business budgeting process now ties each department's financial goals to Hines Pool & Spa's overall targets, replacing years of informal management. Building on founder Andy Hines' long history of teaching CPO classes, a technician who showed interest in education moved into a hybrid repair-and-training role, earned his CPO-I certification, and grew class enrollment by over 50%. Foster expects growth to slow to approximately 3% next year and is working with vendors and distributors to secure better pricing and rebates.



10. GOHLKE POOLS

Matt Gohlke
President

A renewed focus on customer experience led Gohlke Pools to funnel all contact methods into a single, trackable system this year, reducing friction across the client

journey. Matt Gohlke also created a dedicated customer representative role, shortening scheduling wait times and lifting overall satisfaction.



11. AQUA POOL & PATIO SERVICE CORPORATION

Michael Giannamore
President

Positioning Aqua Pool & Patio for growth without private equity involvement, Michael Giannamore brought on a CFO and an experienced service manager this year. New tow-behind vacuum systems have let technicians clean pools faster while training staff remotely via mobile devices on-site.



12. SHASTA POOLS

Skip Ast Jr.
President

Intentionally designing the service business, rather than simply growing it, became Shasta Pools' focus this year under Skip Ast Jr. He invested in a master plan built around structured training, clear career paths, performance scorecards, and measurable service

standards, all guided by one question: Does it help serve customers and support employees? The company also launched professional pool tile cleaning, which requires new equipment and technician training, and is preparing to introduce remote equipment monitoring to catch failures before they become costly. Ast expects 2027 to bring disciplined growth built on efficiency and consistency rather than sheer size.



13. JULIANO'S POOLS AND SPAS

Brian Juliano
Owner/Founder

H-2B workers from Colombia joined Juliano's Pools and Spas this year under Brian Juliano's direction, quickly earning glowing customer reviews for their courteous, consistent service, with clients requesting them by name. The company continues to develop technicians' skills as it expands across New England.



14. ROBERTSON POOLS

Ron Robertson
Owner

A long-tenured service coordinator moved into a

new service department office manager role at Robertson Pools this year. Because she already knew the company's procedures, customers, and team, the transition went seamlessly, strengthening communication and speeding up response times. A new route management program also cut windshield time by more than 20% and let technicians service more customers without adding staff. For 2027, Ron Robertson plans to expand service through targeted marketing in the DFW area.



15. CLAFFEY POOLS

Charlie Claffey
General Manager

Under the direction of Charlie Claffey, a flat-rate book of service offerings rolled out at the company in 2025, increasing margins and streamlining the estimation process. It gave technicians a clear path to earn more while improving inventory tracking and customer satisfaction by double digits. An expedited service-call offering for weekly maintenance clients now uses scheduling software and capacity analysis to dispatch the right technician for each job. Claffey expects continued double-digit growth across service and remodeling.



16. KEITH ZARS POOLS

Charles Zars
President & CEO

A comprehensive operational software rollout under Charles Zars centralized customer data and streamlined scheduling at Keith Zars Pools, cutting administrative overhead and errors. New hydroblasting technology for plaster removal now preserves pool shell integrity while accelerating renovation timelines.



17. POOLS OF FUN

Tim Colon
President

All five Pools of Fun retail locations now sell and support service after Tim Colon reorganized operations this year, improving responsiveness and alignment between retail and service teams. The new Pools of Fun Academy standardizes technical and leadership training, requires all leaders and lead technicians to earn PHTA certification, and establishes

a new inside sales team that proactively recommends maintenance before small issues become major problems. For 2027, Colon is opening the Pools of Fun Learning Center to develop the next generation of professionals.



18. POOL AND SPA POSEIDON

Nicolas Guillotte
CEO

Delegating more responsibility to his team, rather than overseeing every detail himself, was Nicolas Guillotte's biggest shift this year. This increased employee confidence and accountability and freed Guillotte to focus on strategic planning and new growth opportunities. A large-scale Christmas light installation service also kept the team working through the slower months, generating off-season revenue and deepening relationships with existing customers. For 2027, Guillotte plans to keep expanding services that reduce seasonality.

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19. POOLWERX REDLANDS

Calvin Boothby
Owner and President

A comprehensive quarterly review of every operating expense at Poolwerx Redlands helped Calvin

Boothby renegotiate vendor pricing and eliminate unnecessary recurring costs without compromising quality. The company also rolled out Poolwerx's Pool Health Check, a mobile inspection system first offered free to existing customers, catching issues

before they become costly repairs. Boothby expects 2027 to remain challenging, as private-equity-backed companies expand into the industry, but he's focused on the company's 42-year reputation for honesty.

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20. MOREHEAD POOLS

Michael Moore II
CEO

Raises, enhanced benefits, and an extra week of earned time off went to every division at Morehead Pools this year, lifting morale and retention under Michael Moore II. Folding construction into complex service jobs during slower periods also boosted ticket revenue and technician satisfaction.

growth in repair and 30% in service this year, supported by rigorous certifications and AI-assisted repair diagnosis, opening new revenue streams and larger commercial contracts. Payan believes 2027 will demand a higher standard across the industry as larger, better-capitalized competitors enter local markets, so Payan is investing in a stronger talent engine and modernizing operations with better documentation and automation.



22. AZUREON, LLC.

John Tisera
CEO

Standardizing and modernizing operations across Azureon's multiple locations was John Tisera's central push this year, replacing independent branch practices with shared processes, centralized reporting, and data-driven performance tracking. This gives leadership better visibility and enables faster decision-making. Though the transition has felt burdensome for branch teams, it has improved cross-business teamwork, allowing leaders who once ran separate entities to share best practices to win back past customers. Looking to 2027, Tisera expects the platform's shared foundation to attract more like-minded operators.



21. PAYAN POOL SERVICE, INC.

Javier Payan
Founder and CEO

A tablet-based app combining a digital price book, standardized service and repair packages, and a training library now travels with every Payan Pool Service, Inc. field technician. Javier Payan says this initiative closed the gap between diagnosing a problem and presenting a solution on-site. The shift has fueled roughly 40%



23. RIVERBEND SANDLER POOLS

Michael Swartz
CEO

The first six months for new hires got a full redesign at Riverbend Sandler Pools this year, with Michael Swartz building a management training plan, apprentice programs, and clear career paths so employees know they can grow within the company. The investment has paid off: Turnover has gone down while customer retention and NPS have increased. Riverbend also began cautiously accepting commercial clients after years of turning down that business, offering free training to top residential performers.



24. GL POOLS

Austin Gardiner
CEO/Co-founder

New career paths opened across GL Pools this year as Austin Gardiner empowered team members to step into mentorship, commercial leadership, and hiring roles. The company also began

offering commercial clients a Reserve Study tool that projects equipment lifespan and the return on service investment.



25. RICHARD'S TOTAL BACKYARD SOLUTIONS

Stacey Ward
General Manager

After generic marketing firms failed to move the needle, Stacey Ward overhauled Richard's Total Backyard Solutions' digital strategy by partnering with a specialized agency capable of precise targeting. Cross-training office and field staff means any client contact is now fully equipped to help.



