



**Ultra**  
POOL CARE SQUAD™

**FRANCHISE INFORMATION KIT**



**Ultra**  
POOL CARE SQUAD™

***FIGHTING GRIME ONE POOL AT A TIME***

# FRANCHISE INFORMATION KIT

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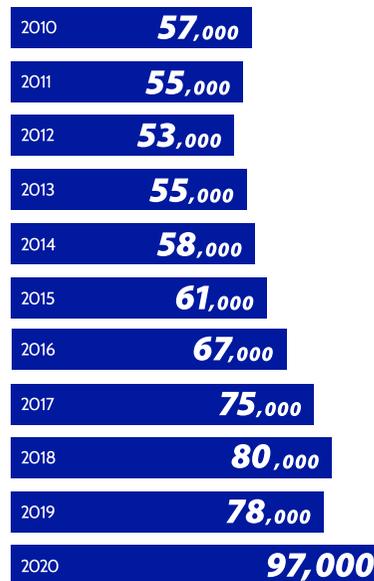
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# 1

## THE POOL SERVICE OPPORTUNITY

### Excellent Potential in a Booming Industry

Our parent company has been manufacturing pools for over 20 years, so we have seen first-hand the growth in the residential pool installation market. There are over 10 million pools in the United States<sup>1</sup> and each year the number of new, inground, pool installations is in the tens of thousands.



### In-Ground Pool Installations

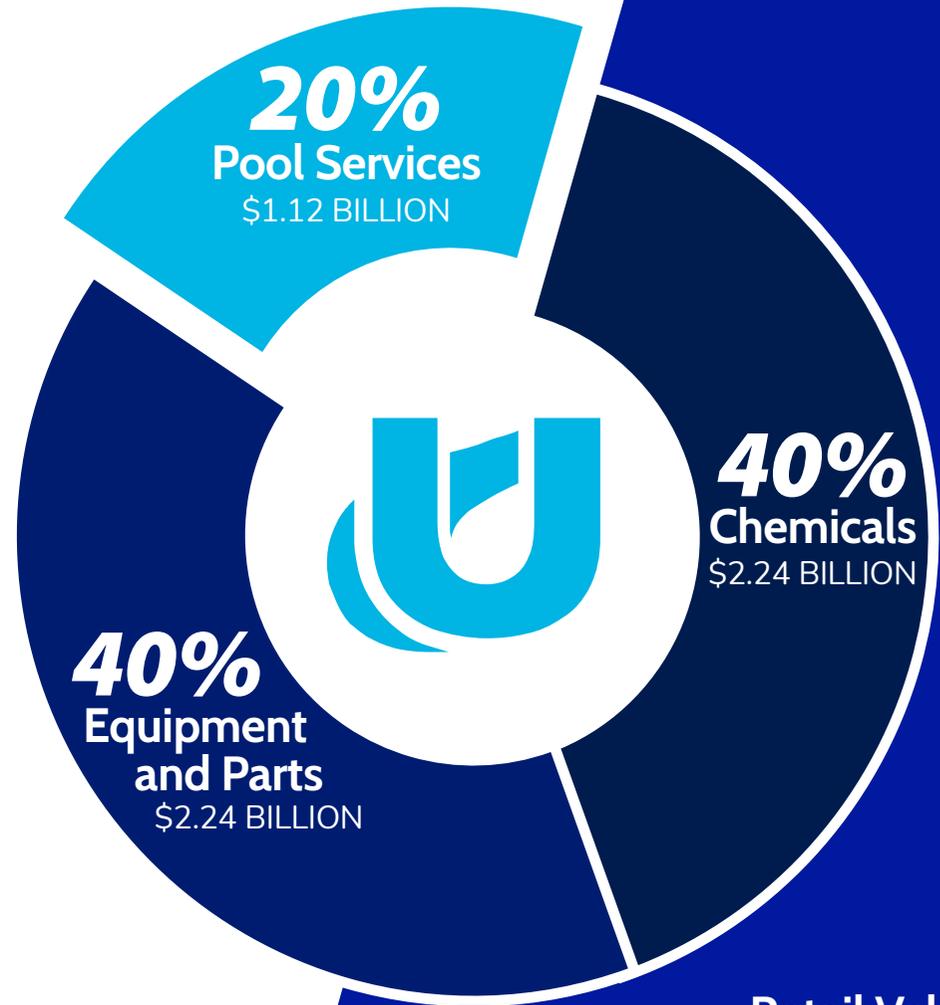
With this growth comes demand from pool owners for pool service, pool chemicals, and pool equipment, parts & accessories. This residential pool aftermarket – goods & services sold to existing pool owners – was nearly \$5.6 billion in 2019, which is up almost 4% from the previous year.<sup>2</sup>

