



Pool Pro Builds Its Franchise Business with MobiWork

Pool Pro has a successful franchise business model that specializes in pool cleaning, repair, and renovation. Pool Pro started as a family business and was founded in the early 2000's, and is headquartered in Jupiter, Florida. Pool Pro saw an opportunity to replicate its success on a much larger scale and build an entire franchise based business to expand statewide, possibly nationwide. Pool Pro have multiple locations across the state of Florida, and they currently serve more than 500 residential pool owners in the greater South Florida area. Due to their proven success with their franchise business model, Pool Pro has the vision to become the leading pool franchise in the Southeast region and possibly the nation.

“Due to the immediate success of our franchise-based model, we needed a comprehensive solution to expand rapidly and provide our franchise owners with a powerful system. MobiWork is unmatched in our industry and gives us a tremendous competitive advantage.” – Keith Lewis, Owner of Pool Pro

Industry:

Pool and Spa Services

Regions:

North America

Key facts:

- Successful franchise
- 1200+ pools/spas serviced monthly

Headquarters:

Jupiter, FL

Website:

PoolPro.com

Key Challenges: Striving for Growth

Thanks to aggressive marketing and many referrals, Pool Pro had no shortage of business in the local community. Pool Pro had high hopes to continue its reach and become a franchise since it was doing so well with name recognition and branding. However, the management team identified common issues across all pool service companies and wanted to be

the first to address these issues in a systematic manner. Specifically, Pool Pro noticed an inconsistency in their invoicing system across franchises, as well as employee mileage tracking. The Pool Pro management team needed a software system that could automate, streamline and optimize their operations so that they would have a standard system in place to scale their operations, and be easily replicated for their franchises.

Results: MobiWork Helps Franchise Open Multiple Locations

Pool Pro wanted franchise owners to manage their business with ease, and their franchise system included improving efficiency and maximizing revenue. MobiWork provided Pool Pro with an entire system to operate their business, from automation of day-to-day tasks, optimization and fine tuning the details, and the ability to scale. The office administration streamlined their invoicing system, organized the client portal, optimized the daily driving routes, and no longer had to print out paper schedules. Pool Pro can now provide clients with weekly pool chemical reports, pictures of their clean pool, accountability, and peace of mind.

In addition to MobiWork helping Pool Pro fine tune their business operations and systems, MobiWork has given Pool Pro the competitive edge and visibility in the field they needed so they could replicate their franchise model. **Keith Lewis recently said, “MobiWork offers 360-degree insight into our franchise stores, and the app boosted our productivity by 65%.”** Pool Pro has already seen their franchise open in multiple locations across Florida and being considered in different states in the US. With top project management in place and full visibility of their mobile users throughout the day, Pool Pro is confident their franchise will continue to grow and scale nationwide.