26. SWIM CHEM

Jerry Wallace
President & CEO

A strategic acquisition strengthened Swim Chem's presence in the East Bay this year, merging new routes into existing ones under Jerry Wallace's direction to boost density and productivity without

adding overhead beyond direct labor. The company also reverted to doing more vehicle maintenance in-house, even buying a refurbished machine to mount and balance tires and buying rubber wholesale, as dealership pricing grew unreasonable. For 2027, Wallace is building an aggressive digital marketing plan and watching for more strategic acquisitions and system improvements.



27. THE POOL BUTLER

Tim Bolden
President

Stronger driver safety policies at The Pool Butler cut insurance and maintenance costs this year while projecting a better image on the road, a priority for Tim Bolden. The company also began offering higher-end renovations, including a custom labyrinth pool and a cantilevered outdoor structure.

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28. PURE SWIM

Rich Gallo
Founder/President

After 35 years of building Pure Swim, Rich Gallo reaffirmed his commitment to staying independent. The company also expanded preventive maintenance with more comprehensive equipment inspections and digital documentation, and increased staff training through manufacturer-led classes. Gallo's goal for 2027 is to surpass 500 recurring service accounts while continuing to invest in employee development.



29. BURTON POOLS & SPAS

Steven Leonard
Partner/CEO

Strategic growth through the acquisition of two businesses in new markets has been Steven Leonard's primary focus over the past two to three years, helping refine and standardize processes while strengthening Burton's culture across locations.

After discussing it for over a decade, the company finally invested in professional leak detection equipment in 2025, bringing that revenue in-house and improving response times. Leonard expects 2027 to look similar to the past two years, with steady growth from strong hires.



30. MILLER POOLS

Johnny Hurt
General Manager

An audit of product usage led Johnny Hurt to eliminate redundant, high-cost chemical applications at Miller Pools and lock in early-buy programs for bulk inventory. The company also began using AI to generate remodeling visualizations, bridging the gap between client vision and construction.



31. PULLIAM POOLS

Randy Denby
General Manager

A structured quote follow-up process now uses phone calls, emails,

and texts to keep every Pulliam Pools proposal from falling through the cracks, an initiative Randy Denby credits with improved closing rates and customer confidence. A new chemical-only pool-care program serves customers who handle their own cleaning yet still want professionally balanced water, helping protect their investment at a lower cost. Heading into 2027, Denby has proactively stocked key materials at current pricing to offset rising costs.



33. CONCORD POOLS & SPAS

Jon Foshee
President & CEO

Rather than searching for a single platform to solve every problem, Jon Foshee built Concord Suite. This custom operating layer connects the company's best software tools into a single, holistic view of the business, while digitizing more than 50 years of customer records into a decision-making knowledge base. Concord also broke down the historical wall between construction and service, cross-training both teams and growing Field Services by more than 16% this year. Foshee is preparing for a more connected future through Concord Connect, pairing automation and intelligent water monitoring so problems are prevented rather than reacted to, believing the next generation of service companies will compete on knowing customers best, not responding fastest.

32. GBI POOL SERVICES

Garrett Incze
President & Co-Owner

A business coach helped shift GBI Pool Services' focus from simply growing to intentionally building the business this year, with Garrett Incze redesigning the organizational structure and standardizing operating procedures. A new technician skill matrix now automatically matches technicians to jobs based on qualifications. Combined with digital work order forms and dispatch automation, the company boosted technician utilization by roughly 10% and accelerated employee development. Incze's leadership team now spends far less time reacting to day-to-day operations and more time developing people and systems. For 2027,

Incze expects continued growth through both organic expansion and strategic acquisitions.



34. IKE'S CARTER POOLS

Erik Eikevik
CEO

A Google review incentive paying \$10 per review plus a \$100 quarterly bonus for the top performer generated more than 200 new reviews in four months at Ike's Carter Pools. This was one of several employee-facing programs Erik Eikevik rolled out alongside fishing-charter and team-bonding rewards for standout staff. The company also moved to a nearly paperless digital HR platform, covering facial-recognition clock-ins, handbooks, and onboarding. It adopted new service-department software, improving customer service and back-counter profits. Eikevik also changed how phosphate treatment is billed, switching to micro-dosing and raising the stabilizer charge, cutting labor while adding profit. After three years focused on culture post-COVID, Eikevik is now digitizing the repair department's sales process to grow that side of the business into 2027.

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35. HERITAGE POOLS

Michael Gesmond
Owner

Significant time was spent on a new CRM system at Heritage Pools this year, helping Michael Gesmond better track leads, customer interactions, and follow-ups so that no opportunities fall through the cracks, while also strengthening communication among the sales, design, construction, and service departments. The transition required considerable effort but led to better team collaboration, increased satisfaction, and stronger referral activity. Heading into 2027, Gesmond expects increased demand for custom outdoor living spaces and plans to invest in employee training.



36. HESCHMEYER POOLS

Paul Heschmeyer
Owner

After hearing from technicians at every tenure level that they wanted more accounts and bigger challenges, Paul Heschmeyer

worked with his field supervisor and coordinators to add 14 commercial HOA accounts and 37 residential accounts, expanding the liner installation radius and growing weekly route stops from about 900 to more than 1,000. New Johnson

County, Kan., compliance standards now require full chemical-feed automation for commercial accounts, so Heschmeyer is testing several systems and tracking chemical usage by account to spot trends. Heading into the company's 45th year,

Heschmeyer's son will take over billing remotely from Italy, bringing AI-powered pricing tools and a new electric truck to test against the fleet's fuel and repair costs.

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37. POOLS ETC.

Abhi Ravishankar
Owner/CEO

A new service captain role now gives each small team of Pools Etc. technicians a dedicated supervisor who owns quality, training, and rapid response. Abhi Ravishankar has scaled from one to three captains across locations, tightening oversight for both new and veteran technicians. The company also adopted the culture index behavioral assessment tool, training five managers to build ideal profiles for service, repair, and office roles that sharpen hiring. Heading into a tighter 2027, Ravishankar is preparing on three fronts: competing on service quality, building a system of record through Pool Brain, and using AI to stay high-touch rather than replace human engagement.



38. GUARINO'S SWIMMING POOL SERVICE

Vincent Campo
CEO

Infrastructure and technology investment went hand in hand with expanded office and field staff at SouthShore and Guarino's this year, a combination Vincent Campo says gives employees better work-life balance during the company's seasonal peaks. Technicians have also been refocused on delivering a more complete backyard assessment, flagging additional repair needs and energy-efficient equipment upgrades customers may not know about. For 2027, Campo expects growth in service as new software speeds up response times.



39. HAUK CUSTOM POOLS

Tim Ryan
General Manager

People and culture got a deliberate investment at

Hauk Custom Pools as the company grew, with Tim Ryan strengthening communication across sales, construction, service, and administration. Hence, every department stayed aligned while empowering team members to take greater ownership of their roles. Developing the leadership team and department managers was just as high a priority. Ryan credits the combined effort with stronger accountability and an improved customer experience, positioning Hauk for continued growth across North Texas.



40. EMERALD POOL CARE

Kyle Burns
Owner

Emerald Pool Care's first retail location, focused on backyard wellness, opened this year under Kyle Burns, adding spas, saunas, and cold plunge systems alongside its existing cleaning, maintenance, and remodel services. The storefront has significantly boosted community visibility and generated new leads for remodels, repairs, and maintenance routes, while giving customers a place to meet the team in person. Professional leak detection also moved in-house, credited largely to team member Ed Andersen, who pushed the initiative and trained the team,

sharply cutting response times. For 2027, Burns plans to open two more wellness-focused retail locations as the company scales.



