

ISSUE 13

JUNE 2025

POOL NATION

SPOTLIGHTS & INSIGHTS

CODING THE FUTURE

When a 20-Truck Route
Wasn't Big Enough, Adam
Beech Coded a Revolution.

POOL NATION BUSINESS MATRIX

Meet the Pool Pros
Turning Metrics into
Momentum.

POOL NATION AWARDS 2025

Nominations Open
June 18th





NOMINATIONS

OPEN JUNE 18TH

POOL NATION AWARDS

SUBMIT YOUR NOMINATIONS FOR YOUR
FAVORITE PRODUCTS & PEOPLE

JUNE 18



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WELCOME LETTER

Dear Pool Nation Family,

Summer is here, and so is the heat! This time of year is what many of us live for. The days are longer, schedules are packed, and the sound of pumps and pool vacuums fills the air. It is the season where our industry shines the brightest. But as the work picks up, so does the pressure. That is why I want to take a moment to remind you of something simple but vital. **Take care of yourself.**

Burnout in this industry is real. It does not just affect your body, it impacts your attitude, your focus, and your drive.

You cannot pour into your business, your team, or your family if your own tank is empty. So as you serve others this summer, make it a point to serve yourself too.

Hydrate, rest, unplug when you can, and lean on your systems. Speaking of systems, this issue is packed with tools, stories, and strategies to help you do just that!

On the cover, we spotlight Pool Brain, a powerful software platform created by pool pros for pool pros.

It is more than just tech. It is a mindset shift that is helping thousands simplify operations, reduce errors, and scale with confidence. Founder Adam Beech has a really interesting story that I believe will inspire many of you. We are also kicking off something big. Nominations for the 2025 Pool Nation Awards open on June 18. This is your chance to recognize the leaders, mentors, and trailblazers who are changing the game. We've listed out the categories for you in this issue.

Finally, this month, we are also proud to start our Business Matrix spotlight series. Inside, we highlight three trendsetters who are pushing boundaries and redefining what success looks like in our space.

Let this issue inspire you, equip you, and push you forward. You are not just running a business. You are part of something bigger.

Welcome to the June issue. Let's go.

**—Edgar, Zac & John
Pool Nation**





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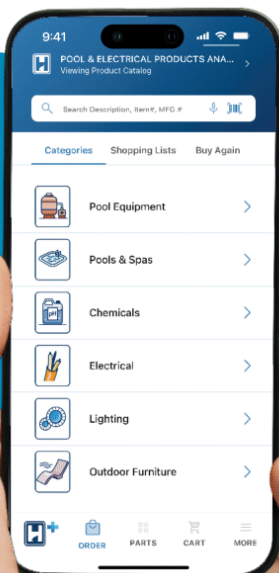
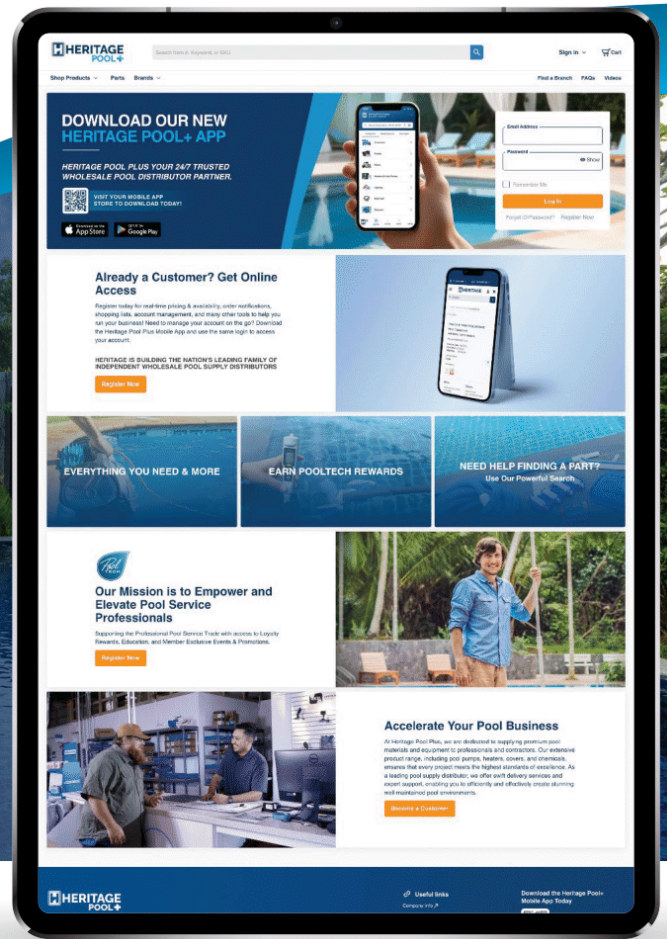
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POOL BRAIN'S BIG IDEA

HOW ADAM BEECH TURNED A SERVICE NIGHTMARE INTO SOFTWARE THAT THINKS LIKE A POOL PRO

Adam Beech never intended to join the tech world. In 2006, he bought a house with a pool, assumed pool care was simple, and hired a service company. Seven different pool pros later, the water kept turning green, and so did his confidence.

