



Join The World's Largest Swimming Pool Company



A Franchise Opportunity offered by
Premier Franchise Management

"Success Through Systems, Processes, and Teamwork"



OUR SUCCESS

Since 1988, Premier Pools & Spas has been leading the way and revolutionizing the swimming pool industry by bringing new technology to efficiently and profitably manage operations, as well as raising the bar in the quality of construction and a customer's buying experience. Today, we are building on our history of innovation by offering other builders and savvy business people this unique franchise opportunity.



YOUR OPPORTUNITY

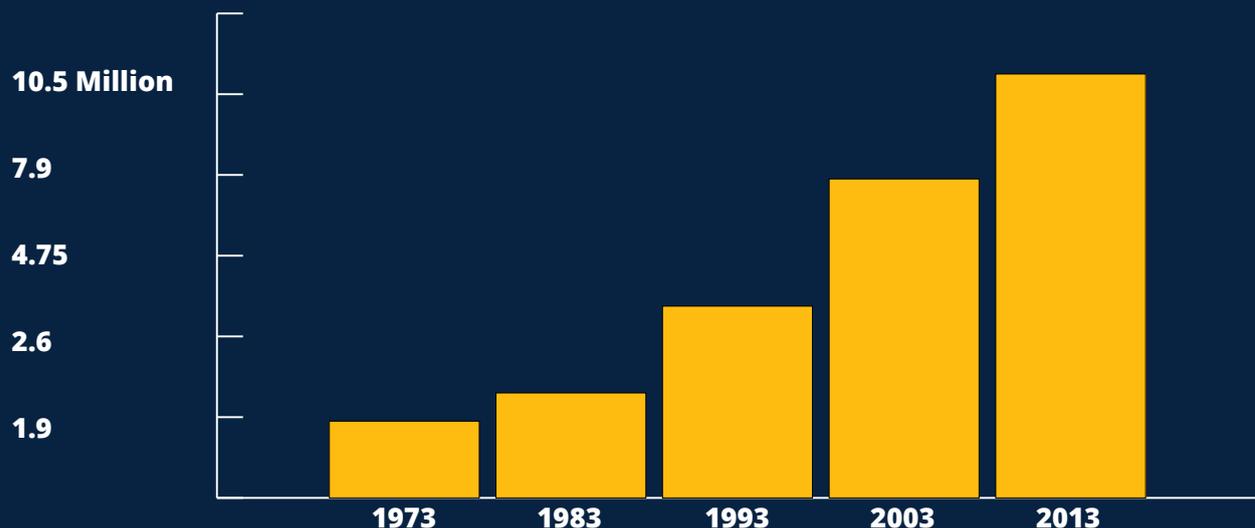
After several years of successfully licensing our brand to builders that wanted to take their small businesses to another level, we have moved into a franchise model and are offering more services, more buying power, and a better exit strategy to business people looking for a great return on a minimal investment. This is an opportunity to join us in the next phase of our unprecedented growth and be part of the largest and fastest growing pool company in the country.

An Industry with a **Long History** and a **Strong Future**

Regardless of trends and economic fluctuations, our country's core values and desires have remained the same. Now more than ever, there is a strong focus on family, the quality of life, and creating great memories for our children. Residential swimming pools have been an investment in these values for over a century and their popularity is growing every year as backyards become an extension of our homes and a gathering place for family and friends.



- **The number of installed pools in the U.S. continues to grow every year**
- **Over 10 million swimming pools have been built in the United States**
- **Each year, thousands of new swimming pools are built**





The Premier Pools and Spas Story and Mission Statement

After working for other pool companies for many years, Paul Porter and Keith Harbeck decided that they would open their own business in 1988 and raise the bar for swimming pool construction. Understanding the importance of providing the ultimate experience for the families that entrusted them with their dream of pool ownership, they focused on one goal - to exceed their customers' expectations and make them customers for life.

By 2010, with this philosophy growing their company to over 25,000 pools built, Paul Porter realized that it was time to share their successful business model and began offering licensing opportunities to smaller builders. Within four years, the Premier Pools & Spas organization grew to over 35 locations, four of which made the Pool & Spa News' Top 50 Builder List in 2014. This was an unprecedented accomplishment for businesses so young.*

The overwhelming success of the licensing program led to a transition to a franchise model as Paul wanted to provide more structure, services, and a better exit strategy to his offerings.

This is the opportunity that is available to you now.

"Our mission is to change the lives of others with integrity, value and passion. We will enhance the quality of the lives of the people we work with and improve the lives of the people that we are fortunate to work for through excellence in everything we do... everyday!