41. SKYBLUE POOLS

Ryan Carlson
President/CEO

More than 60 years in, SkyBlue Pools remains a second-generation business, and Ryan Carlson continues to invest in people through training, company events, and shared meals to keep the team engaged. New CoverSafe and Cover Pools training also expanded revenue streams and service capability.



42. CODY POOLS

Mike Church
President/CEO

Even as the market grew more competitive, Cody Pools kept investing in people and processes under Mike Church, strengthening operations, improving inter-department communication, and evaluating new CRM platforms alongside

updated office facilities. The company also broadened the scope of its service work by maintaining and repairing pools built by other companies, exposing technicians to a wider range of equipment. Church is expanding professional development at every level, and expects demand for outdoor living to remain strong in 2027.



43. J&M POOL COMPANY

Jacob Durand
Owner

A data-driven approach to improving service, maintenance, and remodel operations led Jacob Durand to identify what was and was not working at J&M. The company then enhanced software systems and restructured technician training with clear career paths and performance-based compensation tied to measurable results. The changes increased technician accountability, billing accuracy, and profit margins. J&M also simplified client onboarding, setting clearer expectations and building greater trust. Durand plans to strengthen training with AI tools while expanding into new markets.

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44. POOL CENTURION GROUP

Jeffery Meyer
CEO

A more employee-centric culture took hold at Pool Centurion Group this year, with Jeffery Meyer betting that engaged, supported staff deliver stronger customer service, and with an increased focus on communication and leadership development across the organization. The company also launched PoolBinder.com, the first digital commercial pool binder approved by the Health Department, modernizing recordkeeping and safety compliance. For 2027, Meyer plans disciplined growth through targeted South Florida acquisitions under a new framework called GloCal.



45. CLARKSON POOLS

Jordan Clarkson
President/CEO

Marketing came in-house at Clarkson Pools this

year, alongside continued strategic guidance from a longtime agency, as Jordan Clarkson redesigned the company website for AI-powered search and built out in-house photography and video to document projects and educate both customers and employees. The company also became an official Fluidra Jandy Warranty Center, allowing it to manage warranty repairs directly rather than routing customers to outside providers, while deepening technicians' expertise through the additional manufacturer training required. Clarkson sees marketing as an extension of customer service rather than advertising. For 2027, Clarkson expects steady, responsible growth built on staffing with the right people, investing in proprietary software, and maintaining strong partnerships with manufacturers and vendors.



46. SWIMMING POOL SERVICES

Michael Panella
CEO

Performance-based pay for service and maintenance technicians took effect at Swimming Pool Services this year under Michael Panella, giving staff a share of the revenue they generate and boosting efficiency and hiring interest, with

both departments now on pace for record years. The company also began guaranteeing leak detection appointments within five business days, a turnaround few competitors match, generating solid follow-on repair work. Panella expects growth to continue through 2027.



47. COAST TO COAST POOLS

Dustin Pointer
President

Social media and video content aimed at educating homeowners on construction, service, and maintenance expanded significantly at Coast to Coast Pools this year, positioning the company as a trusted resource under Dustin Pointer rather than just a builder. New AI tools and a work management system now track jobs and client communications, and all employees have completed CPO certification. With construction growing 14–18%, Pointer expects each new build to expand the service division.



48. PENGUIN POOLS

Matt Rozeski
Owner/CEO

Every service vehicle in Penguin Pools' fleet was standardized this year under Matt Rozeski, replacing older vehicles and creating uniform inventory and restocking quantities. Hence, technicians always have what they need, and nothing gets lost as vehicles move between trucks. Automated chemical feeder systems now continuously monitor pH and ORP, giving customers more consistent water quality even during heavy pool use. As renovation inquiries pick up again, Rozeski is creating specialized teams for cover installations and liner replacements to maximize capacity in 2027.



49. NABORS POOLS

Kaytee Nabors
Co-owner

A comprehensive technician training program anchored by a detailed technician binder, written standard

operating procedures, and documented field evaluations now guides new hires at Nabors Pools before they work independently, an initiative led by Benjamin Nabors. The company also launched a referral program under its "Nabors Helping Neighbors" motto, giving both customers a free third month of service once they have stayed on for two months. Nabors' goal for 2027 is to remain a trusted "pool friend."



50. POOL RX

Beau Martin
Owner/CEO/Designer

A 24-person maintenance team split into three smaller teams at Pool Rx this year, each led by a member promoted from within under Beau Martin's direction, giving those leaders real ownership of their teams' performance while freeing managers to focus on customer support and growth. Leak detection also moved in-house after staff completed certified training in Minnesota, cutting customer wait times from weeks to days. Martin expects continued growth in 2027 and is adding office staff to support it.

The 2026 Top 50 Service Survey

Service leaders assess 2026 performance and industry pressures

By Rebecca Robledo

For the Top 50 Service firms, 2026 is proving to be another year that demonstrates the strength of this segment.

In our annual survey, most companies reported increases in customer count, revenues, and profits, with only 6% to 8% seeing decreases. When asked about 2026, only 8.5% responded negatively.

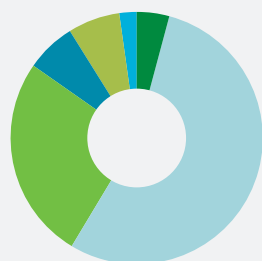
The segment is now more aware of business practices than ever, with a proactive group that quickly responds to price hikes by increasing bills to preserve profits. To boost market share, many have added or expanded services.

As consolidators change the pool/spa service landscape, this group does too, with more consolidators added and evolving attitudes about the trend.

Find out in detail what they had to say. [PSN](#)

Measuring service momentum in 2026

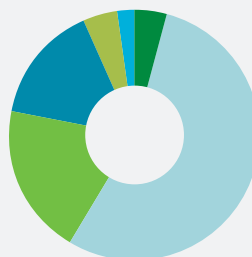
How does your current number of regularly scheduled customers (weekly, monthly, etc.) compare with the same period last year?



Same as this time last year → **4.3%**
 Increased 10% or less → **54.4%**
 Increased 11% to 20% → **26.1%**
 Increased by more than 20% → **6.5%**
 Decreased 10% or less → **6.5%**
 Decreased 11% to 20% → **2.2%**

To be considered for the Top 50, companies share data from the previous year. For this survey, we looked at their progress so far in 2026. By August's end, most on the list had a strong year, with 87% reporting increases in client count. Most saw modest gains—over half had rises of 10% or less, including 37% with 5% or less. Meanwhile, 32.6% reported client growth over 10%.

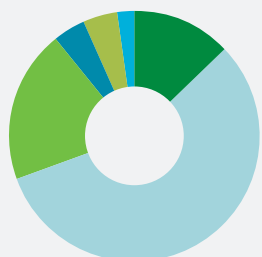
How is your service operation's revenue so far in 2026, compared with the same time last year?



