



**FRANCHISE
OPPORTUNITY**

TABLE OF CONTENTS

BUSINESS OPPORTUNITY	1
BUSINESS OVERVIEW	4
BRAND DIFFERENTIATORS & COMPETITIVE ADVANTAGES	5
SCOUT STATS	6
FINANCIAL OVERVIEW	7
RECENT ACCOLADES	8
TIMELINE TO LAUNCH	9
PATH TO OWNERSHIP	10



BUSINESS OPPORTUNITY

The Pool Scouts franchise opportunity positions you to benefit from a growing market, offering a proven business model with low start-up costs, a recurring revenue model, a strong brand, excellent training and operational support, marketing resources and sales strategies. Previous experience is not required – just your commitment to upholding the Pool Scouts standards of professional, effective service. Pool Scouts was recently named to **Entrepreneur's 2022 Franchise 500 list and #55 among the Top Franchises Under \$150K.**

As the housing market continues to thrive, homeowners are investing more into their pools to keep them swim-ready, so they have more time to enjoy them with their families. They're ready to put their pool service into the hands of professional, cost-effective and knowledgeable technicians. Now is the time to be part of the solution: the trustworthy Pool Scouts.





“ I think the best part about owning a Pool Scouts franchise is the support. If there’s anything I ever need, anything from operations to technical support, to marketing, I know that there are people I can call. ”

-Brent Berridge, Franchisee (Sugar Land, TX)

PERFECT POOLS SCOUT'S HONOR

The Pool Scouts franchise opportunity is a game changer in the pool service world, meeting demand with a professional business model and appealing brand that earns trust and wins loyal customers. The name Pool Scouts brings to mind the foundation of trust, professionalism, and reliability that you would expect from a Boy or Girl Scout. Whether you’re ready to be your own boss and experience the freedom of owning a new business or you’re an existing pool service provider looking to gain the advantage and professional support of a well-branded franchise business, the Pool Scouts opportunity provides a clear path to success.

The pool service industry offers both innovation and tremendous growth. Valued at over **\$3 billion** and serving over **10 million pools** in the United States, with more pools being built every year, the need for a professional and economically adaptable pool service offering is clear.

Millions of pool owners throughout the country are challenged to keep their pools swim ready. Whether it's a busy lifestyle, demanding career or concerns about getting it right, they need help to keep their pools in top condition.



“ I appreciate how quickly I am scheduled for a cleaning, even when I give Pool Scouts short notice. Our pool is always cleaned well and left crystal clear. ”

-Adam C., Local Customer

BUSINESS OVERVIEW

A BUZZ FRANCHISE BRANDS COMPANY

Pool Scouts is a member of Buzz Franchise Brands, a highly successful multi-brand franchising organization with a proven track record of success. The organization's first brand, Mosquito Joe, grew from a local business to a powerhouse franchise brand with over 350 locations in under 6 years. Buzz Franchise Brands currently operates a residential cleaning company, Home Clean Heroes, and a swim school dedicated to teaching water survival skills to children, British Swim School. Pool Scouts is the third brand to make up Buzz Franchise Brands' family of franchise brands.

Buzz Franchise Brands provides an additional layer of support to franchisees across each brand through leadership expertise and services, such as direct mail and digital marketing, design services, and various layers of analytic and administrative support.



BRAND DIFFERENTIATORS & COMPETITIVE ADVANTAGES



PROVEN FRANCHISE SUCCESS

You won't be the first to jump into this business. Pool Scouts is part of Buzz Franchise Brands, a multi-brand franchising company. Experienced leadership and an established business model help you take steps toward success.



LOW INVESTMENT

Thanks to low franchise fees and an innovative business model, entrepreneurs with limited capital or those who want to minimize investment risk can launch their pool service franchise with low start-up costs and start generating recurring revenue sooner.



EASILY SCALABLE & RECURRING REVENUE MODEL

Keeping a pool swim-ready takes regular service, increasing your long-range profit potential. Pool Scouts emphasizes weekly service plans that encourage long-term relationships with customers and create recurring revenue from delivering a valued service.



STRONG BRAND & MARKETING

Our marketing approach uses a multi-channel, integrated strategy, with our well-recognized brand at the core. Our goal is to ensure that our franchisees' businesses are well-known and growing each day.



NATIONAL PARTNERSHIPS

Pool Scouts has existing national brand partnerships, which help franchise owners acquire vehicles, chemicals, and supplies at negotiated rates.



