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Dallas Native and Pool Industry Veteran Spearheads ASP's Entrance into Texas

Local Entrepreneur Introduces Nation's Largest Swimming Pool Maintenance and Repair Franchise to Dallas

Macon, GA - In spite of poor economic conditions and a sluggish housing market, the country's largest swimming pool maintenance and repair franchise, America's Swimming Pool Company, has seen continued franchise growth and rising year over year sales because of a strong focus on professionalism and business-minded franchisees. Continuing its expansion nationwide, ASP will be opening their first Texas location in Dallas at 10203 Plano Rd., Suite 116.

Leading the brand's development in the Dallas market is Herschel Forester, long time business owner and experienced pool industry veteran. In 1992, Forester founded his own independent pool repair and maintenance business, Forester Pool Service, in Dallas and has continued to expand the business for the past 18 years. To further strengthen his systems and provide even better customer service to his local community, Forester has partnered with America's Swimming Pool Company to re-launch as an ASP franchise.

"After being a part of the pool repair industry for nearly 20 years, I plan to merge my experience and expertise with ASP's exceptional professionalism, customer service and strong brand name to further service my community here in Dallas," said Forester. "I see incredible passion and drive in ASP's executive team and I am excited to be a part of this growing system."

ASP's Founder and CEO Stewart Vernon, says conversions like Forester's are a key part of the company's expansion plans in 2011. Both parties benefit greatly from such partnerships—franchisees receive the support of a national system and the benefit of a widely recognized brand name, while ASP is able to draw upon the existing experience and local market knowledge of industry veterans.

After launching as a franchise in 2006, the brand has experienced exponential growth. Today the company has more than 56 locations in over 100 cities, managing over 40 million gallons of water per week. ASP also renovates or remodels more than 250 pools each year.

"Forester will be a tremendous addition to the ASP family and a strong leader in expanding our brand throughout the state of Texas," said Vernon. "His experience and strong community ties will help to strengthen ASP's national growth and service offering to our dedicated customers."

With the support of ASP, Forester will be expanding the services he offers to the commercial pool cleaning market in addition to residential pools. America's Swimming Pool Company of Dallas is committed to servicing the swimming pool needs of Addison, Allen, Carrollton, Dallas, Garland, Richardson, Rowlett, Mesquite, Plano and surrounding areas.

"Under the ASP brand name, we are going to step out and continue to try new and innovative services," said Forester. "I plan to grow the ASP brand throughout the Dallas community and continue offering the widest range of superior quality services to my community."

For more information on America's Swimming Pool Company, visit www.ASPpoolco.com.

About America's Swimming Pool Company

America's Swimming Pool Company, the Nation's most respected swimming pool maintenance and repair franchise, was established in 2001 by Stewart Vernon of Macon, Georgia. The company was built on the belief that providing the highest-quality pool maintenance with competitive pricing and a high level of dependability will attract customers. Since 2005, ASP has expanded into 56 territories in the Southeast, servicing over 100 cities across the country. At this point, the company manages over 40 million gallons of water per week and renovates or remodels more than 250 pools each year. For information, please visit www.ASPpoolco.com

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