Even with the same time last year → **4.3%**
 Increased 10% or less → **54.4%**
 Increased 11% to 20% → **19.6%**
 Increased by more than 20% → **15.2%**
 Decreased 10% or less → **4.3%**
 Decreased 11% to 20% → **2.2%**

Most Top 50 companies report revenue growth, with 89.2% seeing higher revenues than in 2025. The largest group has increased up to 10%. Drilling down a little, 26.1% reported increases of 5% or less while 28.3% are seeing increases between 6% and 10%. Meanwhile, 6.5% report decreases.

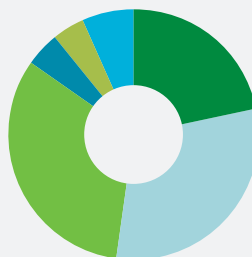
How do your service operations' profits compare now to the same time last year?



Even with the same time last year → **13%**
 Increased 10% or less → **56.6%**
 Increased 11% to 20% → **19.6%**
 Increased by more than 20% → **4.3%**
 Decreased 10% or less → **4.3%**
 Decreased by more than 20% → **2.2%**

Although these results are similar to those for revenue, there are subtle differences. Looking more closely at the companies that reported profit increases of 10% or less, 37% saw gains of 6% to 10%, compared with 28.3% of respondents reporting revenue increases in the same range. Additionally, more firms reported flat profits (13%) than flat revenue (4.3%).

How has your commercial revenue compared with the previous 12 months?

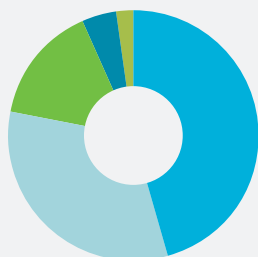


Our company does not perform commercial work → **21.8%**
 Even 12 months ago → **30.4%**
 Higher by 10% or less → **32.6%**
 Higher by 11% to 20% → **4.3%**
 Higher by more than 20% → **4.3%**
 Lower by 5% or less → **6.5%**

The Top 50 continues to offer mostly residential service. Nearly a third report the same amount of commercial work as 12 months ago. Taking a closer look at those who reported a 10% or less increase, 21.7% said their commercial work rose only 5% or less. Very little decrease in commercial work was reported.

The business of service

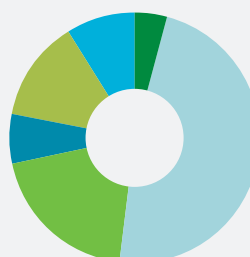
When did you last change your rates for regular service, and how did you make the change?



We increased it this year → **45.7%**
 We increased it in 2025 → **32.6%**
 We increased it in 2024 → **15.2%**
 We increased it in 2023 → **4.3%**
 We decreased it this year → **2.2%**

This group is proactive in raising prices to meet costs and profit targets, with more than 75% doing so in 2025 or 2026, and nearly half this year.

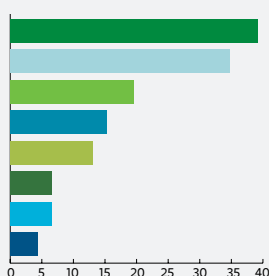
How have rising costs affected businesses?



My costs have not increased. → **4.3%**
 I had to raise my prices this year. → **47.8%**
 I have absorbed the difference. → **19.6%**
 I lost accounts due to rising costs. → **6.5%**
 Rising costs hinder new account acquisition. → **13%**
 Other → **8.8%**

Rising costs remain a concern, with only 4.3% saying their costs have not increased. Nearly half have raised prices, while about 20% absorb the difference for now.

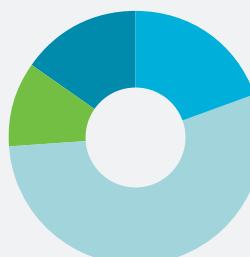
What changes have you made in your company in the last year?



Added or expanded renovation work → **39.1%**
 No changes → **34.8%**
 Added leak detection → **19.6%**
 Added or expanded repairs → **15.2%**
 Added or expanded commercial service → **13.1%**
 Added cover installation → **6.5%**
 Added hot tub repair → **6.5%**
 Added vinyl-liner installation → **4.3%**

Over a third of these firms kept their services unchanged. Renovation was the top change, with 39.1% adding or expanding it. Leak detection ranked second at 19.6%.

Which statement best applies to your company?

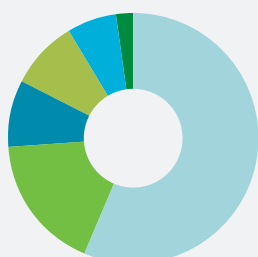


Our company handles only service, maintenance, and repairs; no construction or retail. → **19.6%**
 In 2025, our service, maintenance, and repair operations constituted a larger share of the company's total revenue than in 2024. → **54.3%**
 In 2025, our service/maintenance/repair operation accounted for the same percentage of the company's total revenue as in 2024. → **10.9%**
 In 2025, our service/maintenance/repair operation contributed less to the company's total revenue than in 2024. → **15.2%**

This group is diverse, with 80.4% operating businesses other than service, such as retail and construction. Of those, most report that their service division generated a larger portion of the company's total revenue last year than in 2024.

Staying competitive as the market changes

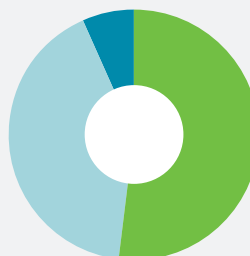
Consolidation affects the service sector more than any other. Would you consider joining a consolidator or franchise?



No, we would not consider it. → **56.6%**
 Our company is a consolidator. → **17.4%**
 Our company has already joined a franchise or consolidator. → **8.7%**
 We are not sure. → **8.7%**
 Yes, we would consider it. → **6.5%**
 Other → **2.2%**

Last year, 25.5% either were consolidators or had joined one. This year, that figure is virtually the same, 26.1%. However, in 2026, more are actual consolidators—17.4% versus last year's 10.6%.

Do you expect to open or acquire new locations by the end of 2027?



No → **52.2%**
 Yes → **41.3%**
 Possibly → **6.6%**

We have nearly a 50/50 split between those not interested in acquiring or expanding organically and those open to doing it next year.

**New City this Year
New Floor
New Orleans**



R

egistration is officially open for the 2026 Pool Spa Patio Expo (PSP Expo), which will take place November 17-19 at the Ernest N. Morial Convention Center in New Orleans, with pre-show education running November 14-16. The show, co-located with Deck Expo, returns to the city for the first time in seven years and adds new networking formats and show-floor programming, organizers said.

More than 350 exhibitors are expected to fill the show floor across more than 30 product categories. Early confirmed exhibitors include AquaStar, BioLab, Heritage Pool Supply Group, Lyon Financial, and Superior Wellness.

"PSP Expo is where 2027 starts," says Megan Magaña, show manager, Pool Spa Patio Expo. "It's the launchpad for manufacturers to debut their latest innovations: attendees get hands-on access to demo products, experience new technology firsthand, and make purchasing decisions.

"On the education side, we're seeing strong demand for hands-on demos and business fundamentals—keeping good records, knowing your numbers, and managing teams effectively," she adds. "If you want to stock the right products and stay ahead of market trends next season, this is where those decisions happen. PSP Expo isn't just about seeing what's new; it's about being ready to buy what's next."