[1] *Swimming Pools Market Research Reports & Industry Analysis*, marketresearch.com

[2] *The Pool and Hot Tub Association Market Report 2019*

## Demand for Quality Service

Of this, 20% or \$1.12 billion was demand for pool service – making pool service alone a Billion Dollar Industry.<sup>3</sup>



Retail Value  
of Residential Pool  
Aftermarket Segments<sup>3</sup>

 The primary focus of the Ultra Pool Care Squad franchisee is pool service.

[3] The Pool and Hot Tub Association Market Report 2019

The Ultra Pool Care Squad

# *MISSION STATEMENT*

At Ultra Pool Care Squad, our mission is to provide pool owners with the highest quality care for their swimming pools & spas. Our professional pool experts go above and beyond to make sure the swimming pools & spas they service are clean, healthy, balanced, and inviting so families can enjoy worry-free backyard recreation.

## Years of Trending Growth

Over the past 10 years, the pool service sector has experienced an average of over 4% growth.<sup>4</sup>

## Continued Growth Forecast

While weekly pool cleaning is the primary focus for the Ultra Pool Care Squad, it is by no means the only revenue stream. Chemical sales to weekly pool care customers, add-ons like pool covers & automation, equipment repair & installation, and education for both weekly service customers and DIYers round out how the Ultra Pool Care Squad captures a share of this billion-dollar market. And that market is growing every year!

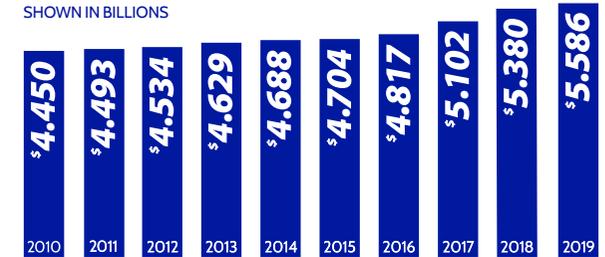
An industry report written by research company IBISWorld forecasts the pool care sector to continue to grow at over 2% per year for next five years.

By 2024, over \$6 billion dollars will be in play in the residential pool aftermarket. The Ultra Pool Care squad is uniquely poised to capture a large share of this demand with our Compassionate, Authentic, Reliable, Expert franchisees.

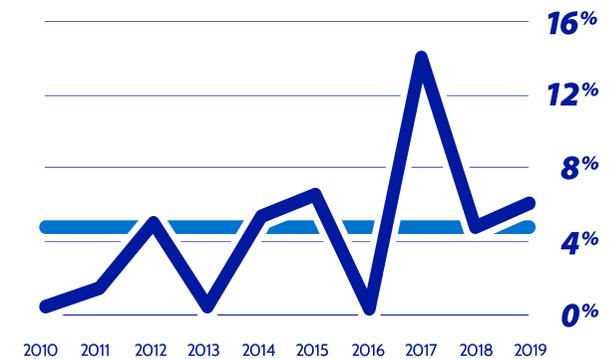
[4] The Pool and Hot Tub Association Market Report 2019