"I thought it was just bad luck at first," Beech said. "But after a while, I realized there was a bigger problem."

That frustration led Beech into the pool industry himself. First, he bought a route. Then, he built a business. Eventually, he created Pool Brain, a software platform that is now helping thousands of pool pros across the country solve the same problems that once kept him up at night. "I didn't start out trying to build software," Beech said. "We just couldn't find anything that actually solved the biggest problems we were facing. It seemed like everyone was struggling with the same issues so we realized we had to build the solution ourselves."



FROM BAD READINGS TO BREAKTHROUGH MOMENTS

When Beech first entered the field in 2007, he quickly learned that taking care of pools was about more than chlorine and pH. It was about systems, accountability, and data.

"You'd ask someone why they added a certain chemical, and they'd either shrug their shoulders or say, 'Because that's how I've always done it,'" he said. "It was all guesswork and high turnover."

That guesswork came with consequences. After buying a 60-pool route and receiving minimal training, Beech and his partner lost most of their customers within 90 days. The business was hemorrhaging accounts, and the summer heat only made it more difficult.

"Honestly, we were in over our heads at that point," he said. "And we weren't alone. Everyone I talked to in the industry had horror stories about training, staffing, customer churn, and chemical costs. The pain points were universal, education was hard to come by, and nobody had it nailed."

In an attempt to solve the issues he was experiencing, Beech became an early adopter of field service software. In 2009, he implemented a system that required photos and checklist items, added GPS tracking on all vehicles, and required all customers to provide a credit card for autopay. These changes helped mitigate some of the issues and the business began to grow like crazy. Until it didn't.

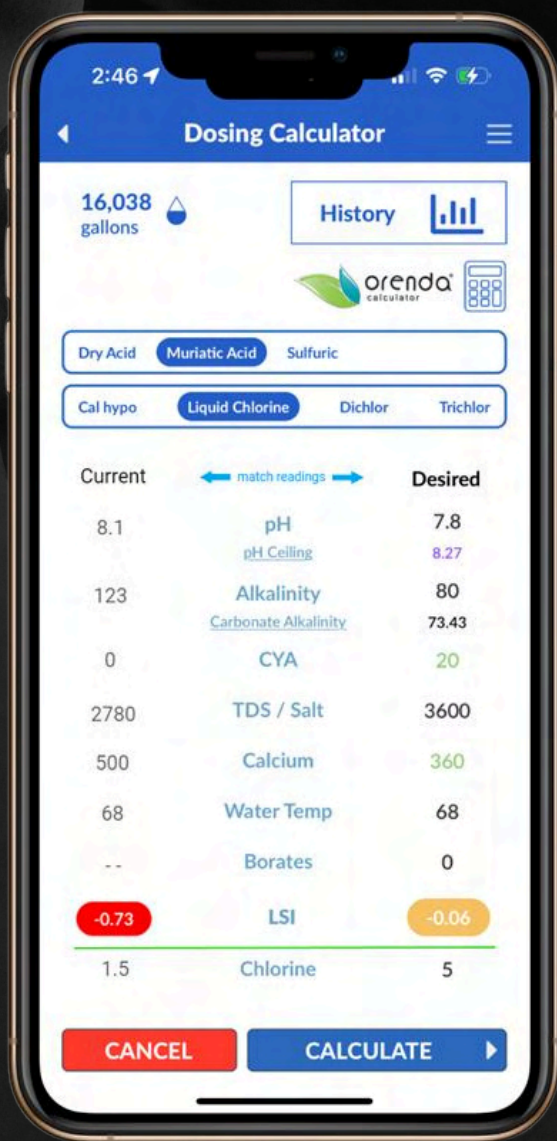
A PLATFORM BUILT FROM SCRATCH

By 2012, the company had hit a wall. Despite having 600 pools on service, the best software available at the time, extensive tech training programs, supervisor follow-ups, and performance incentives, the business wasn't growing.



Getting new customers wasn't the problem. 250+ customers per year would sign up, but the same amount would cancel their service over the pool turning green or the tech not doing one thing or another. It was a lot of hard work only to break even year after year with no end in sight.

Beech discussed the challenges with us. “We were constantly putting out fires and any single mistake can turn a pool green. Job notes didn’t help, basic checklists didn’t help, and more tech training didn’t help. Pool software platforms were little more than paperless logbooks and generic service software wasn’t focused on the issues unique to our industry. So in 2015, we went to the drawing board and began building Pool Brain from scratch.”



THE POWER OF ACCOUNTABILITY

The first features developed were guided workflows, custom alerts, automated chemical dosing, and built in customer feedback. After not being able to grow for years, the business quickly doubled in size as their team dialed in the workflows for each body of water.

“We realized we had something special,” said Beech. “Pool Brain allows you to control the quality and consistency of your service. That’s what makes it different. It doesn’t just log data—it makes sure things get done right at the correct times – every time, no matter which tech services the pool.”

The platform’s automatic chemical dosing engine is one of its most powerful features. Using Orenda’s formulas along with custom Pool Brain automation settings, it calculates the exact chemicals needed to balance each pool, taking the guesswork out of service and eliminating training for the technician. Dosing amounts are filled in automatically so the tech just confirms they’ve added the chemicals and moves on.

