

Clearwater Pool Care — Business Plan

Pool cleaning business in Mesa, AZ · Startup plan

Executive summary

Clearwater Pool Care is a new pool cleaning business in Mesa, AZ offering weekly pool cleaning and chemical service; filter cleaning and equipment checks; pool openings and closings; green-pool cleanups and one-time cleans; pump, filter and heater repairs; and salt-system and automation service. The model is weekly service on a tight route, a flat monthly price on autopay, clear water at every visit, and repairs sold to the accounts already on the route.

Startup budget: \$15,395 across 11 items, funded from savings. Target: \$12,000 in monthly sales.

Twelve months from now, success looks like this: Seventy weekly accounts on a route that fits in five days by month twelve, and every customer on autopay

Products and services

Clearwater Pool Care's core service is weekly pool cleaning and chemical service. Every pool is on a fixed weekly day, the water is tested and balanced at each visit with a photo sent to the customer, and repairs are quoted separately.

- Weekly pool cleaning and chemical service
 - Filter cleaning and equipment checks
 - Pool openings and closings
 - Green-pool cleanups and one-time cleans
 - Pump, filter and heater repairs
 - Salt-system and automation service
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Market analysis

The customers are homeowners who would rather swim than clean, busy families and seniors, vacation-rental owners and property managers, and HOAs and apartment complexes with a community pool.

- Homeowners with a pool who would rather swim in it than look after it
 - Busy families and seniors who used to do it themselves
 - Vacation-rental owners and property managers who need a clean pool before every guest
 - HOAs, apartment complexes and small hotels with a community pool
 - Home sellers and new buyers who need a green pool turned around fast
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Marketing strategy

Most accounts will come from Google and word of mouth. Pool owners search for pool cleaning nearby and sign up with a service that looks reliable and lists its prices, so a Google Business Profile and a website with the service plans and an online sign-up form do the heavy lifting; neighbors on the same street supply the rest, which also keeps the route tight.

- Google Business Profile and Google Maps — “pool cleaning near me” and “pool service” plus the town
 - Word of mouth on the street — a route grows fastest when one customer's neighbors sign up
 - Door hangers and yard signs in the neighborhoods already on your route
 - Real-estate agents, property managers and vacation-rental hosts
 - A website with your service plans, monthly prices, service area and an online sign-up form
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Operations plan

The owner runs the route in year one, grouped by neighborhood so each day has the least driving. Water chemistry is logged at every visit, chemicals are bought in bulk and carried safely, and every customer is billed monthly on autopay.

- Customers on a fixed weekly day, grouped by neighborhood so the route fits in a day with the least driving
- A flat monthly price per pool, with chemicals included or billed separately, written into a service agreement
- Water tested and balanced at every visit, logged in an app with a photo sent to the customer
- Chemicals bought in bulk from a pool-supply distributor and carried and stored safely in the truck
- Repairs quoted separately and done only within your state's license rules
- Every customer on autopay, billed on the first of the month

Startup costs

What it will take to open the doors, funded from savings.

Startup costs

ITEM	AMOUNT
Working capital: fuel, chemicals and your own pay while the route fills	\$6,000
Poles, brushes, nets, a vacuum, hoses and a water test kit	\$1,750
Opening chemical stock: chlorine, acid, stabilizer and salt	\$1,250
Truck setup: chemical storage and racks	\$1,250
General liability for pool service (first year)	\$850
Commercial auto for the truck (first year)	\$2,250
Certified Pool Operator (CPO) course and exam	\$370
Business registration, EIN and a local business license	\$275
Route, scheduling, invoicing and customer records (first year)	\$0
Website and Google Business Profile	\$0
Logo, truck magnets or lettering, door hangers and yard signs	\$1,400
Total	\$15,395

Typical range to start a pool cleaning business in the US: \$6,000–\$28,490. Your list is what you decided to spend — replace estimates with real quotes as you get them. Route, scheduling, invoicing and customer records (first year): Your Zarla plan includes online sign-ups, invoicing and customer management — you may still want a pool route app with chemical logs as you grow. Website and Google Business Profile: Your Zarla plan includes the website with your service plans, service area and a sign-up form, and walks you through your Google Business Profile — a designer typically charges \$2,000 or more.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a pool cleaning business in the US. The startup is small; the biggest running costs are chemicals and the truck, and what needs planning is the months while the route fills — and, in colder states, the off-season.