Paul Porter
President/CEO
Premier Franchise Management

*Pool & Spa News - June 5, 2014



PREMIER POOLS & SPAS DOMINATES 2014 US TOP RANKINGS

Since 2003, Pool & Spa News has published a Top 50 list that consists of the country's largest swimming pool companies and the pool industry's leaders and innovators. Since the list's inception, Premier Pools & Spas has consistently held a position in their annual rankings, with multiple years in top ten positions and achieving the **number one ranking in 2012**. This year, Premier Pools and Spas became the **first pool builder to have multiple locations place in the top 50 rankings**. Our team of pool contractors in Sacramento, Houston, Dallas, and San Jose were honored as top 50 pool builders, with all but Sacramento being new additions to the list.



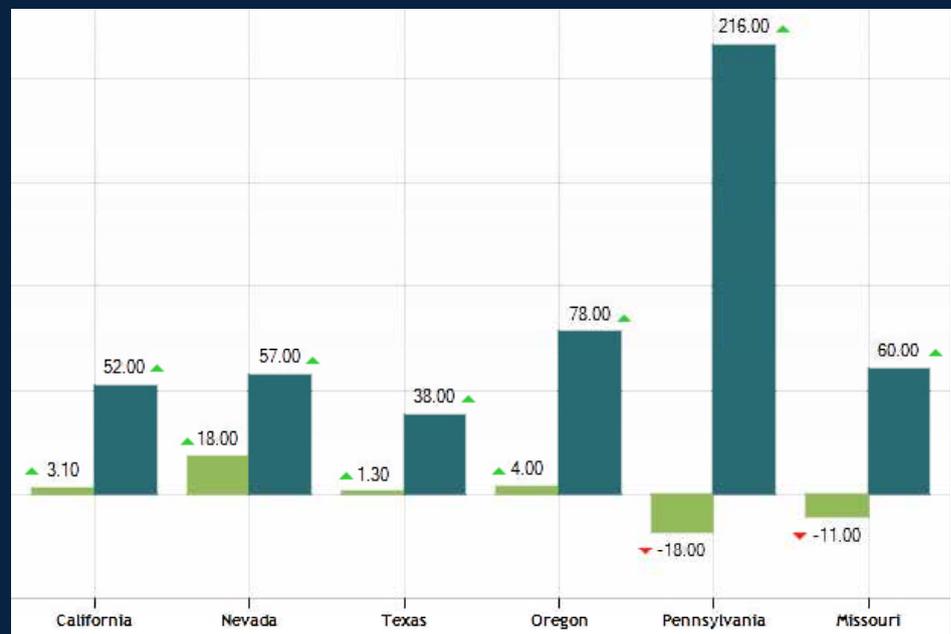
| Company Name | New Residential Construction Revenue | Pool Excavations | Total Residential Construction Revenue |
|--|--------------------------------------|------------------|--|
| 1 Cody Pools | \$39,648,961 | 674 | \$ 39,648,961 |
| 2 Keith Zars Pools | 22,500,000 | 330 | 24,000,000 |
| 3 Shasta Industries | 25,500,000 | 693 | 30,000,000 |
| 4 Residential Pools & Spas | 31,650,000 | 900 | 31,650,000 |
| 5 Claffey Pools | 22,778,619 | 272 | 25,821,079 |
| 6 J. Tortorella Swimming Pools | 6,223,137 | 24 | 9,487,360 |
| 7 Platinum Pools | 23,684,000 | 386 | 23,684,000 |
| 8 Pulliam Aquatech Pools | 10,177,285 | 186 | 10,369,188 |
| 9 Morehead Pools | 5,386,291 | 75 | 6,250,081 |
| 10 Seasonal World | 14,460,000 | 258 | 15,452,143 |
| 11 Premier Pools & Spas of Sacramento | 18,634,199 | 391 | 22,149,414 |
| 12 Rosebrook Pools Inc. | 6,724,212 | 54 | 7,005,547 |
| 13 California Pools | 17,802,613 | 354 | 19,942,998 |
| 14 Riverbend Sandler Pools | 22,566,854 | 367 | 23,802,389 |
| 15 Premier Pools & Spas of Houston | 19,464,112 | 457 | 20,261,112 |
| 16 Pool Environments | 6,480,000 | 54 | 7,510,124 |
| 17 All Seasons Pools | 28,209,076 | 783 | 29,754,986 |
| 18 Aqua Pool & Patio | 3,916,000 | 54 | 4,051,000 |
| 19 Robertson Pools Inc. | 14,460,000 | 196 | 15,910,000 |
| 20 Hamlin Pools | 3,810,000 | 83 | 5,420,000 |
| 21 All Seasons Pools & Spas Inc. | 1,154,212 | 14 | 2,624,560 |
| 22 Concord Pools & Spas | 6,267,280 | 161 | 6,980,230 |
| 23 Cipriano Landscape Design | 3,000,000 | 6 | 3,500,000 |
| 24 Marquise Pools | 6,615,342 | 47 | 6,696,140 |
| 25 Texas Pools & Patios | 10,189,758 | 153 | 10,928,877 |
| 26 Monogram Custom Pools | 5,221,500 | 59 | 5,313,840 |
| 27 Armond Aquatech Pools | 2,800,000 | 25 | 3,350,000 |
| 28 Caviness Landscape Design | 2,999,759 | 5 | 2,999,759 |
| 29 Geremia Pools | 2,407,145 | 41 | 5,084,133 |
| 30 Van Kirk & Sons Pools & Spas | 11,200,000 | 188 | 12,900,000 |
| 31 South Shore Granite Pools & Spas Inc. | 6,256,000 | 79 | 7,792,000 |
| 32 Puryear Custom Pools | 10,186,000 | 222 | 10,565,000 |
| 33 Rising Sun Pools Inc. | 4,400,400 | 137 | 5,378,400 |
| 34 Environmental Pools Inc. | 3,500,000 | 46 | 3,850,000 |
| 35 Carlton Pools Inc. | 7,000,000 | 127 | 7,500,000 |
| 36 Easton Pool & Spa | 3,500,000 | 50 | 4,100,000 |
| 37 Mission Pools Inc. | 7,757,115 | 108 | 9,183,115 |
| 38 Coast to Coast Pools | 8,319,014 | 246 | 8,414,892 |
| 39 Gibbons Pools Inc. | 3,993,493 | 25 | 5,367,493 |
| 40 Patio Pools & Spas | 4,351,835 | 108 | 6,273,857 |
| 41 Cox Pools | 9,500,000 | 300 | 12,500,000 |
| 42 Premier Pools & Spas of San Jose | 6,319,189 | 122 | 7,021,322 |
| 43 Premier Pools & Spas of Dallas | 3,862,124 | 72 | 4,012,124 |
| 44 A & G Concrete Pools Inc. | 6,000,000 | 210 | 6,450,000 |
| 45 Hobert Pools & Spas | 9,000,000 | 172 | 9,500,000 |
| 46 Georgia Classic Pool | 2,650,000 | 25 | 2,850,000 |
| 47 Pools of Fun | 5,258,095 | 95 | 5,258,095 |
| 48 Hilltop Pools & Spas Inc. | 3,466,643 | 75 | 3,542,461 |
| 49 Tampa Bay Pools | 10,246,177 | 229 | 10,342,395 |
| 50 Maryland Pools Inc. | 9,185,488 | 172 | 9,688,128 |

