



There is not a “one size fits all” solution to pool service pricing, different markets, the quality of your competition, and other regional factors all impact pool service pricing. Premier has established competitive packages for future customers so that our franchises consistently deliver exceptional levels of service regardless of the region. To start you off, Premier will help you set your prices at reasonable levels so that you will provide the highest quality of service while building a profitable business.

The first step in pricing your pool services is to determine your *Premier Package Pricing*. This will be determined by several market factors in your particular territory. Primarily what the market may bear in your area for a similar level of service. Few, if any, local competitors will offer identical services, but it’s incumbent upon you to gather as much competitive intelligence as possible to help set your pricing appropriately. It’s acceptable to have a higher than average pricing for one or more categories, or packages. Our offerings are based on value and not price.

Exercise: Know Your Competition

The quality and professionalism that a Premier Service franchise brings should allow you to surpass your local competitors. This exercise will help you understand your competition and how to price your market. Value is a combination of price and services offered. The quality of service we offer, the level of professionalism, and at the desired price range is a tremendous value. Any customer can find a low-costing plan, but they won’t get the same quality of service we provide.

Consider offering deals for customers that will likely refer their friends and neighbors. For instance, an annual agreement that saves them a month’s worth of service. Or offer a credit off their next month’s invoice by liking your page on Facebook, liking and leaving a review, or referring a friend who signs-up.

Please Note: If there is a Premier Pool Service franchise within 25 miles of your location, work with them to offer similar packages. Inconsistencies can create confusion in both of your markets, and create unnecessary competition within the brand.



Knowing your market is a key component for setting a strategy for your business. This sheet will help you go through the process of learning the market rate for services you will want to offer.

1. Start by searching the internet for “swimming pool service” and research the top 5 companies that are listed.
2. Call them as a “customer” and inquire about the services they provide and the package prices. They may not have the same names for their packages but you should be able to get an idea based on the services provided.
3. After you complete your survey contact PFM for a review.

Company Name	Bronze Price	Silver Price	Gold Price	Platinum Pricing	Filter Clean Pricing	Tile Clean	Deck Seal
Review	Notes						
What is your first impression?							
Did they offer an introductory special?							
What packages do they offer?							
What do they charge for each?							
How professional are they on the phone?							
How professional is their web site?							
What did you like about them?							
What can you do better?							
Enter the link for their website.							



PREMIER POOL SERVICE
POOL PRICING GUIDELINES

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Sample **Premier Package Pricing** based on Northeast Dallas Metro:

Bronze	\$95
Silver	\$135
Gold	\$175
Platinum	\$225

Once you've determined the appropriate **Premier Package Pricing** for your services, you can apply the following per/month pricing variables.

If you do not want to offer one or more of the packages, create a **Go Away Price** for that category. In other words, price-it close to the next best option and encourage them to upgrade.

Additional Spa/Water Feature	\$10
Standalone Spa	TBD
Negative Edge	\$15
Significant Trees/Foliage	\$20
Two-Sets of Equipment	\$10
Over 30k Gallons	\$20
Over 50k Gallons	\$40
No Pool Sweep or In-Floor System	\$25

Sample **Starting Points** for the example below:

There's a 25,000-gallon pool with a negative edge that cascades into a 20,000-gallon pool six-feet below it. The pools have separate sets of equipment that are significantly above or below the pool level, and there are a fair amount of trees or foliage around the pool.

PREMIER GOLD PACKAGE	\$175
Negative Edge	\$15
Significant Trees/Foliage	\$20
Two-Sets of Equipment	\$10
Over 30k Gallons	\$20
TOTAL	\$240