[5] IBISWorld Industry Report OD4832, Swimming Pool Cleaning Services, 11/2020

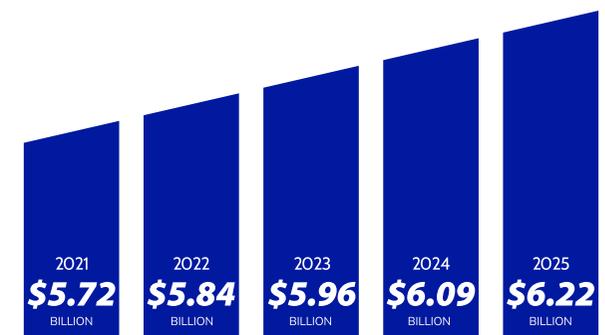
SHOWN IN BILLIONS



## Residential Pool Aftermarket<sup>4</sup>



## 10 Year Pool Service Growth<sup>4</sup>



## Pool Care Sector Forecast<sup>5</sup>

# 2

# ***THE ORIGIN STORY***

## **Our Hero's Tale**

Over the last 20+ years, our parent company has become the world's leading manufacturer and distributor of composite fiberglass swimming pools. With our first brand, Leisure Pools®, we have delivered more than 70,000 pools into 23 countries globally through a network of more than 500 Dealers.

## **A History of Growth**

We expanded our ability to reach more families through the creation of Imagine Pools® in 2015. This allowed us to offer exclusive designs through a network of more than 1,000 independent, locally owned and operated Dealers in North America and Europe. In 2019, we saw another opportunity to gain market share by offering contemporary and glamorous fiberglass pool designs under the brand name, Aviva Pools®.

Being a global superpower in terms of swimming pool manufacturing, we are supplying well into the tens of thousands of pools per year! In addition to our composite fiberglass swimming pool division, we have expanded into the manufacture of automatic swimming pool safety covers and portable spas.

**Integra**  
POOL COVERS

**imaginepools**

**AVIVA POOLS**

  
**LEISURE POOLS**  
SWIMMING IN QUALITY AND STYLE



## A Moment of Clarity

Having access to so many customers, we have studied what the positives and negatives are of swimming pool ownership. The positives of swimming pool ownership center around an amazing home lifestyle improvement, healthy living, family togetherness and property value increases. The key negative for swimming pool ownership is centered around confusion of operation, water chemistry and on-going maintenance.

With this unique feedback, direct from our own swimming pool customers, we decided the best way to support our enormous customer base was to develop a franchise network of professional pool service experts who could make pool ownership simple, easy, and enjoyable.

## A Pipeline of Customers For Our Franchisees

Given our strong manufacturing footprint and large customer base, we know the customers who are installing pools and spas placing us in a unique position of directing those customers to Ultra Pool Care Squad Franchisees so that each of our customers can enjoy their swimming pool or spa.

**C.**  
Compassionate

**A.**  
Authentic

**R.**  
Reliable

**E.**  
Experts

The Ultra Pool Care Squad

# *VALUE STATEMENT*

The Ultra Pool Care Squad is comprised of Compassionate, Authentic,  
Reliable Experts who care about pools & their people.

✓ **Licensed**

✓ **Insured**

✓ **Fully Trained**

✓ **Background  
Checked**

## **Compassionate**

Our top priority is the health and well-being of our customers and their pools. We're not happy until our customer is happy – 100%.

## **Authentic**

We say what we mean, and mean what we say. We offer easy-to-understand pricing with no hidden fees or charges.

## **Reliable**

We show up on time and get the job done efficiently – Time is valuable! We know communication is very important, so we ensure our customers are kept informed and up-to-date about their pool.

## **Experts**

Our outstanding Pool Techs are competent industry professionals and are Fully Trained, Licensed, Insured and Background Checked.



