

# FRANCHISE OPPORTUNITIES







## ABOUT US

All of our franchises offer exciting opportunities for any individual who has an entrepreneurial spirit, a great work ethic, and a heart for offering outstanding customer service.

Our proven growth pattern and size, has secured the best buying power, rebates, and warranties in the industry. Our company culture has contributed significantly to that success because we are a supportive, family-oriented unit that shares knowledge and celebrates each other's growth. With this approach, we've paved a legacy for our future generations to build upon. We'd like to invite you to learn more about this unique opportunity.

## OUR MISSION



We are passionately committed to building and protecting your family's dream with **integrity, innovation, and devotion.**

## OUR CORE VALUES



### **Integrity**

The quality of being honest and having strong moral principles — 100% honest, 100% of the time



### **Work Ethic**

The principle that hard work is intrinsically virtuous or worthy of reward — Give your customers, your company and your co-workers maximum effort...everyday



### **Team Player**

The ability to put aside your personal goals and work well with your co-workers towards a common goal — Support and work together with everyone within the organization



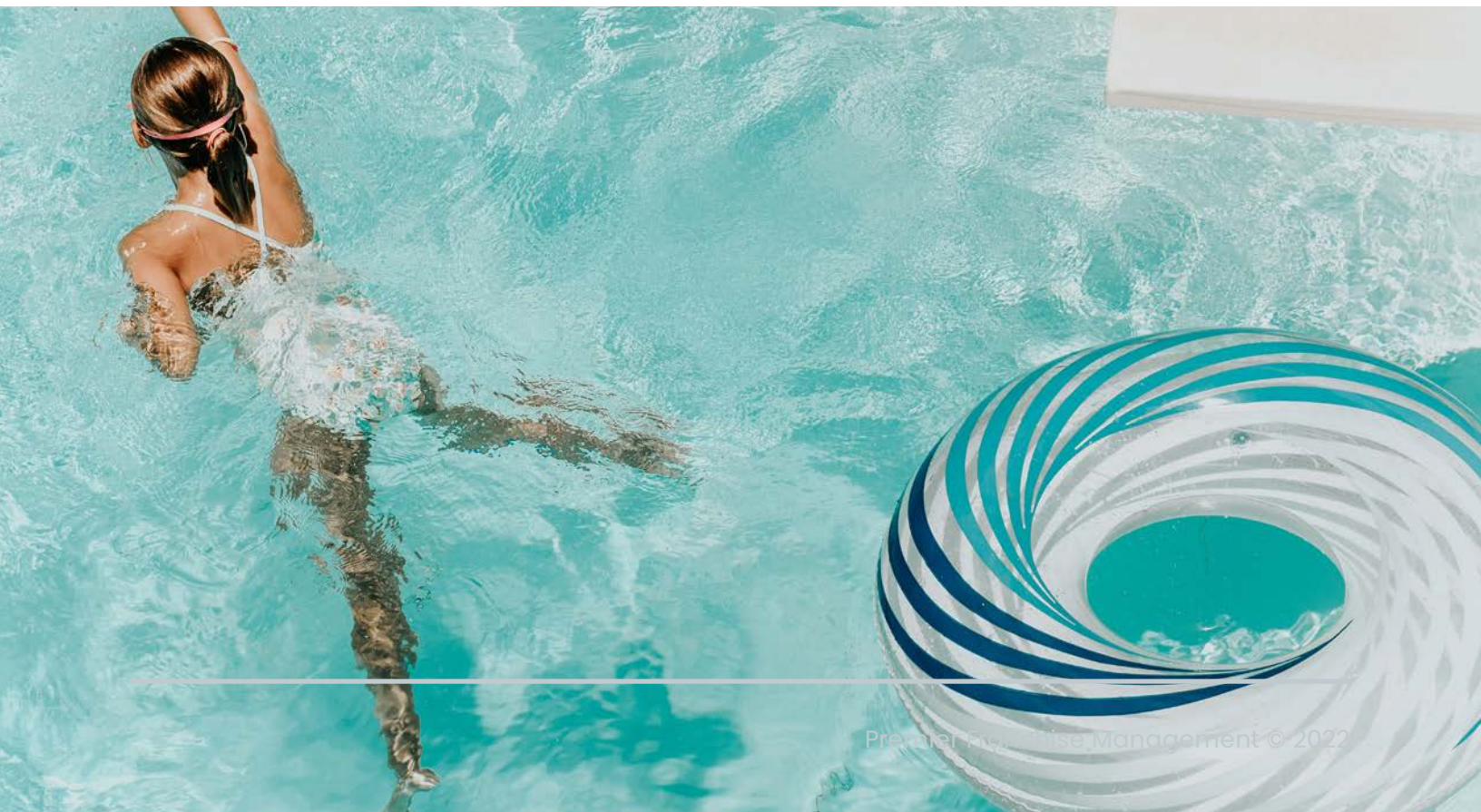
### **Accountability**

The willingness to accept responsibility for one's actions — Acknowledge your mistakes, learn from them and commit to ensuring the same mistakes do not reoccur



### **Quality of Work**

All work shall be performed in a professional manner in accordance with the predetermined specifications and expectations — Ensure that your work is completed promptly and void of error