EXCELLENT TRAINING AND SUPPORT

Before you dive in, you will complete a comprehensive training program that includes all current service practices, equipment operation and regulatory compliance, along with how to operate the business and deploy marketing strategies. As part of our ongoing support, continuing education and training is also provided to keep you up-to-date with emerging technologies.

SCOUT STATS*

115

TERRITORIES SOLD

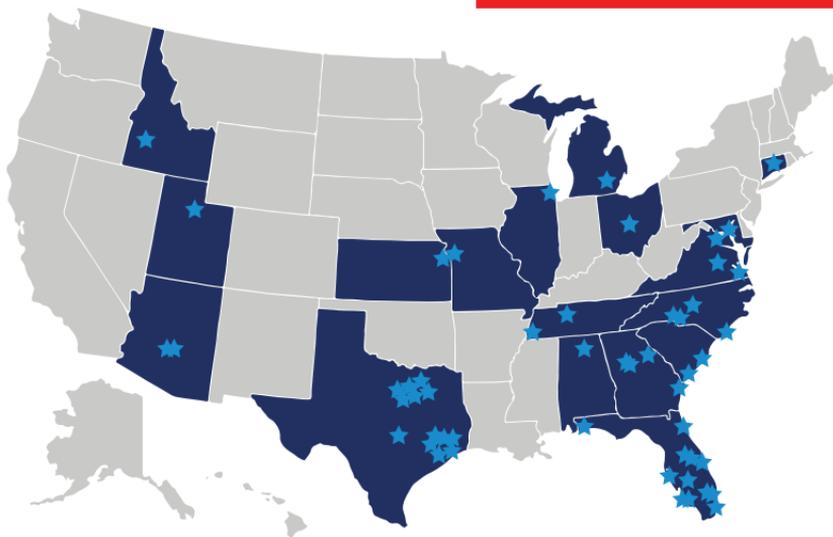
69

TERRITORIES OPEN

18

STATES

49 FRANCHISEES



OVER 127,639 SERVICES COMPLETED IN 2021

*Last Updated Sept 2022

THE INVESTMENT

OUR LOW INVESTMENT MAKES IT EASY TO GET STARTED.

Pool Scouts franchise costs are significantly less than most franchises due to low initial staffing needs and the ability to operate as a home-based business. Though actual costs vary, a typical franchise investment for a single territory is structured as follows:

Initial Franchising Fee:	\$30,000
Professional Fees, Insurance, & Licenses:	\$4,200
Marketing Fees:	\$25,650
Computer Devices, Software, & Systems:	\$2,975
Initial Training Fee:	\$1,250
Additional Funds:	\$12,500
Vehicle:	\$3,075

Typical Total Initial Investment: **\$79,650**

Per the FDD, single franchise total investment ranges from \$70,950 to \$88,350

EARNINGS CLAIM*

July 2021 - June 2022 Local Operations (*Single Territory Representation*)

Total Revenue:	\$529,365
Cost of Goods:	\$244,278
Gross Profit:	\$285,087
Operating Expenses:	\$162,485

Operating Cash Flow *before non-disclosed expenses* **\$122,602**

**Refer to Item 19 of the Pool Scouts FDD for full detailed Item 19 disclosure*

VETFRAN DISCOUNT

The VetFran program is a voluntary effort of International Franchise Association (IFA) member companies to encourage franchise ownership by offering financial incentives to honorably discharged veterans. Please contact us to discuss your potential fit with this program and how we can assist you in launching a Pool Scouts franchise.



RECENT ACCOLADES

As the premier pool cleaning and maintenance provider, Pool Scouts is highly regarded as a leading brand in the franchise industry.

- Entrepreneur 2022's Top Home-Based Franchises
- Entrepreneur Franchise 500 - 2022 & 2021
- Franchise Dictionary - Top 100 Game Changers – 2021
- FranchiseConnect Top 100 Home Services Franchises
- Franchise Gator Emerging Franchises for 2021
- Franchise Gator 2021 Fastest Growing
- Entrepreneur's Startups 2021 Top Low Cost Franchise



TIMELINE TO LAUNCH

Motivated owners can leverage the Pool Scouts onboarding process to be operational and generate revenue within 90-120 days!