# 3

## Ultra Pool Care Squad ***TO THE RESCUE!***

There are plenty of independent pool service companies out there who run their business out of an old pick-up truck and show up to service a customer's pool wearing flip flops and a chlorine-stained tank top, so sure, you could do that too. But how Compassionate do you think customers feel those independent companies are? How Authentic? How Reliable? How Expert? In other words, how much do they CARE?

### Training

As an Ultra Pool Care Squad franchisee, you will become an ULTRAHERO of Pool Care - fully trained, licensed, and insured. Your reputation will be a key part of your growth and set you apart from the competition. We will train you to CARE for pools & their people.

The Ultra Pool Care Squad intensive training program consists of 12 days of hands-on and classroom training at our support center on Leisure Island in Knoxville, TN. We will teach you everything you need to know - from which side of the skimmer to use, to pool water chemistry, to basic equipment repair and installation, to how to run your business, and so much more.



## Support

Once you have completed training, the full support of our operations and marketing teams kicks in to help you start building your client base and route. As an Ultra Pool Care Squad franchisee, you are never alone - you get access to information about pool owners in your territory and the tools and tips to reach them. In addition to that info, our state-of-the-art call center routes all inquiries that come in via the Ultra Pool Care Squad toll free number and web page directly to YOU so you never miss an opportunity to earn a new customer!

Now that you have some pools to service, you can take advantage of the buying power of Ultra Pool Care Squad's network to purchase many of the items you'll need to keep your clients smiling and their pools sparkling!

As you care for pools & their people, the Ultra Pool Care Squad Support Center is there to care for YOU. Our system is set-up to help you make your business the best it can be. In addition to support from the Ultra Pool Care Squad team, you will also have access to other Ultrahero Franchisees who are just like you and building their business.

# 4

## **TARGET MARKET**

### **Your Customer Demographic**

The Ultra Pool Care Squad cares for pools & their people, so it would follow that anyone with a pool is a potential customer. Of the 128 million plus households in the United States, over 10 million have a pool or spa – or both.<sup>6</sup> And that number continues to grow every year. Meaning there are over 10 MILLION potential Ultra Pool Care Squad customers!

### **Your First Customer**

Now, we're Ultraheroes, but we're still realists, so we know it will take a while to get to all those 10 million pools under our care. We also know that the journey to 10 million pools starts with one: One family looking for help with their pool.

That ONE could be working parents who don't have the time to keep the pool as clean as they would like to for the kids. That ONE could be a retired couple who would rather spend their golden years relaxing not vacuuming. That ONE could be a neighbor, friend, or family member. Then one becomes, two, four, eight, sixteen...10 million.

*[6] The Pool and Hot Tub Association Market Report 2019*



# THE INVESTMENT

## On-boarding Fees

Your franchise fee covers the training program, operational & marketing support to get you up and running, and access to vendors for everything you will need to be an Ultra Pool Care Squad “Ultrahero of Pool Care”.