PSP Expo partners with the Pool & Hot Tub Alliance (PHTA) as the official show sponsor to deliver the event's educational and networking programming. "One of the greatest strengths of our industry is the willingness to learn from one another," says Sabeena Hickman, CAE, president and CEO of PHTA. "PSP Expo brings together professionals from every corner of the industry to share ideas, discover new innovations, and strengthen the relationships that help our businesses and our industry thrive. We cannot wait to see everyone in New Orleans."

A southern move

"New Orleans was a top choice when we surveyed attendees about preferred destinations, and it brings PSP Expo where the industry's momentum is strongest," says Magaña. "The location brings us closer to major pool markets in the southern states—Texas, Georgia, and Florida—making it more accessible for a significant portion of our audience. New Orleans brings the show closer to where the work happens, which means less travel time and more opportunity to connect with regional peers who understand your market."

New on the show floor

Exhibitor searches in the show's online directory are already pointing to where attendees' attention is headed this year. "We can track what attendees are searching for in the online exhibitor directory, and those searches tell us exactly where the industry's focus is right now," says Magaña.

"Service-related products and wellness solutions are consistently at the top of those searches, which makes sense given how much the industry has evolved in recent years," she says. "Salt systems are also popular, clearly a priority for professionals looking to meet customer demand. And all-in-one software solutions are a major draw."

New for 2026, the First Look Pavilion gives startups and emerging brands a dedicated, turnkey space on the floor. "We're seeing incredible innovation from startups and emerging companies in the industry, and the First Look Pavilion is designed specifically to support them," says Magaña. "It's a

PHOTOS BY OSCAR & ASSOCIATES



turnkey solution that makes it easy for these manufacturers to participate. From an attendee perspective, the Pavilion is your one-stop destination for discovering products and technologies that haven't been shown before."

Networking, by segment

Also new this year are the Connect Series Networking Hours, dedicated blocks of time built around the distinct needs of builders, service technicians, and retailers. "What we consistently hear from attendees, and see reflected in the data, is that networking is one of the most valued aspects of PSP Expo," says Magaña. "That this is their family reunion—where they finally get to see face-to-face the people they're usually just texting or calling throughout the year.

"Builders can talk shop with other builders about project management, labor challenges, and design trends," she adds. "Service techs can dive into route efficiency, customer retention, and technical troubleshooting with peers who truly get it. And retailers can discuss inventory management, seasonal strategies, and customer experience with others facing the same realities."

Krissy Adams, conference manager at Pool Spa Patio Expo, says the combination of education, networking, and show-floor demonstrations is designed to pay off well beyond the show's three days.

"This is just a few days out of your year, but the value compounds when you return home and apply what you've learned," says

Adams. "The targeted networking gives you a trusted circle of peers you can call when you're facing a tough decision or need advice on hiring, expansion, or navigating seasonal challenges. The manufacturers in the Expo Hall let you see products in action before you invest, so you can make informed purchasing decisions."

Choosing a pass

The 2026 pass structure is built to match where an attendee's business is, says Adams.

"The pass structure meets you where you are," she explains. "The Conference Pass prioritizes education, classroom sessions, leadership training, and continuing education units (CEUs) that help you refine operations while positioning yourself as a leader in the industry. The Expo Hall Pass prioritizes products and connections—explore the latest innovations, demo cutting-edge equipment, connect with manufacturers, and network with industry experts in a more relaxed, hands-on environment. It really depends on what your business needs right now."

Expo Hall Pass holders get access to the full expo hall and two keynote sessions. Conference Pass holders receive everything in the Expo Hall Pass, plus guaranteed access to more than 50 additional specialized conference sessions.

A million-dollar backyard in the delta

PSP Expo's eighth annual Million Dollar Pool Design Challenge invites designers to create a mock outdoor living space on a minimum \$1 million budget. Five finalists selected from this year's entries will present their designs to peers during an on-floor education session in the conference program and compete for a top prize of \$10,000 out of a total prize pool of \$15,500 (\$10,000 for first place, \$3,000 for second, \$1,250 for third, \$750 for fourth, and \$500 for fifth). Winners are determined by live voting at the conclusion of the session. Finalists also receive a

"Show us your most imaginative ideas backed by solid, practical execution strategies that prove these visions can become reality."



complimentary Conference Pass, a travel stipend, and a two-night stay in New Orleans.

The competition is now in its eighth year with co-founders Reid Schindler and Mike Farley, who together have more than 50 years of award-winning pool design experience. “This challenge provides an invaluable opportunity for designers, whether emerging or established, to gain the industry visibility they’ve earned,” says Schindler. “We’re looking for work that elegantly merges creative design with functional excellence, with the homeowner’s goals and practical needs driving every choice.”

“We invite designers to push the boundaries and create something truly memorable,” adds Farley. “Show us your most imaginative ideas backed by solid, practical execution strategies that prove these visions can become reality.”

Adams called the competition one of her favorite parts of the show. “Every designer gets the same brief: a minimum million-dollar budget and a dream backyard. But the solutions are completely different,” she said. “Some focus on entertainment, others on wellness or sustainability. For up-and-coming designers, this is their shot to present on one of the industry’s biggest stages.”

Adams says the live, in-person judging format is central to the challenge’s appeal. “The live format creates energy you can’t replicate,” she said. “Finalists present in front of their peers, and the audience votes in real-time. For designers, it’s about explaining their process and connecting with the audience. For everyone watching, you’re a spectator and a part of the decision. You see five different approaches, hear the thinking behind each one, and walk away with ideas for your own projects.”

This year’s brief centers on the fictional Siltstone Estate, a historic inland delta property whose owners want to preserve its Southern character while adding modern outdoor living spaces, including a courtyard wellness suite, a fire pit, a greenhouse with a vegetable garden and an orchard, a large family spa, and a pickleball/basketball

court. “The Siltstone Estate brief gives designers a rich backdrop, a Southern setting with history and character,” says Magaña. “Designers will need to blend traditional elegance with modern outdoor living.”

Parties and programs

Beyond the show floor, PSP Expo’s slate of special events returns and expands for 2026, including the Welcome Party, held Tuesday, November 17 at Generations Hall, within walking distance of the convention center and sponsored by HFS; the PHTA Awards of Excellence Reception, recognizing individual achievement across multiple industry categories; the IHTA Lunch & Learn, hosted by the International Hot Tub Association on hot tub retail trends; and the Pool Nation Awards, honoring outstanding companies, products, and professionals.

“It’s hard to pick a favorite; they’re all wonderful in their own way, and each serves a different purpose in bringing our industry together,” says Magaña. “What ties all these events together is community. The Expo Hall is where you see products and attend sessions, but these special events are where relationships deepen.”

Registration for the 2026 Pool Spa Patio Expo is open now at poolspapatio.com. *Pool and Spa News* readers can also receive a complimentary Expo Hall Pass using the promo code PSNEWSEXPO at checkout. **PSN**

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Pool Spa Patio Expo — Conference Schedule

November 14–19, 2026

* Room locations are accurate at presstime but are subject to change. Please visit poolspapatio.com for the latest information.

Saturday–Sunday, November 14–15

8 a.m. – 5 p.m.

GENESIS® D180: Drawing for Professionals (2 Day Course)

Room 211

GENESIS® D211: Elements of Design (2 Day Course)

Room 221

Saturday–Monday, November 14–16

8 a.m. – 5 p.m.