DAY 1



FRANCHISE
AGREEMENT
SIGNED

DAY 60



BUSINESS
TRAINING
COMPLETED

DAY 75



TECHNICAL
TRAINING
COMPLETED

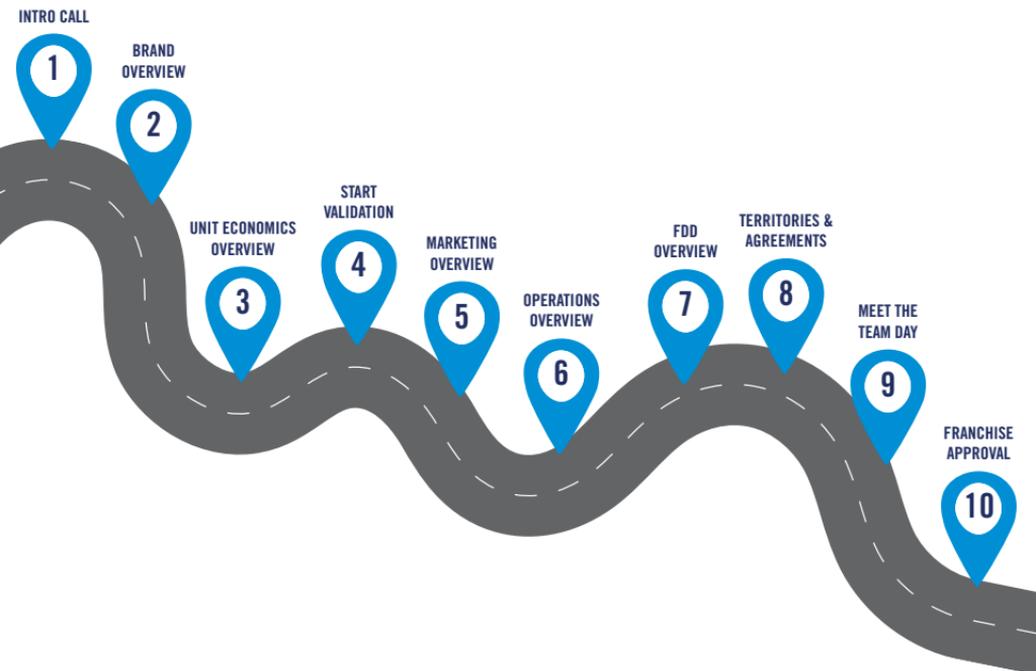
DAY 90



GRAND
OPENING!

PATH TO OWNERSHIP

Our mutual evaluation process is organized into several steps and is incredibly high-touch, ensuring you receive all the information you need to make an informed decision about the Pool Scouts franchise opportunity. Most of our steps can be executed online or via phone, giving you the most flexibility to accommodate your schedule and timeline. Here's what you can expect in terms of next steps!



PATH TO OWNERSHIP

1

INTRO CALL

Have an initial call with our franchise development team to learn more about the Pool Scouts franchise opportunity. This conversation will generally focus on your personal and professional background, as well as the market you're interested in purchasing.

2-6

EXPLORE THE BUSINESS

During this step, you will be exposed to all parts of the business via webinars and by way of other digestible materials. From marketing to operations and training, you will receive strong foundational knowledge for the Pool Scouts business model.

7-8

REVIEW FDD & UNIT ECONOMICS

Sit down with a member of our franchise development team to review the franchise disclosure document (FDD), focusing on any questions you may have.

9

MEET THE TEAM DAY

Attend Meet the Team Day at our office in Virginia Beach, VA! This special day is an invitation to tour the space and meet with key members of the Pool Scouts support team, helping you to better craft your view of the business and the franchise opportunity.

10

FRANCHISE APPROVAL

You did it! Upon mutual approval, territory selections and fees submitted, you will become an official member of the Pool Scouts family.



THE CLEAR PATH TO BUSINESS OWNERSHIP

Pool Scouts is a refreshing take on pool cleaning and maintenance that is a welcome resource to homeowners with high standards. Find out if this low investment, recurring revenue franchise is the business opportunity you've been looking for.

POOLSCOUTSFRANCHISE.COM

**TALK TO A FRANCHISE
DEVELOPMENT REPRESENTATIVE**

**1-844-40-SCOUT
1-844-407-2688**

© Pool Scouts Franchising, LLC | 2829 Guardian Lane, Suite 100 | VA Beach, VA 23452. 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 filing of an application for registration of an offering prospectus or the acceptance and filing thereof by the New York Department of Law as required by New York law does not constitute approval of the offering or the sale of such franchise by the New York Department of Law or the Attorney General of New York.