



**In The News: September 9, 2010**

By AQUA Editors  
September 2010

## **Swimming Pool Service Franchise Sees Dramatic Growth**

A Georgia-based pool and spa service franchise has been named one of the fastest-growing private companies in America in the September 2010 issue of Inc. 500/5000 Magazine.

With new units modeled on a flagship service store started in 2002 in Macon, Ga., ASP Franchising, the parent company to ASP Pool and Spa Company, has experienced explosive growth since its founding in January 2006. The franchises emphasize repair, maintenance and renovation of residential and commercial swimming pools.

The company's goal of achieving 25 locations in 2009 was easily surpassed and by year's end it had 34 locations serving customers in five states. Such growth reflects the continued strength of the service sector of the pool industry, notes Stewart Vernon, President and Chief Executive Officer. "We are able to achieve a continued rise in sales year after year among our franchise locations. The service sector, even in the worst of economic times, is always going to have a strong demand," he says.

Since Vernon opened the original location in 2002, ASP Pool and Spa Company has now established franchises in Georgia, Florida, Alabama, Tennessee, North Carolina, South Carolina and Texas. Currently it has 56 franchise locations serving customers in 109 cities throughout the Southeast.