Premier Pools & Spas' Growth vs National Pool Industry Growth (2014)

2011-2012: 30% ↑

2012-2013: 41% ↑

2013-2014: 30% ↑



*Data Pulled From Permit Reports



You're looking for a great franchise opportunity.

Why go with Premier Pools & Spas?

Premier Franchise Management does not ask for a large monetary investment for the substantial amount of benefits that we offer our franchisees. Certainly not in respect to other companies that may offer similar services. Components such as national name recognition, trademarks, training, systems and procedures, and the franchise rights to a business with the dramatic income and growth potential as Premier Pools & Spas has experienced are rare and unique, and they will become much more expensive in the future.

Low Initial Investment & Financing

Your initial investment of \$30,000 is far below the average cost for most franchise opportunities - especially ones with a growth history like Premier Pools & Spas. This low investment allows you to put money into staffing and the infrastructure that you need to make your business successful. Financing is available to qualified candidates.

Minimal Royalty Fee

Premier Pools and Spas' monthly royalty fees are 2.25% of gross revenues. When adding the amount of savings, rebates and services that are provided to our franchisees, the total value added substantially exceeds the amount of our fees.

Low Start up and Overhead

You are not required to open a storefront or showroom as soon as you become a franchisee. We structure a plan for strategic growth with benchmarks for opening a facility, hiring staff, and expanding your territory, if desired.

Quick Start up Time

Before training is completed and construction partners are secured, we will already be working on getting you a presence on the internet and working on getting good placement for your location on search engine pages. We recognized that the internet is the single most important marketing tool for our sophisticated buyers and have a team of experts working full-time on our internet marketing.

SUPPORT & BENEFITS

Your success is our success. We will help you every step of the way.

