

# POOL & SPA CLEANING SERVICE COMPANY

## Southwest Idaho Location

### THE COMPANY

This profitable, established company has been growing consistently in southwest Idaho for 14 years. The company is diversified into three main revenue streams in both commercial and residential: (1) weekly service in pools and spas, (2) repairs, automation and upgrades, and (3) pool openings and closings. Starting in 2010 with 10 weekly clients, the company has grown to over 170 weekly clients with revenue of almost \$1M from a loyal employee base of five plus the owners. This brand has built its business on customer service and quality, translating to 95% five-star reviews (61 of 64). The company comes with all needed assets, inventory, customer list, website, name, and training needed to immediately step into an established and profitable business.

### THE LOCATION

The company is operated from a leased area of about 1,800 square feet in a central valley location close to the freeway that could easily be transferred to a new operator at a competitive rate. Four reliable vehicles are included in the sale.

### THE STRENGTHS

This company has many differentiators that continue to scale revenue. Customer service, doing what you say, exceptional maintenance, diagnostics, repair, replacement and analyzing / correcting water chemistry are all advantages of this valuable brand. Over the course of 14 years, this company has established valuable relationships with its customers and continues to advance its stellar reputation, translating into more work than they can handle.

### THE REASON FOR SELLING

The Owner has grown this business to good profitability through startup and has recently decided to focus on other interests. The business is ready to take a significant step forward in revenue and profit.

### THE IDEAL BUYER

The ideal buyer should have the passion for great customer service with the energy to grow organically but also to look at potential adjacencies. If an owner is willing to jump into a profitable growth engine with vision, this is a great fit to build wealth. The Owner will stay on for a negotiable period of time to assure a smooth transition.

### THE POSSIBILITIES

The company is uniquely positioned to grow in three main areas: **(1) Expansion of Service Routes.** The Treasure Valley's continued desirability for families and growth in surface temperatures increases the need for water solutions; **(2) Increased Focus on Repairs.** The do-it-yourself pool owner market represents 85% of the overall pool industry. By targeting these customers for repair services, the company can tap into a lucrative revenue stream; and **(3) Pool Remodeling Services.** The remodel market is underserved in the region, presenting a clear opportunity to add high-margin services that complement the company's existing offerings.

### ASKING PRICE

**\$600,000**

### TERMS:

Cash

### ASSETS

Furniture, Fixtures & Equipment	\$83,000
Digital Assets and Website	5,000
Inventory	50,000
Intangible Value	<u>462,000</u>

**Total Assets** **\$600,000**

*All values provided by Seller*

### INCOME STATEMENT SUMMARY

	2024 Sep YTD	2023
Gross Sales	\$698,875	\$921,768
Cash Flow	<b>\$136,655</b>	<b>\$265,858</b>

*Financial information provided by Seller*

### REQUEST ADDITIONAL INFORMATION

TO RECEIVE ADDITIONAL INFORMATION, please click the link below to fill out and submit an electronic **Confidentiality Agreement**.

<https://arthurberry.com/confidentiality-agreement>

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File 5226 / Rev20241028

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