## THE LARGEST SWIMMING POOL FRANCHISE



 Premier Pools & Spas

 Premier Pool Service

 Pinnacle Pool Service

 Pinnacle Pools & SPas



**And over 100 territories available to choose from!**

## SINCE 1988

Over the last 34 years we have built over 80,000 swimming pools and our service franchises currently service over 1,000 swimming pools nationwide on a monthly basis.

**80,000+**  
POOLS BUILT

**1,000+**  
SERVICED MONTHLY

**150+**  
LOCATIONS

## BEST IN INDUSTRY – AWARDS

Premier Pools and Spas has been honored by the following:



**2022 Entrepreneur's  
Top Franchises Under  
100k (#43)**



**2021 Entrepreneur's  
Top 500 Franchise**



**Multi-Billion  
Dollar Industry**



**15+ Top  
Builder Awards**





## A MESSAGE FROM OUR CEO

"As a pool builder in business since 1988, I have seen many changes in our industry, but none as drastic as what we have seen in the last 10 years. Through economic hardship and uncertainty, pool companies struggle to outperform their competition, and yet, we at Premier have experienced immense growth.

Our company culture has contributed significantly to that success because we are a supportive, family-oriented unit that shares knowledge and celebrates each other's success. With this approach, we've paved a legacy for our future generations to build upon. I'd like to invite you to learn more about this unique opportunity and become part of our success story."

**Paul Porter**  
Founder & CEO





## WHY PREMIER & PINNACLE

As a franchise, you'll have access to everything that makes us the renowned brand we are today, including:



**Low Initial  
Investment**



**Nationally  
Recognized Brand**



**Best Lead Generation  
in the Industry**



**Training & Support**



**Proven Systems,  
Processes  
& Procedures**



**Rewarding Industry**

**...And much more!**



**Our average franchise has grown 59% in 2021.**

**59%**

**115,000+**

**In 2021, we generated over 115,000 leads for our franchises.**

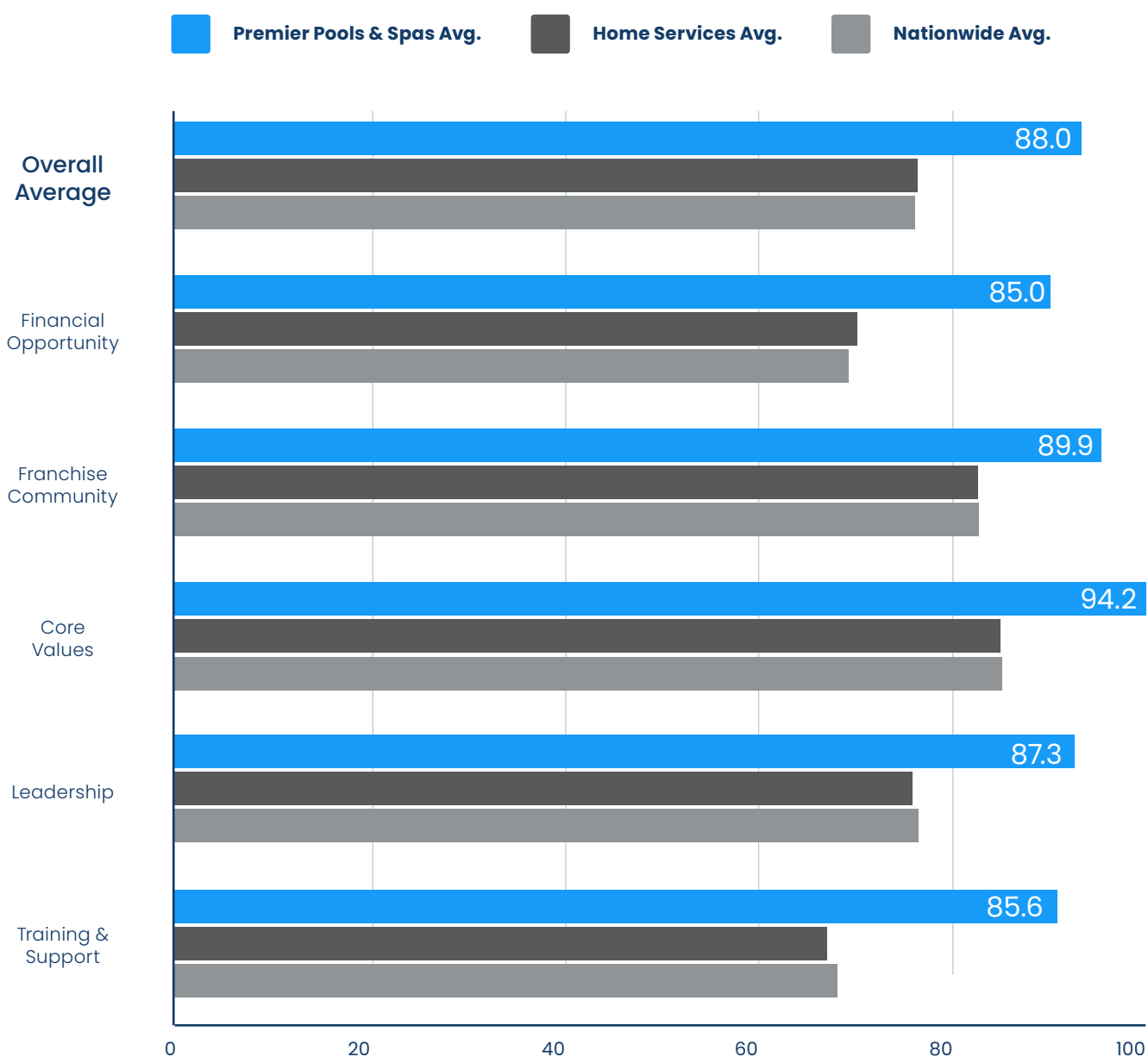
**In 2021, we on-boarded 47 new franchises across all 4 brands**

**47**



## TOP RATED FRANCHISE

Each year, *Franchise Business Review* does a large nation-wide survey of franchise owners in all fields to gauge level of satisfaction, success, support, etc. In 2021, *Franchise Business Review* surveyed approximately 30,000 franchise owners from over 800 different brands. 77 of those surveys were of Premier Pools & Spas franchise owners who had owned a franchise for over 1 year. Here is what they found:





## BECOMING A FRANCHISEE – STEP 1

As we continue to grow, we invite you to explore this exciting franchise opportunity with Premier Franchise Management. Becoming a franchisee will give you a great return on a minimal investment and allow you to join us in the next phase of our unprecedented growth.



**Submit the “Become a Franchisee” Form**



**Introductory Phone Call – Director of Franchise Development**



**Introductory Phone Call – Executive Leadership Member**



**Connect with Premier Owners**



**Submit Full-Application & Background Check**



**In-Person Meet & Greet at Our Corporate Office**

**Are you ready to be part of the largest and fastest-growing pool company?  
Fill out the form! →**



## BECOMING A FRANCHISEE – STEP 2

After the initial steps, you're on the way to becoming a franchisee!



**Sign the Franchise Agreement**



**Obtain Business, Insurance & Contractor's License**



**Online Training – Premier University**



**Build Your Team & Trade Partner Network**



**In-Person Training**



**Sell, Build & Service**

**Hear what Premier & Pinnacle Franchisees say...**

**Testimonials →**