“Not only did we eliminate 80% of green pools, but we saved almost \$70,000 in chemical costs the first year we used it,” Beech said. “That’s not a rounding error. That’s a game changer.”

And it's not just about cost. It's about safety. Beech recalled an incident from his early days when a technician continually overdosed a pool, causing damage.

"That kind of mistake is now completely avoidable and detectable," he said. "But only if you have a system that prevents it from happening and automatically alerts you on concerning trends. Pool Brain was built to be that system."

Another time, a tech forgot to close a backwash valve and it led to a huge insurance claim, a canceled client, and a bad review. "One small mistake," Beech said. "That's all it takes. This used to happen a few times each year, so we added an option in Pool Brain to require a photo of the backwash handle in the closed position if the tech backwashed. It never happened again after that."

SAVING TIME, MONEY, AND REPUTATIONS

Pool Brain doesn't just solve technical problems. It helps owners take control of their business. Just some of the benefits include:

- Track real-time technician progress and customer satisfaction score
- Auto-bill customers per visit or flat rate and auto-charge for chems
- Assign multiple bodies of water to any property

- Alerts for leaks, flow issues, chem issues, time spent, or negative trends
- Track technician payroll automatically for commission or per pool pay
- Auto-notify customers when route day is moved
- Auto-follow up on past due invoices and open quotes
- Optimize routes with one click

The platform also has customer feedback tools. When a customer gives a thumbs down, the system flags the issue and notifies the office in real-time. Managers can respond before it escalates into a lost customer and negative review. You can even view historical feedback and satisfaction ratings for customers and technicians.

"It gives you visibility and peace of mind without additional effort," Beech said. "You're not guessing. You're not randomly looking for problems. You're not working harder. You're working smarter and managing with real data in real time."

INVENTORY AND AI TAKE THE LEAD

Some of the most highly anticipated Pool Brain features rolling out soon are inventory management and a first of its kind AI powered chlorine tab auto-dosing system. Pool pros will be able to track tools and parts in their warehouses and

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trucks, and can automatically receive AI-generated recommendations on chlorine tab dosing.

"Every pool has its own personality," Beech said. "The AI learns each body of water far better than a human can. For example, it knows if a pool tends to burn through chlorine faster and adjusts accordingly. It knows in the winter you need less tabs than summer. It knows the previous reading and dosing history, pool volume, schedule frequency, and a lot more. The entire industry has been guessing at tab dosing for decades because no better option existed. That will soon be a thing of the past thanks to Pool Brain."

During testing, it was discovered that the AI was even able to recommend a tab dosing amount based on a desired chlorine reading for the next visit. "For example," Beech continued, "You'll be able to tell Pool Brain that you want the chlorine reading to be 2ppm the next time you show up and it's likely to give you a dose that hits the mark within 1ppm."

Pool Brain has also partnered with Heritage Pool Supply Group to create a seamless supply chain integration. Companies can now auto-sync product pricing and soon they'll be able to check availability, automate ordering, and track shipments directly from the software.



Heritage item numbers can be mapped directly to their existing Pool Brain product catalog, enabling nightly auto-updates for any pricing that has changed. It also auto-updates your customer-facing prices based on your set markup amount. This ensures customers always have accurate, up-to-date pricing within their Pool Brain software, preserving profit margins, and completely eliminating manual auditing or data entry.

Matt McDermott, President, Heritage Family of Companies, said in a May press release: "This is only the beginning of our new partnership with Pool Brain. We are committed to providing our customers with the tools and partnerships to simplify their operations and create efficiencies at every step. We are working diligently alongside the Pool Brain team to revolutionize the customer experience and look forward to more exciting developments to come."

THE FUTURE OF POOL SERVICE

"People used to think the pool industry was behind the times and they weren't wrong. Now, we're leading the charge to change that," Beech said.

He believes remote data monitoring is the future of the pool industry where the equipment on the pad or in the water will automatically send data to Pool Brain. Alerts and actions will automatically be triggered based on this data and eventually, even automatic dispatch, quoting, and more. Much of this is already available in the platform.

Last year, Pool Brain launched a first of its kind integration with WaterGuru, a device that remotely monitors chemical, water level, temperature, and flow data. "One of the biggest challenges a maintenance tech faces is that they see the pool once per week and it's out of



their sight the rest of the time. Any number of things can happen that turns the pool green or damages equipment and even if it's not your fault, you can bet you'll be blamed for it.

Remote data integrations eliminate this with near 100% certainty. Customers will pay a higher monthly cost for it while your expenses and liability will be less because of it. Many companies out there are already doing this successfully."

Beech says he isn't finished. "We're always looking to integrate with great products and companies that provide value to the industry and we're just getting started."



poolbrain

A MOVEMENT, NOT JUST A SOFTWARE COMPANY

In 2020, Beech sold his pool company to focus full time on Pool Brain. Since then, he has poured everything into the product, growing their user base and refining features based on real-world feedback and his own experience.

