



**FRANCHISE
OPPORTUNITY**

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THE POOL SCOUTS 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. There's no previous experience required – just your commitment to upholding the Pool Scouts standards of professional, effective service.

As the housing market continues to improve, more homeowners than ever are looking to spend less time working on their pool and more time enjoying it 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.





“You determine your own success at the end of the day, and I know I will be able to look back someday and feel like we really built something big.”

-Tiffany Consoli, Franchisee (Raleigh, NC)

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. 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 OPPORTUNITY IS CLEAR

The pool service industry offers both innovation and growth. Valued at over \$3 billion dollars and serving over 10 million pools in the United States, the need for a professional pool service offering is clear.

Millions of pool owners throughout the country are challenged to keep up 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

WHY POOL SCOUTS?



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 in the home service space. Experienced leadership and an established business model help you take steps toward success.



LOW START-UP COSTS

It's always smart to know how deep the water is. Thanks to low franchise fees and no need for a physical retail location, you can start providing service without sinking big money into your business. It's an ideal opportunity for those seeking lifestyle flexibility and a home-based business model.



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.



A STANDOUT BRAND

A strong, bold brand and turnkey marketing programs help support customer acquisition and retention. The Pool Scouts brand distinguishes your business as the trustworthy service pros who take care of the work so pool owners can focus on having fun.



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.

WHAT ARE THE COSTS?

OUR LOW FRANCHISE FEE 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:

Franchise Fee*	\$20,000
Marketing, Supplies, Insurance & Forms	\$35,000
Computer Devices & Software	\$3,000
Tools, Chemicals & Equipment	\$6,000
Vehicle	\$6,000
Additional Capital	\$35,000

Typical Total Initial Investment** **\$105,000**

**before any applicable discounts*

***Per FDD, approximate total investment range is \$72,200-\$121,475*

VETFRAN DISCOUNT



VET★FRAN®

to discuss your potential fit with this program and how we can assist you in launching a Pool Scouts franchise.

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

LOCATIONS - JANUARY 2020

16 FRANCHISEES

47

TERRITORIES SOLD

31

TERRITORIES OPEN

08

STATES

OVER 46,000 SERVICES
COMPLETED IN 2019



IN THE NEWS

Pool Scouts Continues Strong Growth, Celebrates Nine New Franchises in 2018

VIRGINIA BEACH, Va., June 14, 2018 /PRNewswire-PRWeb/ -- Since its founding by parent company Buzz Franchise Brands in 2016, Pool Scouts has continued to shake up the pool maintenance and repair industry by bringing quality, consistency and an unparalleled level of customer service to every market it serves. The brand's latest initiative has been its strategic growth plan, aiming to bring Pool Scouts' quality services to even more customers nationwide. So far in 2018, the company has celebrated fifteen new territory signings including recent openings in Hilton Head, SC, Savannah, GA, Long Island, NY, Sugar Land, TX, Ft. Lauderdale, FL, St. Augustine, FL, Boca Raton, FL, McKinney, TX and Memphis, TN.

"Our team was working diligently on recruiting during the second half of 2017. Because of that, we were able to welcome more than a dozen new franchisees to the Pool Scouts family," said Timothy Holadia, Pool Scouts Director of Development. "We've established a solid foundation and know that this momentum will continue as we look to more than double our existing presence in the year ahead."

While going from 15 to 30 franchise owners might seem like a lofty goal, Holadia and the rest of the leadership team at Pool Scouts feel confident that they can achieve this level of rapid growth for two reasons. The first is the sheer size of the pool industry, with 10 million Americans across the country that enjoy the luxury of having a pool in their own backyard. However, many markets in the U.S. are underserved, with a large number of pools per capita and few professional pool maintenance services available. Pool Scouts aims to change this by opening locations in metropolitan areas that have a heavy pool presence including Atlanta, Phoenix, Los Angeles, San Diego and Boston.

“We’ve made great strides opening in cities with a large number of residential pools, but there are still areas of the country where we need to get our feet on the ground,” said Michael Wagner, President of Pool Scouts. “We are looking for more business-minded entrepreneurs to join our team so we can continue expanding on a national scale.”

Pool Scouts’ low-cost franchise model is the second key factor that will fuel its growth. Pool Scouts prides itself on the flexible model, starting with the lowest franchise fee in the industry, \$12,500, with a total initial all-in cost between \$54,500-105,000. With a recurring revenue model, no need for a physical retail location, and a leadership team capable of running a 500-unit company, Pool Scouts has become a competitive force in franchising.

As an emerging brand with only two years under its belt, Pool Scouts has also been able to earn national recognition through parent company Buzz Franchise Brands, giving the brand an even greater advantage to recruit franchisees into a system built upon credibility through high achievements.

“So far in 2018, Buzz Franchise Brands has been recognized by both the Inc. 500 and Inc. 5000 as a top workplace, as well as being listed among the publication’s fastest growing companies, bringing even more qualified individuals to our growing system,” Wagner said. “None of this would be possible without our hardworking franchisees and the technicians and office managers that support them systemwide. We see these accolades as a sign that we have a great team in place that will aim to continue delivering the best services for both our franchisees and our customers.”

Pool Scouts currently has locations across nine states, including Texas, New Jersey, North Carolina, South Carolina, Georgia, Tennessee, Florida, New York and Virginia. With a growing number of homeowners adding pools to their backyards, the company’s growth proves that it continues to provide a vital service to communities and a premier business option for future franchisees.



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

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