

## **Swimming Pool Company Seeks to Change an Industry**

ASP Pool and Spa Company makes the Inc 5000 list for the first time with Three-Year Sales Growth of 179%.

Macon, Georgia, Aug. 30, 2010/ASP Franchising, Inc./- The parent company to ASP Pool and Spa Company, has earned the distinction of being one of the fastest-growing private companies in America, stated in the highly recognized September 2010 issue of Inc. 500/5000 Magazine.

With the establishment of ASP Franchising, Inc., in January 2006, Stewart Vernon, President and Chief Executive Officer, set out to develop a swimming pool franchise system, which could be molded after the flagship location started in 2002 in Macon, Georgia. The franchise system that was launched would have an emphasis on repair, maintenance, and renovation of residential and commercial swimming pools that was unique to the industry. In 2006, a state-of-the-art 900 square foot training facility was built to give a more comprehensive approach to an in-depth two week training course in a classroom style atmosphere. The Goal of ASP Franchising in achieving 25 locations in 2009 was easily surpassed and by year's end had 34 locations serving customers in 5 states. "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", Vernon 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 they have 56 franchise locations serving customers in 109 cities throughout the Southeast. 2010 promises to be their biggest year to date with more locations added in the 7 states they currently operate in.

### **About ASP Franchising, Inc.**

ASP Franchising, Inc., sells franchises to business minded individuals who seek to achieve success with a proven business model. They also offer a Conversion Program for existing pool company owners who are looking to take their own company to a higher level in the swimming pool industry. ASP Pool and Spa Company delivers quality, consistent, professional services and supplies by working with notable manufacturer's in the industry such as: Pentair, Hayward, Polaris and Jandy. Tom Swift, Chief Operating Officer of ASP Franchising, re-asserts those beliefs with constant communication, hands-on direction and analysis of each franchisee's monthly operation, to help achieve the continued growth of each location to their fullest potential.