Stability and Brand Recognition

As a franchisee, you have the opportunity to grow your business while benefiting from the knowledge and brand equity of the largest swimming pool company in the country. Our stability and years in business provide peace of mind for your customers and give you a competitive edge over other builders.

Training & On-Going Support

As a new franchisee, you will have extensive training at our "Premier University" - a comprehensive training course in sales and operations. Upon completion, our corporate management team will provide on-going personalized support.

Strongest buying power, aggressive manufacturer rebates and extended warranties

As the country's largest builder, we leverage our scalability to negotiate the best prices for goods and services plus receive some of the largest rebates in the industry. We also have secured longer, more comprehensive equipment warranties. All of these benefits contribute to more sales and increased profits.

Multi-Channel Marketing Expertise

At Premier Pools & Spas, we consider ourselves a sales and marketing company. That's why we invest significantly in a team to manage all aspects of marketing. We focus on internet marketing and SEO (Search Engine Optimization) as we know that our sophisticated buyers are looking for pool builders on the web.

Our graphics' team provides beautiful, high-end brochures and a library of print and email ads, postcards, flyers, and all other promotion material - all customized to your needs.



CORE VALUES OF PREMIER POOLS & SPAS

It's important that as a franchisee, you believe in the core values of Premier Pools and Spas. Yes, we continuously strive to exceed our customers' expectations in value and high standard of satisfaction, but it goes much deeper than that. We are looking for people with the right "heart condition". The right core values.

INTEGRITY

Premier Pools & Spas is a company committed to integrity. From customers to co-workers to our community, our principles are emphasized and upheld in every aspect of our business. We treat people with respect. Honesty and fairness are the foundations for everything we do.



PASSION & DETERMINATION

Passion is the fuel that drives us forward. Together with unyielding determination, perseverance, and the sense of urgency, we have differentiated ourselves from the competition to become our industry's leaders.

FAMILY FIRST

We are more than just a team - we are a family. We support and care for each other and go above and beyond to help our fellow franchisees. "Family first" extends beyond the workplace and into our homes as the common goal for all on our team is to make a better life for our families and to provide security for their future.



TESTIMONIALS & RECOMMENDATIONS



Jeff and Steve Melvin - St. Louis, MO

Keeping up with today's internet and ever changing media is a challenge for a small company. Being part of Premier Pools and Spas gives us the support and tools to be consistently at the top of search engines. We have a very professional website and marketing materials for great presentations. We now also have a company that is worth more when the day comes to retire and sell the business because it is desirable to not only a pool builder, but almost anyone that wants to run their own business.

Ron Bennett - Las Vegas, NV

Premier Franchise Management is a tremendous partner that focuses on mutual success and creating win-win opportunities for us all. Paul Porter and his team work tirelessly to help each franchisee achieve goals - both financially and personal. The services and support that they provide filled a big gap and took my business to the next level, thereby allowing me to do what I really love - designing, selling and building beautiful Premier Pools and Spas.



Mike and Mike Jr. Dubuc - Lewiston, ME

Before becoming a Premier Pools & Spas licensee, we had all of the attitudes and ambitions to be the #1 pool builder in our region. We were simply missing the road map to get there. When we joined the Premier family, we were shown how to reach our goal, and that was by following their structured plan for success. When someone paves the way like Premier Pools did, you just follow the path. We highly recommend taking advantage of this franchise opportunity.

Aaron Temme - San Diego, CA

I have been with Premier Pools for over seven years. Being a part of this incredible organization has been the best experience of my life. Since we have become a licensee we have grown our business every year for four years straight. Having a huge resource of industry experience, professional marketing staff, and a state of the art web management team are just a few of the many great things Premier Pools has to offer.



SPOTLIGHT PROFILES



Jeff Boyer - Owner - Temecula, CA

The two most important benefits I think we have as a licensee is first the mentorship of amazing professionals that have already paved the way for us. Second, we are the largest pool builder in the world! This gives us instant credibility as we meet new potential customers and allows for more opportunities to sell pools.

Since becoming a licensee, our business has increased to an amazing degree! We have gone from being a \$500,000 a year company to a \$5,000,000 a year company in three and a half short years. The impact on my wife and four kids is hard to put into words! We now see financial security as a main stay and we plan for the future with great optimism, especially now that we are a franchisee.

I chose Premier Pools to partner with because of their passion for what they do. Our employees love where they work and I think that is rare in the swimming pool industry. Some of the employees of the main office have been with them for 25 years or more. I think that shows the stability and the passion this company has for its employees, customers, and vendors.