GENESIS® C201: Construction School: Concrete Pools (3 Day Course)

Room 206

Certified Pool & Spa Maintenance Specialist (CMS®) (3 Day Course)

Room 208

Sunday–Monday, November 15–16

8 a.m. – 5 p.m.

Certified Pool & Spa Operator (CPO®) (2 Day Course)

Room 217

OSHA 10 in General Industry for Pool Pros (2 Day Course)

Room R04

Monday, November 16

8 a.m. – 5 p.m.

GENESIS® D330: Comprehensive Aquatic Design: Where Water, Wellness & Architecture Meet

Room 211

The Pool and Hot Tub Business Playbook

Room 221

Quality Shotcrete for Pools—Know It, Demand It: Presented by the American Shotcrete Association

Room R05

National Plasterers Council Start-Up Technician Certification Course

Room R06

NPC: Clase de Certificación de Puesta en Marcha

Room R07

12–4 p.m.

Women of Water (WOW)—Reading the Room: The Intelligence That Elevates Every Interaction

Room Rivergate

5–7 p.m.

PHTA Awards of Excellence

Room The Great Hall A-B

Tuesday, November 17

8 a.m. – 12 p.m.

National Plasterers Council Start-Up Technician Recertification Course

Room R06

8–9 a.m.

Seconds to Win: The Science of High-Performing Teams

Room 231

The Next Generation of the Pool Industry: How to Attract, Train, and Retain Young Talent

Room 206

GENESIS® C243: Cracking the Code: What Builders Need to Know About Compliance, Inspections, and Avoidable Jobsite Mistakes

Room 217

GENESIS® D253: Hardscape That Supports the Pool: Materials, Transitions, Drainage, and Detailing That Improve Performance and Aesthetics

Room 211

360 Store Check-Up: Fix What's Broken, Elevate What Works and Wow Every Customer!

Room 208

GENESIS® S165: Leak Detection: The Hidden Profit Center in Your Business

Room 221

9:15–10:20 a.m.

Day One Keynote: Dive Into PHTA's National Consumer Awareness Campaign

Room The Great Hall A-B

11 a.m. – 12 p.m.

GENESIS® B122: The Exit Is the Strategy: Succession Planning for Pool, Spa, and Outdoor Living Businesses

Room 206

What a Real Marketing System Looks Like (And What You Actually Need in Place)

Room 231

GENESIS® D214: Signature Mind-reading Method for Understanding Ultra High-End Clients

Room 217

Designing with Elevation: A Complete Guide to Grading and Site Design

Room 211

PHTA: Inspect with Confidence: Better Equipment, Safety, and Condition Assessments on Every Service Visit

Room 221

11–11:45 a.m.

GENESIS® D331: Designing for Buildability: Turning Great Concepts into Permittable, Profitable Projects

Room GENESIS® Solution Center – Booth #1307

Investor Summit: State of the Union: Capital, Consolidation & the M&A Landscape (Day 1)

Room PSP Expo Stage – Booth #339

12–12:45 p.m.

PHTA: Marketing That Converts—Building Smarter Customer Journeys with Automation, Follow-Up, and Better Data

Room GENESIS® Solution Center – Booth #1307

1–2 p.m.

Equipping Your Team with AI: Building the Team That Gets It Right the First Time

Room 206

Building a Better than Great Design Career: Lessons from My Journey

Room 211

GENESIS® D277: Architecture Meets Landscape: Coordinating Structures, Planting, and Shapes for More Cohesive Outdoor Rooms

Room 217

How to Fill Your Schedule With High-Value, High-Profit Outdoor Living Projects

Room 231

Beyond the Bubbles: The Critical Role of Chemistry in Hot Water Spas

Room 221

1–1:45 p.m.

PHTA: Hiring to Keep—Onboarding, Training, and Retention Systems That Actually Work

Room GENESIS® Solution Center – Booth #1307

2–2:45 p.m.

GENESIS® D317: Why is Quiet Luxury the Latest Design Trend for Wealthy Clients?

Room GENESIS® Solution Center – Booth #1307

2:15–3:15 p.m.

Building a Rock Star Pool Service Team: Lessons from a 40% Margin, Low-Turnover Operation

Room 206

Landscaping Around Swimming Pools: Designing Beauty Without Creating Problems

Room 211

4 Words that Doubled My Sales

Room 231

PHTA: The Service-to-Retail Handoff: How Stores Create Lifelong Customers After Installation

Room 208

Boosting Efficiency & Profitability: Advanced Techniques for Modern Pool Care

Room 221

Shotcrete – The Good, the Bad, and Ugly

Room 217

3–3:45 p.m.

Winning Online: SEO And AI Search Strategies For Pool And Spa Businesses

Room PSP Expo Stage – Booth #339

6–8 p.m.

Welcome Party

Room Generations Hall

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Wednesday, November 18

8–9 a.m.

AI 101 for Deck Builders: Practical Tools to Design, Sell, and Run a Smarter Deck Business
Room 231

GENESIS® C234: Plaster and Start-Up Chemistry: Protecting Surface Quality from Day One
Room 217

GENESIS® C416: Lessons from the Field: Project Profiles in High-End Residential Pool Construction
Room 211

PHTA: Showroom to Sold: Display and Design Choices That Increase Buyer Confidence and Close Rates
Room 208

Solving the Top Four Pool Problems: Practical Strategies for Clear, Clean, and Trouble-Free Water
Room 221

The Right Video for the Right Job: What Pool Builders, Service Companies, and Hot Tub Retailers Should Be Creating Now
Room 206

9:15–10:15 a.m.

Day Two Keynote: Unlocking Collaboration Through Improv
Room The Great Hall A-B

11 a.m. – 12 p.m.

Automate & Dominate: Utilizing AI to Build High-Converting Sales Funnels
Room 206

GENESIS® C314: Deck, Coping, and Tile: Coordinating Critical Details That Elevate the Entire Project
Room 211

GENESIS® D346: Lighting the Masterpiece: Designing Illumination for Safety, Mood, and Visual Impact
Room 217

How to Build a Scalable Outdoor Living Business Without Working 100 Hours a Week
Room 231

The 90-Day Dealer Growth Playbook: What to Do (and When) to Drive Showroom Traffic
Room 208

PHTA: Labor Management in Service Operations: Hiring, Training, and Retaining Reliable Field Teams
Room 221

11–11:45 a.m.

PHTA: Risk, Readiness, and Revenue: Turning Insurance into a Business Advantage
Room GENESIS® Solution Center – Booth #1307

Step-by-Step: How to Convert Pools from Range Chemistry to LSI
Room PSP Expo Stage – Booth #339

11:30 a.m. – 1 p.m.

IHTA Lunch & Learn: Power Up Your Business, Strengthen the Industry
Room Rivergate

12–12:45 p.m.

GENESIS® D238: Quick and Practical Pool Design: Better Design in Less Time
Room GENESIS® Solution Center – Booth #1307

1–2 p.m.

