

The Smart Pool Revolution

For Pool Builders: Maximizing Lifetime Customer Value Translates to Greater Profits

For pool builders, selling and building the dream their customers want is the prime objective. While that's a big upfront investment for the homeowner, the question becomes how the pool builder can capture lifetime customer value following the construction and delivery phase. Many firms have repair and retail divisions to help keep the pools they build in tip-top condition. But this doesn't stop pool owners from turning to online distributors and third-party repair and service companies during the period of time they remain in their homes. Such maneuvers are often unbeknownst to the pool builder, who cannot know that a pump is failing or the water quality has turned caustic. Without such knowledge, the pool builder is out of the loop, relying solely on the customer to call them when the pool requires professional attention.

Gifting Simple Pool Maintenance to Homeowners

Beyond a beautifully well-designed and built pool, the greatest gift that a pool builder could give is the ability for customers to enjoy the pool to the fullest degree. Yet pool maintenance is a slippery slope that leaves many pool owners struggling to maintain a healthy pool. Turning to pool cleaning service providers is a way to outsource the work and expertise. Still, most customers report getting less-than-optimal pool health results where stinging eyes and other symptoms of the unbalanced pool water are all too common.

This is why the most business-savvy pool builders present a smart pool monitor as a gift to their newest customers and promote their use to existing customers through their retail operations. Why is this so compelling for a pool builder?

Because a smart pool monitor delivers unsurpassed pool health, an AI-powered smart pool monitor like the WaterGuru SENSE monitors the pool throughout the day, measuring water flow, temperature, and water chemical composition, reporting the data back to the pool owner or the pool service provider. This means never operating in the dark with daily testing that overcomes the undesired limits of weekly manual, error-prone water testing. This eliminates time operating blindly, where pool water chemistry can go far out of balance before the problem is spotted. While a pool might get cleaned once a week, such infrequent testing is insufficient, especially in the warmer pool-going months where use is heaviest.

For pool owners self-maintaining their pools, this information enables them to take corrective actions exactly when needed. For the pool service company, if pool maintenance is being outsourced, it's an early warning system that ensures out-of-balance pool water is not left to fester until the next scheduled pool cleaning appointment when more timely action is warranted.

But for the pool construction company that doesn't want to lose repair and equipment replacement business to other competing firms, a smart pool monitors vital information about the functioning of the equipment directly to the builder's customer support department. Pool builders can, for the first time, become proactive, detecting problems early and springing into action even before the customer knows of the problem. By staying one step ahead of trouble, the pool builder can retain the loyalty of the pool owner, reinforcing their role as the trusted advisor to maintain a healthy pool that delivers years of enjoyment in alignment with the dream they sold at the beginning of the relationship.

How AI Pool Monitoring Benefits Pool Builders

Pool construction companies can also benefit by observing remotely how well the customer or the pool service provider maintains the pool over time. Putting the pool builder in the enviable position of having the data to assess and grade the performance of whoever is delivering the weekly pool service. Such knowledge has real power, ensuring the builder retains the trust of the customer and can identify when either the pool owner or service provider is falling short of the healthy pool mark. That alone has tremendous value for pool owners, and for builders that want to play the weekly service role, this gives them the prime position to swoop in and convince the customer that no other party is better equipped to help the pool owner achieve what they really want.

Not only capturing pool service business but delivering a higher level of service than any weekly pool cleaning company has ever provided. While weekly cleanings or bi-weekly cleanings may suffice, real-time pool health monitoring means having the data to always know the water quality condition and dispatching service people to rebalance the water only when needed. This turns the pool service model on its head — no need to be on-site for water testing physically. Only dispatching staff when the data indicates it's necessary, offering multiple service levels that fit with different customer needs, and the ability to pay for that level of service desired.

This once-in-a-century paradigm shift opens the doors wide for the builder to reposition itself as the preferred pool service provider as well, leaving incumbent service companies at a distinct competitive disadvantage. Smart pool monitors lead to better pool owner satisfaction, a more profitable pool-building business, and capturing a greater share of the market for pool equipment.

Trusted Eyes in the Water

This eyes-in-the-water provides valuable data that puts the pool construction company in the trusted advisor role — spotting problems and sending emails to customers when the data indicates a problem brewing, becoming the customer's steward partner over the pool's lifetime. This is a commanding role only the pool builder can play, given their pivotal role in constructing the pool. Who better than the

pool builder to really know the pool, the equipment, and the degree to which the pool water is being well maintained and healthy?

Given the recent advances in the state-of-the-art technology coming out of silicon valley, what once was a \$7,000 piece of equipment has been cost-reduced and feature improved to where a smart pool monitor from WaterGuru is now a \$325 pool addition. For \$10/month, each customer could sign up for a monitoring service that allows the pool builder to be watchful over their investment, all while positioning itself in the prime position for all equipment repairs and replacements.

Retaining the trusted advisor role just got easier, unleashing the full potential for what innovative pool builders could dream up using the data to remain the trusted advisor long after the construction phase is over.

Never before has the pool builder been better situated to deliver an unsurpassed level of service to pool owners. All too often, however, the builder is cut out of the loop after the pool has been built, leaving the pool owner to trust other companies who often lack the same depth of knowledge to perform technical work properly.

Many types of pool owners could be better serviced (repairs, replacements, cleaning) long-term by a pool builder, including:

- Newly-built pool owners
- New homeowners who take on the title of a pool along with the home they just purchased
- Existing pool owners who are unsatisfied with their level of pool service
- Existing pool owners who are tired of struggling to service their pools themselves

Whereas owners of newly-built pools receive an education from their pool builder, who ensures proper setup of all pool equipment, new homeowners don't often have any contact with their pool's original builder, especially when the construction took place a decade or longer ago. This disconnect becomes obvious when they inherit outdated or improperly set up pool equipment, replaced by an unqualified pool maintenance service at some point. When builders are taken out of the pool's lifecycle loop, it's bad both for their long-term profitability and also for the pool's owner, who succumbs to relying on untrustworthy, poorly trained third parties.

Extending lifetime repair services to pools built by other companies means expanding market share in the highest-margin part of the business. Builders who understand and utilize these new smart pool technologies will find the most success in strengthening their long-term relationship with pool owners, improving their profits, and expanding their market share.