Bill Unger - Owner - Houston, TX

Premier Pools Begins Licensing

May 14, 2010 *"One of the nation's largest pool builders is expanding into a new business mode. Premier Pools has taken its first step toward going national by signing on a licensee in the Houston market...."*

This is how my Premier story began - on the front cover of the Pool & Spa News. After 35 years in the pool business, I decided to leave my position as a general manager of a large pool franchise in Houston and start my own business. As luck would have it (although I believe more in fate), I was talking to a pool builder from California and he told me that Paul Porter was expanding his business and licensing the Premier Pools and Spas' brand. I knew about Paul from the industry magazines and from word of mouth and knew he was driven, passionate, and an innovator. After several conversations, I decided to come onboard. Within four years time, my business had grown to almost 20 million dollars a year. I could never have achieved this kind of success without the backing of the Premier Pools and Spas' brand. I have many family members working with me and feel like we are building a dynasty in Houston. I can't express the way I feel about Paul and his team and the opportunity they gave to me and my



FREQUENTLY ASKED QUESTIONS

What does the franchise fee cover?

The \$30,000 franchise fee covers an exclusive territory with all rights necessary to operate business under our established trade name. It includes headquarter training, operations manuals and training films.

Does Premier Franchise Management offer a finance program?

If you qualify, we may offer you financing for up to \$27,000 of the initial franchise fee. Any financing we offer will bear interest at 10% per year and will be payable in equal monthly installments according to an agreed-upon schedule. The maximum time period we would offer financing is 12 months. Monthly payments would depend on the amount financed and the time period of financing.

What is the royalty?

The royalty is 2.25% of your gross revenues. This royalty provides you personalized ongoing assistance and support in all areas of running your business. 10% of this fee is converted to Premier Points, which can be redeemed for yearly trips, promotional items, or cash at the end of the year.

What kind of operational assistance do I receive?

Our goal is to help you achieve operational excellence. We provide advice and support, along with a variety of electronic forms and software that help you manage the construction process and subcontractors, job costing, customer satisfaction, and overall business efficiencies.

Do I need an office or a storefront before I can start operations?

No. Although that is a short term goal, several of our existing franchisees started out as a home business. We want you to focus on your foundation and strategically grow without extending yourself financially.

Am I required to buy equipment, supplies etc. from Premier Franchise Management?

We do require that you use certain vendors for equipment and building products. By consolidating our buying power, it enables us to negotiate and lock in the best prices and rebates in our industry. Also, buying uniform products creates a consistent brand. This benefits everyone in our company.

FREQUENTLY ASKED QUESTIONS

What is the Operations Manual?

This detailed manual provides instructions in policies, procedures and operational details necessary to build a successful Premier Pools & Spas franchise. It is to be used as a reference guide but it also backed by corporate training and ongoing support. Updates are made on an ongoing basis.

What sort of day-to-day guidance do I receive?

We have a corporate management team that has experts in operations, marketing, and sales that provides daily personalized support. You also have the support and knowledge sharing of all the other franchisees. When you have a specific question about a product or any issues you may run into, we share it with the other franchisees via email. Of course, you always have your operations manual and access to a proprietary web repository that houses our resources.

How long do I receive support?

Ongoing support is provided to you for the life of your business. We know that we have the strongest support team and our franchisees will attest to that.

May I speak with your existing franchisees?

Yes. You may speak to every single one of our franchisees and we encourage you to do so. Not only may you speak to them now, but as a franchisee you will be communicating with other franchisees on a regular basis. We feel that this is one of the most important benefits of being a Premier Pools and Spas' franchisee and we foster communication and interaction as much as possible. Besides email and telephone calls, you will build lasting relationships on our annual conventions and incentive trips.

How fast can I grow the business?

Your growth will reflect your commitment to adhering to our business model. Franchisees that embrace this proven system and follow it 100% have a much faster growth rate than those who don't.

How do I get started?

Go to www.ppasfranchise.com and fill out a request form. A member of our staff will give you more details, answer any questions, and tell you how to proceed.

TRIPS & CONVENTIONS

We love to celebrate our successes by having a yearly company trip to beautiful destinations. Our team works hard to earn the business that we have and they truly deserve these rewards. It's not only a time to relax, but reconnect with old Premier friends and make new ones.

Los Cabos



Cancun



Las Vegas



Caribbean Cruises



Costa Rica



TAKE THE NEXT STEP

Thank you for taking the time to learn about our company and the opportunity that we are presenting to you.

We are proud of what we are building together and invite you to join us as we continue to grow and be the leaders in our industry.

JOIN OUR TEAM



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OVER 35,000 CUSTOM POOLS



www.ppasfranchise.com