GENESIS® C296: Remodels Without Regret: How to Scope, Sequence, and Sell High-Value Renovation Projects
Room 217

How to Price Outdoor Living Projects for Profit Without Guesswork
Room 231

How Pool Service Companies Compete, Grow, and Protect Value in a Changing Market
Room 206

AI as Your Field Resource: Sharper Diagnostics on Every Service Call
Room 221

1–1:45 p.m.

GENESIS® D329: Backyard Master Planning: Designing Outdoor Spaces That Work as One Cohesive Environment
Room GENESIS® Solution Center – Booth #1307

Investor Summit: Building a Business Buyers Love (Even if You Never Sell) (Day 2)
Room PSP Expo Stage – Booth #339

2–2:45 p.m.

IHTA: Sales Conversations That Close—Turning Walk-Ins, Web Leads, and Repeat Clients into Better Revenue
Room GENESIS® Solution Center – Booth #1307

2:15–3:15 p.m.

PHTA: Beyond the Hiring Crisis: Practical Solutions to Labor Challenges in Pool and Hot Tub Businesses
Room 217

The Revenue You're Leaving Behind: How to Grow Service, Maintenance, and Repeat Sales
Room 206

Specified, Installed, and Actually Working: A Practical Field Guide to Architectural Water Features
Room 211

The End of Endless Estimates: How Outdoor Living Contractors Can Break the Cycle of Working for Free
Room 231

Route Smarter, Lead Better: Building an Efficient and Motivated Service Team
Room 221

3–5 p.m.

PHTA WAVE Young Professionals Education Session and Happy Hour
Room Rivergate

3–3:45 p.m.

WAVE: Launching Your Leadership: Real Talk + Rapid Connections in the Pool & Hot Tub Industry
Room GENESIS® Solution Center – Booth #1307

3–4 p.m.

Million Dollar Pool Design Challenge
Room PSP Expo Stage – Booth #339

4–5 p.m.

Million Dollar Pool Design Challenge After-Party
Room PSP Expo Stage – Booth #339

Thursday, November 19

8–9 a.m.

AI for Deck Builders: Automating Marketing, Lead Generation, and Operations
Room 231

What Top Pool Companies Do Differently: Data-Driven Insights from Thousands of Service Pros
Room 206

GENESIS® C332: Steel, Shotcrete, and Structural Coordination: Field Decisions That Affect Quality, Performance, and Schedule
Room 211

PHTA: Selling Wellness, Not Just Equipment: Modern Hot Tub Sales Strategies for Today's Buyer
Room 208

DOT Materials of Trade: Avoid Fines and Liability in Pool Chemical Transport
Room 221

9:15–10:15 a.m.

A Bonus System that Works
Room 231

PHTA: Profit First, People Always: Operating a Healthier Pool & Spa Business in a Volatile Market
Room 206

GENESIS® D206: Only Changing Materials? Yes, Design Can Make or Break Your Cosmetic Remodel
Room 211

The New American Dream: What Today's Consumers Want, What Closes the Deal, and How Winning Brands Are Responding
Room 208

Basic Hot Tub Diagnoses 101
Room 221

10:30–11:30 a.m.

5 Ways To Make Your Small Business More Successful
Room 231

Preparing Your Pool Business for a Successful Exit
Room 206

PHTA: What Good Service Managers Measure: KPIs, Accountability, and Field-Team Coaching
Room 211

From Eyesore to Engineered: Modern Equipment Pad Design
Room 221

11–11:45 a.m.

IHTA: Winning with Wellness—How Today's Wellness Shopper Is Reshaping our Sales Opportunities
Room GENESIS® Solution Center – Booth #1307

GENESIS® D254: Architecture, Wellness & Materiality: How These Topics Influence The Outdoor Living Design World
Room PSP Expo Stage – Booth #339

12–12:45 p.m.

GENESIS® C313: The ASR Issue: The History and Latest Methods to Combat Concrete Cancer
Room GENESIS® Solution Center – Booth #1307

1–1:45 p.m.

Investor Summit: Lessons from the Other Side: An Owner-to-Owner Conversation (Day 3)
Room PSP Expo Stage – Booth #339



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- 2026 Awards Gala — Celebrating the industry's best designs and projects
- Three Days of Exhibit Hall Access — Thursday, Friday & Saturday
- Industry Lunches in the Exhibit Hall — Friday & Saturday
- Hands-On Exhibit Hall Education — In-booth Training, Demonstrations & Technology Theatres
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Show Registration is FREE for
PHTA, Genesis, IPSSA, APP, &
Watershape U Members.

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2026 Pool Spa Patio Expo Floor Map

Not open for sales



Pool & Spa Entrance

Decking Entrance



Scan the QR code with your mobile device to display an interactive show floor map.

Exhibitor List

*Exhibitors and booth locations are accurate at presstime but are subject to change. Please visit poolspapatio.com for the latest information.

A		B		Classic Pool Tile & Stone Corp.		E	
Achlors Chemical Ltd.	1747	B Squared Pools LLC	1137	ClearWater Tech	2444	Easycare Products	1322
Aiper Intelligent LLC	1719	Back Saver 2000	2754	CocoNut Outdoor	2219	ecoFINISH High Performance Coatings	813
Air Rain Pool Co., Limited	1245	Bajamate LLC	2255	Consolidated Manufacturing International	2355	EMZ Industries, Inc.	3018
All-Safe Pool Fence	2736	Balboa Water Group	2519	Content Creator Studio	2560	Explore Industries	919
Aloha Pools and Spas	2246	BAMS Merchant Services	928	COOL! Pool Deck Coating	1754	F	
American Ground Screw, Inc.	3225	Barrier Reef Fiberglass Pools	1431	Core Covers	2301	Faber CNK Stone	2055
American Structures & Design	3330	Basecrete Technologies	2236	Covana	1901	Farwell Sun Protective Gear	2725
Anderson Manufacturing Company, Inc.	1460	Beatbot Technology (USA) Co.,Ltd	2049	Cozzia USA	2937	Fence and Deck Marketers	3212
Applied Computer Controls	1229	Beijing Leway International		Crystal Water Monitor	2337	Fiberon	2327
Aqua Technics Pools	1845	Fairs Co., Ltd.	1045	Cutco Gifting	2141	Figure	1827
Aquabella Tile	2154	Bellagio Luxury Co., Ltd	1319	Cyclone Filter Cleaner	2332	Floating Luxuries	1360
Aquamatic Cover Systems	1037	Betta	2319	D		Forshaw	1205
Aquastar Pool Products	1437	BeWell Spas	1301	Darby Filtration	2411	Fortress Building Products	3110
Aquatic AV	1509	BILL	2510	Deck Builder Marketers	3311	Foshan Nanhai Hongyi High-tech Materials Co., Ltd.	1844
Aquatic Pool Alliance LLC	2554	Biolab, Inc	1643	Deck Patrol	3119	Frog Products	1031
Aquatic Spas USA	927	Blueray XL	2054	Deck Specialist Magazine	3531	Fujiwa Tile	1548
Aquatics International	647	Breeez.com	1860	DeckBuild Software	3411	G	
Ardovia	2454	Brustor	2931	DesignStudio.com and/or Syndified.com	2409	GapCap	3413
Armored Decal Company Inc	861	C		Digger Specialties, Inc.	3213	Garden2Pool	2733
Arnett Distribution	2925	Canaxy USA, Inc.	2043	Dongguan Derry Leisure Products Co., Ltd	2912	Garrett Liners & Safety Covers	1054
Artesian/Marquis/Nordic	801	Century Aluminum Railings	3431	Dongguan Longzhou Electronics Technology Co., Ltd	2930	Genshed LLC	2450
Artistic Paver Mfg.	2700	Changchun Wancheng		Doughboy Recreational	911	GPM Companies	2008
Asahi Chemical Industry Co., Ltd.	1306	Bio Electron Co., Ltd	1461	DuxxBak Decking	3237	Grandview Acrylic	2607
Ashland Pump	2309	Chasing Poolmate	2147	G		Guangdong Hongyuan Home Furnishing Co., Ltd	2101
Automatic Pool Covers, Inc.	619	Chemtrol	2540				
Azenco Outdoor	2901	Cixi Handsome Pool Appliance Co., Ltd.	3037				