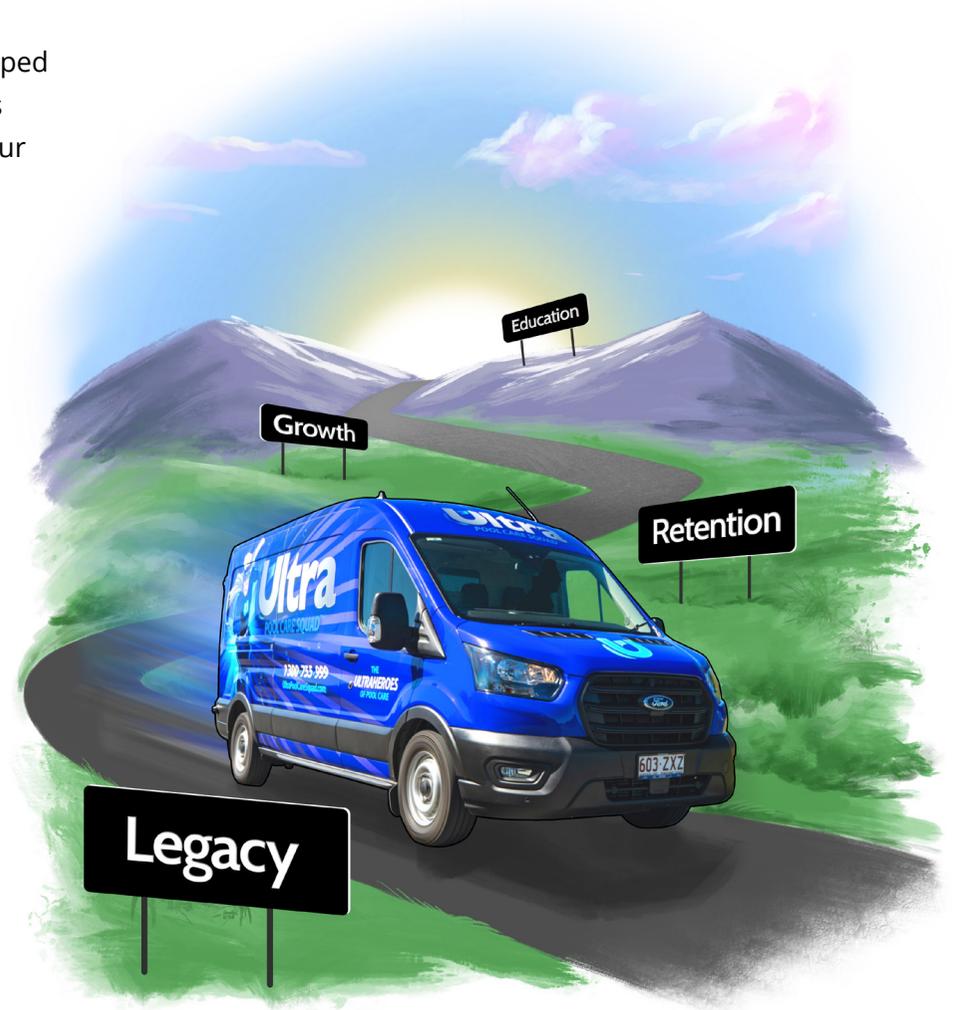
Franchise Fee*	\$25,000
Pool Cover Services Training Fee	\$0 - \$7,500
Tools, Equipment & Chemicals	\$7,000 - \$12,000
Initial Inventory	\$1,750 - \$2,000
Computer Hardware & Software	\$4,000 - \$5,000
Business Software	\$555 - \$630
Vehicle (Downpayment & Wrap)	\$8,000 - \$51,000
Insurance	\$1,600 - \$2,500
Business Licenses & Permits	\$500 - \$2,000
Professional Fees	\$500 - \$2,000
Training Expenses	\$3,000 - \$5,000
Opening Marketing Campaign	\$7,500
Additional Funds	\$15,000 - \$30,000
<b>Estimated Investment</b>	<b>\$74,305 - \$152,630</b>



# ***THE ULTRAMOBILE***

## **Your Office on Wheels**

Your command center is a rolling billboard fully equipped to take care of all the pools on your route and build your brand at the same time.





**JOIN US AND WRITE YOUR ORIGIN STORY**

**(865) 237-9424**

**[upcsfranchise.com](http://upcsfranchise.com)**



This information is not intended as an offer to sell a franchise or the solicitation of an offer to buy a franchise. It is for informational purposes only. The following states regulate the offer and sale of franchises: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Oregon, Rhode Island, South Dakota, Virginia, Washington, and Wisconsin. If you are a resident of or want to locate a franchise in one of these states, Ultra Pool Care Squad will not offer or sell a franchise in that jurisdiction unless and until the offering has been duly registered and declared effective by such jurisdiction and Ultra Pool Care Squad has complied with applicable disclosure laws.

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