

Businessmen open America's Swimming Pool Co.

By Trevor Anderson

Published: Tuesday, May 10, 2011 at 3:15 a.m.

Last Modified: Monday, May 9, 2011 at 10:10 p.m.



Lee Greer and Matt Trail have opened a swimming pool repair and maintenance company as a local franchise of American Swimming Pool Company based in Macon, Ga.

Two Spartanburg businessmen are hoping to keep local residents out of the financial deep end.

Lee Greer and Matt Trail have opened a franchise of Macon, Ga.-based America's Swimming Pool Co., a swimming pool maintenance, repair and renovation company.

Greer and Trail, who both grew up on Spartanburg's east side, said their ultimate goal is to save their customers money in the long run by preventing costly repairs to above-ground and in-ground pools.

"We want to be the guys that everyone wants to call,"

Trail said. "We pick up the phone every time, and there is no doubt that they're going to get what they need."

The partnership has set up shop in an office at 511 Southport Road. They will cover Spartanburg, Union and Cherokee counties, Trail said.

He said their decision to buy into America's Swimming Pool Co. was due to the company experiencing record growth in recent years.

It's currently servicing about 40 million gallons of water per week across the country and renovates about 250 swimming pools per year, according to the company's website.

Trail said the company's target is a zero percent failure rate, meaning that not a single drop of water gets spilled.

Before Greer and Trail brought the franchise to Spartanburg, Trail said they did a market study to

establish the need. They found the answer they were looking for.

"We're both from Spartanburg and we really wanted to do this here," Trail said. "We found that there are almost 7,000 pools in Spartanburg County. That was enough to get it up and running. We had our questions at first because of the recession. But what really helped us out is that this company is well-known, respected and has experienced record growth over the past two years. It was a no-brainer."

Trail said that the pool service is actually staying steady despite the economic downturn.

"A pool is a pretty big investment," he said. "It's like a car or a boat. You have to have it serviced or else it's going to fail."

Trail said he is currently only looking to hire one more person, but foresees hiring up to 10 employees as the business continues to establish a footing. His crew would include maintenance staff, service employees and a renovations division.

Stewart Vernon of Macon founded America's Swimming Pool Co. in 2001. Since 2005, it has opened 68 locations throughout the U.S.