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Guangzhou Swankia Sanitary
Ware Co., Ltd. 2119
Guardian Pool Fence Systems, Inc. 2424

H

H₂O Imports 2331
Hanna Instruments USA 1564
Haven Underdeck 3419
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CircuPool SmartFlo AF variable-speed pool pumps use Target Flow Control, enabling professionals to program circulation in gallons per minute rather than motor RPM. As hydraulic resistance changes and as filters collect debris, the pumps adjust motor speed to maintain flow.

Available in four models from 1.3 to 3.9 THP, SmartFlo AF pumps support filtration, skimming, sanitation, heating, cleaning, and water features. Onboard controls and the Wi-Fi-enabled CircuPool app provide scheduling, monitoring, priming, and run-dry alerts. The pumps also offer RS-485 automation compatibility, unionized fittings, and two wet-end configurations.

"Pool systems care about flow, not motor RPM, and now that's at your fingertips," says Nathan Sapio, director of product development and marketing for CircuPool. Warranties include five years on the pump body and two years on the motor.

CircuPool | circupool.com

4.0 HP TRISTAR SERIES VS PUMPS WITH OMNIX

Hayward's 4.0 HP TriStar Series VS Pumps with OmniX deliver true 4.0 HP performance for demanding pool applications, including new construction, replacements, and commercial installations.

An integrated universal display connects with Omni and OmniX automation systems, as well as competitive systems.

The interface provides intuitive programming, comprehensive control, and advanced diagnostics. The pumps also communicate with many Pentair and Jandy pool controllers, supporting retrofits on automated equipment pads.

Optimized flow rates are designed to meet demanding application requirements. Standard union connections simplify installation, maintenance, and repairs. A totally enclosed fan-cooled motor is built to resist water, chemicals, and heat for added reliability. The TriStar XL model includes a removable strainer housing that can be plumbed separately, providing additional installation flexibility.

Hayward | hayward.com/omnix



PUMP SHUT-OFF SYSTEM/SVRS

Vacless' VGB-compliant SVRSs feature an electrical pump shut-off system with an alarm or siren that instantly shuts off the pump in the event of 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 bypassing for pool vacuum cleaning.

It installs in five 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 three-year warranty.

Vacless Systems | vacless.com



Fiberglass Pools and Coatings

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IMAGINE POOLS

Imagine Pools offers luxury fiberglass inground swimming pools in a variety of shapes and eight color options. The pools are engineered with Centurion Core™ technology, which incorporates high-performance vinyl ester resin into every structural layer.

According to Explore Industries, the non-reactive composite can reduce chemical usage while providing structural integrity, durability, and corrosion resistance. Centurion Core uses alternating fiberglass materials, each fully saturated with Vipoxy™ Vinyl Ester Resin Blend. The construction is intended to help protect the pool from structural adversities.

Installation takes a fraction of the time of conventional pools, the company says. Customer feedback cites vibrant colors, low maintenance, and durability.

"Centurion Core technology really makes Imagine Pools stand out," says Pete Vaughn, product manager, Fiberglass Pools & Outdoor Living. Warranties include lifetime structural and structural osmosis coverage, plus a 10-year gelcoat warranty.

Explore Industries | imaginepools.com



QUIKSPRAY CARROUSEL® PUMP AND U-BLEND MIXER

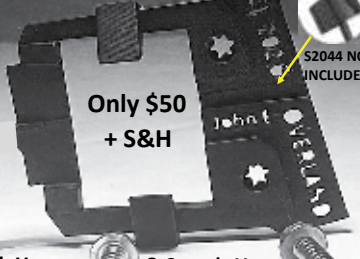
The Quikspray Carrousel® Pump and U-Blend Mixer is a material delivery system for pool plasters, coatings, artificial rockwork, mortars, and repair compounds. Its continuous-feed design delivers smooth, consistent material flow to help reduce clogs and downtime.

Adjustable output control lets applicators fine-tune flow for vertical, overhead, and detailed work. The rugged steel frame is designed for long service life and minimal maintenance. Its peristaltic pump and mixer can run without material without damaging either component.

Cleanup can be completed in 10 minutes or less, according to Quikspray. The mixer's square-drive blade system can be removed by unscrewing the top hat. For the pump, users fill the hopper with water and pump a sponge ball through the line twice. The unit carries a one-year warranty.

Quikspray | quikspray.com

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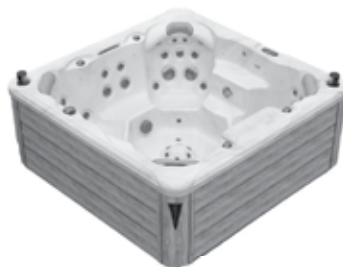
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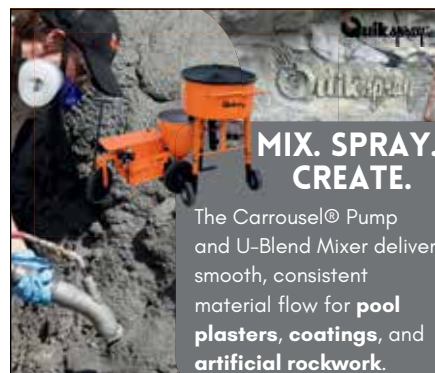
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PHOTOS BY CRAIG JENNISON VIDEOGRAPHY

The View from Here

Luxury aquatic landscape frames sweeping lake views

The owners of this Florida property asked builder Spiro Custom Pools for a first-class resort-style aquatic landscape suitable for entertainment and relaxation. They wanted to treat it like an extension of the indoors, with areas for lounging, social gatherings, outdoor dining,

evening entertainment, and recreational use. They wanted a backyard that was equally beautiful at night and during the day, and they requested the option for a fully enclosed space.

In creating this space, the team also needed to preserve the view of the homeowners' private lake, for which the home and backyard had been painstakingly elevated to showcase.

The Fort Myers, Fla., builder delivered this amenity-packed enclosed space, in which the team incorporated luxury elements such as vanishing edges, LED lighting, and a sleek rain curtain/water wall hybrid, combined with a putting green and a fire pit area to create a festive, fun mood for entertaining.

The expansive lanai offers views beyond its walls, with the option to open the wall facing the lake. The spillover spa and vanishing-edge pool were elevated so that the water would visually merge with the lake. Vertical elements such as the rain wall were positioned to frame key sightlines rather than obstruct the view. **PSN**

—Rebecca Robledo





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