"In the beginning, there were many sleepless nights wondering if our message would properly resonate with other pool companies," Beech said. "I put everything I owned into Pool Brain and then some so failure would mean starting over at 40 years old. What kept me going was my absolute belief in the product because I've lived the pain myself. I know what it feels like to go home exhausted, wondering if you're even making money and I knew we had built the answer to that."

That leap of faith has paid off. Pool Brain has become more than just a tool. It has become a culture shift within the industry. It's a way for owners to scale without losing their sanity and for techs to succeed more easily and be recognized for their work.

The goal is simple. Beech wants to eliminate the guesswork, chaos, unpredictability, and stress that come with running a pool company.

According to the rapidly growing community of users which include the nation's largest companies, it's working.

From groundbreaking AI that predicts chlorine levels to guided workflows that reduce tech training and customer churn, Pool Brain is changing what's possible in pool service management. It's giving owners more control, freeing up time and making pool techs better at their jobs with far less training.

"Running a pool company shouldn't feel like you're just surviving," Beech said. "You should be able to scale, make a good profit, and sleep at night. Pool Brain makes that possible." With new features rolling out monthly, Pool Brain is constantly raising the bar.

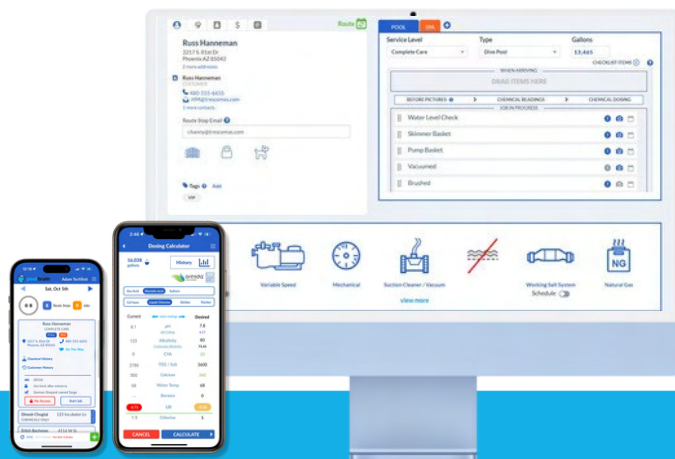
And the industry is paying attention.
To learn more, visit www.poolbrain.com



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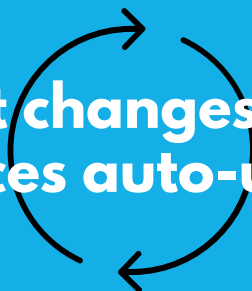


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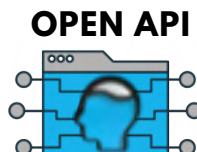
Other Integrations



Auto-dose or adjust for LSI
with Orenda built right in



Advanced integration with
automatic 2-way sync



Build your own
integrations



Get Spin Touch readings into
Pool Brain with one tap



Get data and trigger alerts
with daily remote monitoring

A NATION OF POOL PROS

FIFTH ANNUAL POOL NATION® AWARDS 2025



The biggest celebration in the pool service and repair industry is back! Now in its fifth year, the Pool Nation Awards return to recognize the standout pros, products, and companies that are leading the way and leveling up the entire industry.

This is not your average awards show. It is the only one dedicated exclusively to pool service and repair. Every nomination and every winner is selected by the people who live and breathe this work every day—pool professionals like you. This year's lineup of categories honors innovation, craftsmanship, leadership, and bold thinking.

Whether you are recognizing a rising star, a trusted mentor, a top-tier product, or your own hard-working team, now is your chance to make it count.

Celebrate excellence. Elevate your peers. Be part of the movement.

Key Dates:

June, 18, 2025 – Nominations Open

August 20, 2025 – Nominations Announced

October 23, 2025 – Pool Nation Awards at the PSP Expo in Las Vegas

NOMINATED CATEGORIES

1. Automation of the Year
2. Heat Pump of the Year
3. Variable Speed Pump of the Year
4. Salt System of the Year
5. Pool Cleaner of the Year
6. Heater of the Year
7. Innovative Product of the Year
8. Best Residential Filter
9. Best Truck Wrap
10. Retailer of the Year
11. Distributor of the Year
12. Sales Rep of the Year
13. Builder of the Year
14. Trainer of the Year
15. Sales Rep Group of the Year

16. Woman Trailblazer of the Year
17. Rookie of the Year
18. Pool Company of the Year
19. Pool Guy of the Year
20. Pool Girl of the Year

SPECIAL HONORS

(SELECTED, NOT NOMINATED)

- Edgar, Zac & John Award
- Hall of Fame Inductee
- Bob Lowry Lifetime Achievement Award
- 30 Under 40 Recognition (in partnership with *Pool Pro Magazine*)



