

Eatonton & Putnam Chamber of Commerce



The Eatonton-Putnam Chamber of Commerce held a ribbon cutting ceremony for ASP Pool & Spa on April 23, celebrating the new location at Lake Oconee. ASP Pool and Spa Co., the Southeast's largest swimming pool maintenance and repair company provides professional service, with a reputation for excellence in the industry. Since 2001, ASP has been dedicated to changing the way homeowners view the swimming pool industry through dependable, quality service, fair prices and a high level of professionalism. Each ASP service representative is fully trained as a certified pool operator to handle all swimming pool needs. ASP has opened 28 locations in the Southeast. The company's slogan says it all, "We Work so that you can play."

Jessie Brooks is the owner of the new ASP store in Lake Oconee and along with his family, operates two branches within his franchise.

ASP Pool and Spa is a family operation, with the trusting reputation of a franchise. "We offer all the benefits and knowledge of a corporation while having the 'Mom & Pop' neighborhood atmosphere and pricing. We treat customers how we want to be treated," explains Brooks.

As a previous self employer of a flooring business, Brooks decided to open an ASP franchise himself after being persuaded by company owner Stewart Vernon, his neighboring business at the time. Through their business relationship and Brooks' experience as a customer of ASP with his own pool, Brooks and his son knew that opening a franchise was a wonderful opportunity too good to pass up. Brooks opened a franchise for ASP in Gray, GA in March 2008. After a year of success at the Gray store and a visible demand for a pool service and maintenance location in the Lake Oconee area, Brooks decided to open a second location.



At the Lake Oconee branch, ASP offers full service and maintenance for pools and spas, including the sale of c



hemical / pool products, pool enclosures and pool heating-solar systems. ASP also fulfills pool renovation needs such as replacing vinyl liners, re-decking around pools, re-plastering pools and installing safety covers. The company offers flat rate pricing and a “No Green Guaranty.” ASP Pool and Spa is proudly a Polaris repair center, where customers can bring in Polaris items and receive a complimentary inspection and labor on all repairs

are FREE, all you pay for are the parts.

Brooks invites customers to allow ASP to bring their level of service to excellence, since “most people are dissatisfied with their pool’s current maintenance” according to Brooks.

Pool and spa owners are encouraged to drop by the store to receive a complimentary water test, or call the store to schedule a pool assessment, where an employee will come to your home and test your water to determine what steps are required to purify your pool or spa. If service work is performed, the pool assessment charge is applied towards the service provided. As certified pool professionals, each test whether did in the office or at your home, will be thoroughly analyzed by asking questions to determine each pool / spa’s unique environment such as what trees are around or how many people are swimming.

Brooks joined the Eatonton-Putnam Chamber of Commerce because, “It works,” he says. “Every aspect of the Chamber works for businesses. There are great networking opportunities. The Chamber brings diverse businesses to our community so that citizens do not have to drive out of the county to shop, instead they can shop local and support the community.” Brooks is also an active member of the Jones County Chamber of Commerce.

ASP Pool & Spa’s excellence in service is evident in the fact that during the ribbon cutting ceremony, The Chief Operating Officer, of ASP Franchise, Tomas Swift, Jr. presented Brooks and his employees with the Central Georgia’s #1 Best in Business Award for his quality of work in the Gray store.

“We are very proud that Eatonton-Putnam County is home to a company that has received the Best in Business Award and look forward to the same excellence being served to our community,” says Becky Needham, membership manager for the Chamber.

The entire community is invited to the stores grand opening celebration on Saturday, May 2 from 10 a.m. – until. The Brooks family invites your whole family to come and introduce yourselves. There will be a drawing for a “FREE” Polaris 280 and everyone that signs up for a six month service contract will get one month FREE. Enjoy hotdogs and jump zones for the family while celebrating the new business in our community.

ASP is located at 170 Scott Road, Suite "6" Eatonton, GA 31024. For more information, call (706) 485-0010 or visit www.asppoolandspa.com.