Typical monthly operating costs for a pool cleaning business: \$3,370–\$7,670 a month, before the owner's own pay.

At \$12,000 in monthly sales, Clearwater Pool Care would clear \$4,330–\$8,630 a month before owner pay and tax, and recover the \$15,395 startup budget in roughly 2–4 months.

Typical monthly operating costs

COST	TYPICAL RANGE
Chemicals for about fifty weekly accounts	\$2,000–\$3,250
Fuel, maintenance and truck payment	\$500–\$1,200
General liability and commercial auto	\$170–\$520
Replacement brushes, nets, hoses and test reagents	\$100–\$300
Route, scheduling and billing software (included with Zarla)	\$0–\$100
Door hangers, local advertising and your domain, heaviest while the route fills	\$500–\$2,000
Phone, bookkeeping and accounting	\$100–\$300

US ranges for a small operation; replace with your own figures as you learn them. Lines marked (included with Zarla) are what those tools cost separately — with Zarla they are part of one monthly plan.

Risks and honest downsides

Every pool cleaning business plan should say out loud what can go wrong. For Clearwater Pool Care, the real risks are:

- Mixing chlorine and acid, or storing them badly, can injure you or a customer — chemical safety is not optional
- A green pool after a missed week or a storm costs a customer, so a route with no backup cover is fragile
- Chemical prices swing — the 2021 chlorine-tablet shortage sent prices sharply higher — and an all-inclusive price can go underwater
- In colder states the income falls away for months, so the year has to be planned around the season
- Repair work outside your license's scope can void your insurance and your right to be paid

Licenses, permits and insurance

What Clearwater Pool Care needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- Business registration, EIN and a local business license — Most pool services form an LLC; state filing fees and a city or county business license are usually a few hundred dollars. The EIN from the IRS is free.
- A state pool contractor license for repair and equipment work, where your state requires one — In the US it depends on the state and the work. Plain cleaning and water treatment usually needs no state license; the repair side often does. Florida needs no license to clean and treat water with the existing equipment but licenses pool/spa servicing contractors to replace or modify it; Arizona needs no license for service under \$1,000 a job that needs no permit, but a pool contractor license above that; California licenses pool and spa maintenance contractors (the D-35 classification) for pumps, filters and heaters on jobs of \$1,000 or more; Texas needs no state license to clean, but an appliance-installer license to replace pumps, lights and heaters. Check your state board before you replace a pump or a heater.
- Pool operator certification for public and commercial pools — About half the states require a certified pool operator to look after public, HOA, apartment and hotel pools; no state requires it for private home pools, but it's a mark of competence customers recognize.
- General liability insurance — Not a license, but HOAs, property managers and many homeowners ask for the certificate; make sure it covers chemical handling and the equipment you touch.
- Safe transport and storage of pool chemicals — Chlorine and acid are hazardous: carried apart, upright and ventilated, with the safety data sheets on the truck. Federal rules let a service truck carry common pool chemicals in small packages under the materials-of-trade exception; larger quantities fall under the full hazardous-materials rules.
- Workers' compensation — Required in almost every US state once you hire a technician.

Milestones: the next 30 days

The first month's to-do list for Clearwater Pool Care, in order:

- Register the business, take the free EIN and open a business bank account
 - Check what your state licenses — cleaning, repairs, commercial pools — and book the pool operator course
 - Get general liability and commercial auto in place
 - Buy the kit and set up the truck with safe chemical storage; open an account with a pool-supply distributor
 - Set your monthly prices, what's included, and the service agreement
 - Set up a free Google Business Profile with your service area and put your website live with an online sign-up form
 - Hang door hangers in three neighborhoods close to home and ask every friend with a pool
 - Look at small routes for sale nearby — a starter route can be the fastest first twenty accounts
 - Service the first accounts on autopay and ask each customer for a Google review after the first month
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Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- A month-by-month 12-month cash-flow projection built from accounts on the route
- The account list, billing history and purchase agreement for any route you're buying
- Quotes for the truck or equipment the loan would buy
- Your certificates of insurance and any license or certification
- Your credit report and anything you can offer as collateral

Sample plan for a fictional business, written by Zarla's free business plan generator. Every figure is a typical US range or calculated from the sample's own numbers — nothing is a market projection. Make it yours in five questions:

zarla.com/business-plan-generator?industry=pool-cleaning