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WHAT IS POOL BRAIN



poolbrain

A **ND WHY POOL PROFESSIONALS ARE MAKING THE SWITCH**

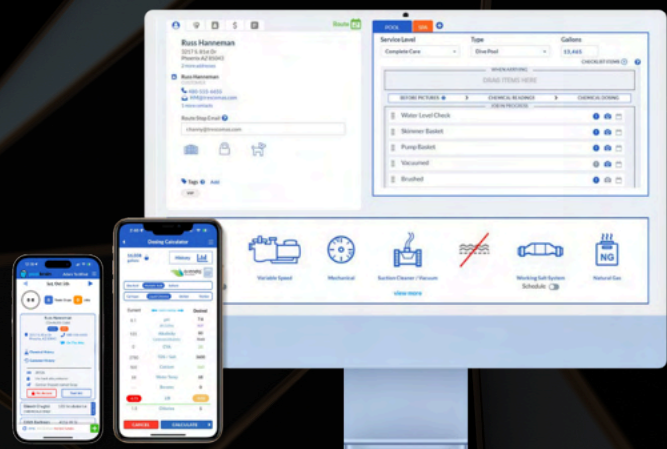
Pool Brain was developed with a clear purpose: to eliminate guesswork and simplify day-to-day operations. From quotes to invoicing, route optimization to chemical dosing, every feature has been created to meet the specific needs of pool service technicians and managers.

Rather than cobbling together separate tools for billing, scheduling, training, and inventory, Pool Brain brings everything into one connected ecosystem. The result is better communication, fewer mistakes, and a higher standard of service across the board.

"This software was built from necessity," said Adam Beech. "We know what owners and techs deal with because we've lived it. Pool Brain was created to solve real problems all pool companies face."

automatically creates a corresponding job —saving time and ensuring nothing falls through the cracks.

Technicians can also use preloaded job templates to generate common or complex workflows with just a few taps. Once a job is closed, an invoice is automatically created.



STREAMLINED QUOTES AND JOBS

With Pool Brain, quotes can be created and sent from the field or the office, with line items clearly labeled. When a customer approves a quote, the software

Pool Brain's scheduling and routing tools enable managers to optimize technician routes with a single click. Drag-and-drop adjustments accommodate last-minute changes with ease. As techs progress through their day, real-time indicators provide visibility into job completion, in progress, no access, and delays.

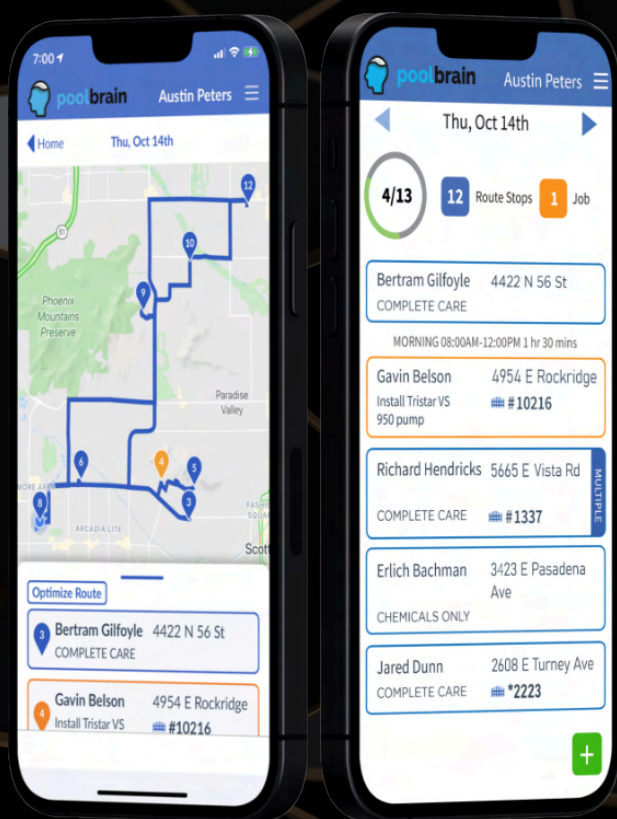
This kind of oversight helps reduce overtime, maximize efficiency, and keep customers and office staff informed.

GUIDED WORKFLOWS THAT PROTECT YOUR BUSINESS

One of Pool Brain's most powerful features is its guided workflows. Every technician must complete tasks in a specific order, with documentation required for each step. It's virtually impossible to skip or fake a step—meaning fewer callbacks, fewer customer complaints, fewer green pools, and more consistent results.

These workflows reduce training time and turnover dramatically. New techs can follow clear instructions on the app, and managers can monitor service quality without micromanaging or field work. Customizable alerts catch things that techs might not such as an impeller clogging or the pool leaking with no additional effort.

"Traditional checklists don't work," Adam said. "You need intelligent workflows where you can control order and frequency and have those workflows change automatically based on the equipment for each body of water and service level. The tech will always see only what is relevant to the body of water for the specific job at the specific times. This was the secret sauce that made Pool Brain truly different."



AUTOMATIC CHEMICAL DOSING AND TRACKING

When a technician inputs readings, Pool Brain automatically calculates the correct chemical dosages. This feature alone can save companies thousands of dollars a year per tech in wasted chemicals, while also improving pool safety and customer satisfaction.

Chemical usage and cost are tracked automatically, with alerts available for out-of-range readings or excessive usage. For some of the largest companies using Pool Brain, chemical costs have dropped by as much as 36 percent in their first year.

Instead of digging through reports to find problems, Pool Brain's custom alert system proactively brings issues to the surface in real time. Whether it's a leak, flow issue, late start, or unusually high chemical usage, the system notifies the right people immediately. Users can set their own triggers for chemicals, time on site, cost, or equipment anomalies, including from integrated remote data monitoring devices. This eliminates the need for manual follow-ups or surprise emergencies in peak season.

BUILT TO HANDLE COMPLEX ACCOUNTS

Pool Brain's structure enables users to manage properties with multiple bodies of water, such as pools, spas, fountains, or

water features. Service levels, pricing, equipment history, chemical readings & dosing and task management can all be handled for each body of water under a single property profile.

This flexibility enables even the most complex commercial accounts to be managed easily and consistently.

Invoicing and payment collection can be automated or managed manually. Pool Brain supports both flat-rate and per-visit billing, in advance or in arrears, charging extra for chemicals or including them. Payments are processed and tracked in one system, eliminating the need for double entry—though Pool Brain does have a real time 2-way automatic sync with Quickbooks Online.

EASY PRICING AND SCALABLE PLANS

For all of its power, Pool Brain remains surprisingly affordable. The monthly plan starts at \$10 for unlimited office users. Active field technicians are billed at \$55 each. For example, a company that has five technicians is \$285 per month.

There's also a 30-day free trial, allowing companies to test the system with no obligation or risk.

TRUSTED BY THE INDUSTRY'S BEST

From family-run pool companies to the largest service operations in the country, Pool Brain is quickly becoming the software of choice for those who want to grow without losing control.

Company-wide performance improvements are significant:

- Chemical spending reduced by up to 36 percent
- Training time shortened by 60 percent
- Green pools decreased by 78 percent
- Complaint calls dropped by 84 percent
- Client retention increased by 212 percent

These numbers are not theoretical. They're coming directly from the businesses using Pool Brain every day. Pool Brain continues to roll out new features, but the mission remains simple: to help pool companies understand their numbers and run better, more profitable businesses.

"We built Pool Brain because we needed it," said Founder and CEO Adam Beech. "Now, we're helping others avoid the same pain we went through. That's the most rewarding part."



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36% ↓
Chem Spend

60% ↓
Training Time

78% ↓
Green Pools

84% ↓
Complaint Calls

212% ↑
Client Retention



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INSIDE THE MATRIX

P^{POOL} PROS WHO MEAN BUSINESS

Success in the pool industry doesn't just come from skimming leaves and balancing chemicals. It comes from strategy. From structure. From knowing your numbers and having a plan. That's where the **Pool Nation Business Matrix** comes in.

Designed for pool service professionals who are serious about scaling, the Matrix is more than just a business program—it's a full-on transformation. Through monthly coaching, financial tools, and a community

of like-minded entrepreneurs, the Matrix helps pool pros stop reacting and start building with purpose.

This month, we're shining a spotlight on three Business Matrix members who are doing just that. They come from different backgrounds and operate in different markets, but they all have one thing in common: they're building companies with intention.

Meet the Matrix Members we're featuring:

- **Brett Thacker** – A former prison system employee who left behind a stable career to build *BlueEdge Pool Service* from the ground up. He's redefining success in San Antonio with a clear vision for the future.
- **Daniel & Johanna Maldonado-Cerda** – A powerhouse couple from San Diego who merged family expertise with business grit to build *Only Pools*, a thriving service and repair company with deep roots and a bold vision.
- **Jordan Norr** – A high-adrenaline entrepreneur from Moapa Valley, Nevada who left the oilfields, launched *Blue Oasis Pool Care*, and is now eyeing full-scale construction.

Their stories are full of grit, pivots, and smart business moves. They prove that with the right tools and mindset, there's no limit to what pool pros can build.

BRETT THACKER

BlueEdge Pool Service

Owner/Operator

San Antonio, Texas

For Brett Thacker, owner and operator of **BlueEdge Pool Service** in San Antonio, Texas, life near the water started early. Growing up in San Antonio, Brett spent countless hours around pools, working as a life guard during high school and college for a local pool management company. However, it wasn't until years later—and after an entirely different career path—that Brett found his way back to the pool industry.

A defining moment in his life came with the birth of his first child. "I look at life and future plans differently now having a family to support," Brett says.

"It's what ultimately drove me to make a change and start a business in hopes of building a better future for our family."

He spent nearly a decade working in the prison system, but the job left him unfulfilled. "I lost interest when I realized I didn't want to be around criminals and crime all the time," Brett explains. He began researching home service businesses and reflected on his teenage years working around pools. This, paired with favorable market research, inspired him to take the leap and start BlueEdge Pool Service in February 2020.



BUILDING BLUEEDGE POOL SERVICE

Starting just before the COVID-19 pandemic, Brett had to navigate both the challenges of being a new business owner and the unprecedented changes brought on by the global crisis. "I started out working out of a family vehicle, balancing the business with my day job," Brett shares. Over time, he left his 9-to-5 to fully dedicate himself to the business. Today, BlueEdge Pool Service boasts two trucks, a full-time employee, and a schedule of approximately 90 stops per week, including pool maintenance and repair services.

For Brett, honesty and transparency are key to his company's success. "We're focused on building long-term customer relationships," he says. "While others play the numbers game, we prioritize showing up on time and doing what we say we'll do. That's what keeps customers satisfied and loyal."

Since its inception, BlueEdge has expanded to offer repair services, with Brett earning his Texas RAIL license to handle more complex jobs. One of the most rewarding aspects of running BlueEdge is the trust and relationships

Brett has built with his customers. "We've taken care of their pools and equipment for years, and many have even become friends," he says. Knowing his work supports his family and seeing the business grow from the ground up is deeply fulfilling for Brett.

While Brett's journey into the pool industry has been overwhelmingly rewarding, it hasn't been without its lighter moments. "Honestly, nothing too exciting—just a lot of green, swampy pools," he laughs. "Leeches and all. During one of my drain-and-cleans, I even dropped the entire trash pump into the pool. Amazingly, it still works!"



MOTIVATION TO GROW

As a husband and father, Brett's biggest motivation comes from his desire to impact his family. "I want to secure a good future for my family and eventually work more *on* the business instead of being out doing pools full-time," he says. His long-term vision includes keeping the business in the family and even using it as a springboard for new ideas in the industry.

"I'd love to explore designing products and coming up with innovations for the pool world." Every entrepreneur needs a strong support system, and for Brett, that's his wife. "She has always been very understanding when I have late days or weekend work," Brett shares. "She often helps with office tasks and will even jump in and help on the route when needed."

Brett's focus on honesty, reliability, and customer relationships has built BlueEdge Pool Service into a trusted name in San Antonio. "We've taken care of our customers' pools and equipment for years, and many have become friends," he reflects. "Knowing they trust us and seeing the business grow from the ground up has been incredibly rewarding." As BlueEdge Pool Service continues to thrive, Brett looks forward to exploring new opportunities, growing the business further, and ensuring his family's legacy is firmly rooted in the success he's built. "This business has been a blessing, and I'm excited to see what's next."



DANIEL CERDA & JOHANNA MALDONADO-CERDA

Only Pools

Owner, CEO, CFO

Lemon Grove, Calif.

Daniel and Johanna Maldonado-Cerda's story didn't begin in a boardroom or a business seminar. It began in a high school history class in San Diego, where quick glances and hallway hellos hinted at something more. At the time, they were just teenagers—he was the outgoing, athletic guy everyone knew, and she was the quiet, front-row student with a friendly smile. Neither of them imagined that years later, they would not only reconnect but build a thriving family business together in an industry they never expected to enter.

Fast forward fifteen years, and life looks very different. Now married with two children, Daniel and Johanna are the proud owners of Only Pools, a growing name in pool service and repair. Their journey hasn't been easy, but it's a powerful example of what happens when grit, vision, and the willingness to pivot come together at just the right time.

FROM BURNOUT TO BREAKTHROUGH

Raised in the neighborhoods of Encanto and Paradise Hills, both Daniel and Johanna learned early that nothing comes easy.



They each started their adult lives in the medical field, working long shifts in hospitals, nursing homes, and private care. Daniel was a physical therapist assistant and nursing home aide. Johanna took on roles as a chiropractic assistant and in-home caregiver. The hours were relentless, and even with two incomes, they struggled to stay afloat.

"We were paycheck to paycheck, broker than broke," Daniel recalls. "We maxed out credit cards just to survive. There were times we had to eat at our parents' houses because we didn't have groceries." They knew something had to change. Together,

they made a promise—to work toward something better. They wanted to create more than income. They wanted freedom, generational wealth, and a future their children could inherit.

That future began to take shape unexpectedly. When Johanna's father, a pool construction veteran with over 25 years of experience, suddenly lost his job after the company he worked for folded, it threw their entire family into a season of uncertainty. Searching for options, he stumbled into a local pool supply store, hoping to pick up part-time work. One opportunity led to another, and soon he was growing his own client base. As the business expanded, he needed help. Johanna jumped in to handle the admin, and Daniel was soon pulled into service and repair. What started as helping family turned into a realization: the pool industry had more potential than they'd ever imagined.

BUILDING ONLY POOLS AND JOINING THE MATRIX

By 2018, they took a leap of faith. Daniel became a licensed contractor, and they officially launched Prism Blue Pools. Over the next few years, the company grew steadily, and in 2023, they merged with Johanna's father's company, Tico's Pool Service, rebranding the operation under one unforgettable name—**Only Pools**.

With a sharp business model and a customer-first approach, Only Pools is more than just a clever name. Daniel and Johanna are building a brand focused on education, consistency, and quality service. Their company addresses what pool owners complain about most: poor communication, unreliable techs, and a lack of industry knowledge. They're working to solve these problems with systems, streamlined operations, and plans for future expansion—including a retail store and pool-building division.

For Daniel and Johanna, the biggest reward isn't just financial success—it's the freedom to build a life they love. "We're creating something we can pass down to our kids," Daniel says. "That's what keeps us motivated."



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JORDAN NORR

Blue Oasis Pool Care

Founder

Moapa Valley of Southern Nevada

Running a pool company in the Nevada desert was never part of Jordan Norr's plan. In fact, if you had told him just a few years ago that he would be running a growing pool service company in the region, he probably would have laughed. His early career was defined by grit and grit alone—grueling hours in the oilfields of North Dakota, long-haul trucking jobs across state lines, even tending to trout on a fish farm. He's earned his private pilot's license, conquered rugged terrain, and experienced his fair share of curveballs. But nothing would change the course of his life quite like the shock of COVID-19.

"When the oilfield came to a standstill during COVID, we got told—without any warning—that we were out of a job," Norr recalls. "That was it for me. I knew I needed something more stable, something that wouldn't have me constantly at the mercy of an industry downturn."

That wake-up call sparked a deep internal shift. Jordan and his wife, Megan, made the bold decision to leave the oilfield life behind and start from scratch. What came next was an unexpected discovery and the founding of what would become **Blue Oasis Pool Care**, a thriving service and repair company based in the tight-knit community of Moapa Valley, Nevada.



A CALCULATED LEAP AND A NEW KIND OF CHALLENGE

Jordan's entry into the pool industry wasn't born out of legacy or upbringing. He hadn't grown up around pools, and coming from Seattle and Idaho—two regions where backyard pools are rare—he didn't even know it was a viable career path. That changed when a friend back in Idaho began building pools. The concept fascinated him. He dove into research, evaluated startup costs, and considered the recurring revenue model that pool service businesses offered.

For someone with entrepreneurial instincts and a mechanical mind, it clicked. “I’m an entrepreneur at heart, so I looked at the pros and cons and decided to take my shot,” he says. “Turns out, there’s a lot of crossover between working in the oilfields and working with pools—especially when it comes to hydraulics and pressure systems.” In 2023, he launched Blue Oasis Pool Care with a clear goal in mind: to build something sustainable for his family and his community. Within the first year, the company grew to 84 service accounts, hired its first full-time technician, and expanded into repairs and installations. Norr is already planning to break into pool construction, with his sights set on locking in his first new build before the year ends. “I didn’t just want another job—I wanted a business I could eventually pass down to my kids,” he explains.



POWERED BY PASSION, FUELED BY POOL NATION

What makes Blue Oasis Pool Care stand out in Moapa Valley isn’t just the quality of service—it’s the culture Jordan is creating. He has prioritized education and continuous learning since day one. Whether he’s flying out to attend Pool Nation boot camps, getting hands-on with the latest automation systems, or testing new tools in the field, Jordan is all-in on becoming the best version of himself as a business owner and technician.

“There’s no better feeling than fixing a heater that won’t fire or setting up a new system from scratch,” he says. “I love seeing that lightbulb go off for a customer who finally understands how their pool works.”

That desire to learn and grow led him to the Pool Nation Podcast, which he discovered while still working in North Dakota. The content shifted his entire mindset. “They weren’t just talking about pools—they were talking about how to build a real business,” Jordan says. That connection deepened when he joined the Pool Nation Business Matrix.

Jordan sees structure as the key to freedom. “If I build a company that doesn’t rely entirely on me, then I have something of real value. It allows me to do what I love, like taking the month of September off to go elk hunting,” he says with a grin.

DRIVEN TO PUSH LIMITS IN BUSINESS AND IN LIFE

Jordan's story is filled with risks and reinvention, but also with a quiet confidence that comes from knowing who he is. A certified pilot, rock climber, skydiver, and endurance athlete, he isn't one to back down from a challenge. Even heights don't hold him back. "I'm afraid of heights," he laughs, "but that's never stopped me from jumping out of planes or climbing mountains."

He brings that same drive to Blue Oasis Pool Care. Right now, he's training for the Rim-to-Rim-to-Rim run across the Grand Canyon, a grueling 45-mile ultra-marathon. He already has a list of 100- and 250-mile races that he plans to tackle in the future. His appetite for personal growth directly fuels his professional ambition.

With plans to enter pool construction, expand his team, and refine his systems even further, Jordan is only getting started. But for him, success isn't defined by the size of the company. It's about creating something that matters. "The most rewarding part of this whole thing is looking back and seeing how far we've come," he reflects. "Megan and I built this together, and I want to keep growing. Not just for us, but for our community."

If his journey so far is any indication, there is no limit to how far Blue Oasis Pool Care can grow. And there is no doubt that Jordan Norr is ready to keep climbing.

COMING UP IN THE NEXT ISSUE

This year marks a monumental milestone for Hayward—100 years of innovation, service, and leadership in the pool industry. To celebrate, we sat down with six of Hayward's longest-tenured employees to hear their stories firsthand. Through their experiences, we uncover the dedication, culture, and values that have shaped Hayward into the trusted brand it is today.

Join us in this special Fourth of July issue as we honor a century of excellence, recognize the people behind the legacy, and look ahead to the future of Hayward and the pool pros they proudly support.

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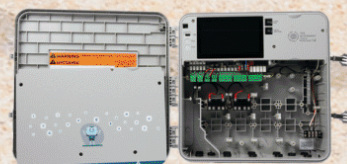


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