



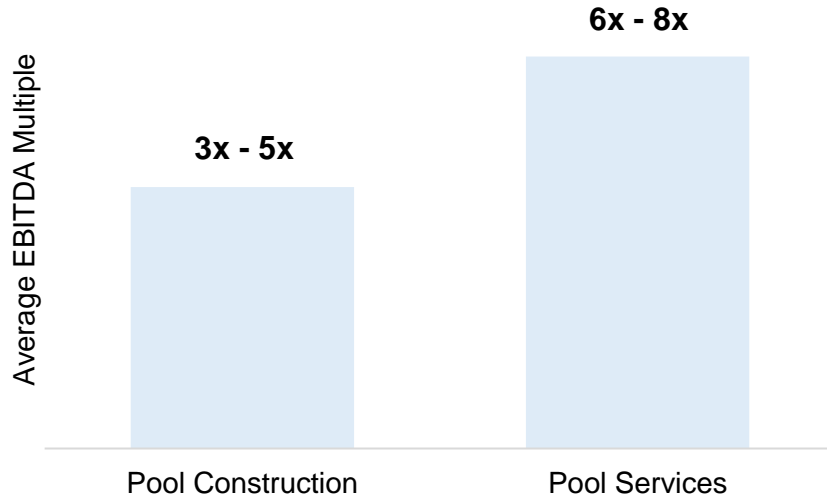
# Founders Advisors Pool Services M&A Update

**FOUNDERS**  
ADVISORS

# Pool Services Industry Trends

Pool Services valuations are increasing along with the number of transactions taking place as several private equity-backed companies pursue growth through M&A.

## Middle-Market Pool Business Valuation Ranges



Founders Market Intelligence

## What We are Reading



[FTC Announces Rule Banning Noncompetes](#)

[Hiring 1099 vs W2 Employees in Field Service](#)



[Some Consumers are Punting Big Purchases Like Pools](#)

## Pool Services Buyer Feedback

Recurring revenue from maintenance and cleaning is more attractive than construction revenue.

Demonstrating an ability to expand into multiple markets will drive higher valuation.

Management teams that are eager to grow organically and through M&A are very attractive.




















Tracking customer retention metrics generates more confidence in the company's growth trajectory.

# Recent Pool Services M&A Transactions

Seller	Acquirer	Date	Region
<b>SE Pool Supply &amp; Chemical Inc.</b>	Pool Troopers (Shoreline Equity Partners)	May 14, 2024	<b>Southeast</b>
<b>Yummy Pools</b>	Trivest Partners	Mar 26, 2024	<b>Southeast</b>
<b>Sunny Arizona Pool Service</b>	Pool Troopers (Shoreline Equity Partners)	Mar. 06, 2024	<b>Southwest</b>
<b>Clearwater Pool Pros</b>	Pool Troopers (Shoreline Equity Partners)	Feb 20, 2024	<b>Southeast</b>
<b>Andy's Pool Service</b>	Gold Medal Pools (Tenex Capital Management)	Feb. 12, 2024	<b>Southeast</b>
<b>Guardian Pools Service and Repair</b>	Pool Troopers (Shoreline Equity Partners)	Dec 12, 2024	<b>Southeast</b>
<b>The Pool Lady</b>	SPS PoolCare (Storr Group)	Dec. 8, 2023	<b>South</b>
<b>Prime Pool Service</b>	Pool Troopers (Shoreline Equity Partners)	Nov. 1, 2023	<b>South</b>
<b>Champion Pool Service</b>	Gold Medal Pools (Tenex Capital Management)	Sep. 14, 2023	<b>South</b>
<b>Bryte Pools</b>	SPS PoolCare (Storr Group)	Aug. 18, 2023	<b>Southwest</b>
<b>Price-Rite Pool &amp; Spa Service</b>	Pool Troopers (Shoreline Equity Partners)	Aug. 1, 2023	<b>Southeast</b>
<b>All-Pro Pool Service and Repair</b>	SPS PoolCare (Storr Group)	Jul. 24, 2023	<b>Southeast</b>
<b>Woodlands Pool Services</b>	SPS PoolCare (Storr Group)	Jul. 24, 2023	<b>South</b>

*Founders advised Yummy Pools in the transaction with Trivest.*

# Private Equity Pool Services Platforms in the U.S.

Portfolio Company	PE Backer	Inv. Date	Portfolio Company	PE Backer	Inv. Date
		Oct 2020			Sep 2023
		Mar 2024		NORWEST	Jul 2022
		Jul 2023			Jan 2021
		Apr 2021			Sep 2018
		Dec 2020			Mar 2020

Note: Founders Advised Yummy pools in the transaction with Trivest in 2024.

# Founders' Q1 Home Services Transactions

Founders has strong, relevant experience and deep relationships with buyers focused on Home Services companies.

## Pool Services



### Yummy Pools

*Closed March 2024*

Founded in 2022, Yummy Pools is a provider of professional pool cleaning services intended to serve residential pool owners across Atlanta, GA.

**Buyer:** Trivest

## Roofing



### Ridgeline Roofing & Restoration

*Closed January 2024*

Founded in 2020, Ridgeline Roofing & Restoration is a premier provider of residential and commercial roofing services with service in 6 markets across the Southeastern U.S.

**Buyer:** Bertram Capital



# Founders Home Services Sector Coverage

## Industry Size

**\$679B+**  
Total Addressable  
Market

## Selected Home Services Experience



## Home Services Sub-Verticals

Pool Services

Roofing

HVAC/  
Plumbing/  
Electrical

Pest Control

Landscaping

Appliance  
Repair

## Selected Buyer Relationships

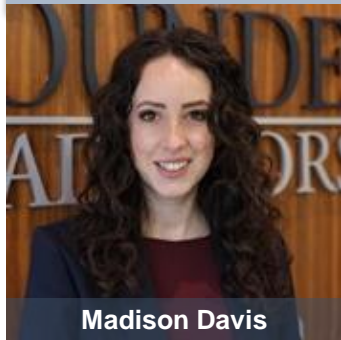


# Founders Advisors Consumer Team

## Founders Home Services Sector Coverage Leader

## Select Transactions

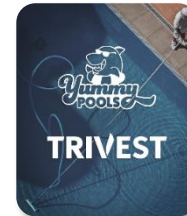
DIRECTOR



Madison Davis

A Director of the Founders Advisors Consumer Group, Madison Davis brings comprehensive middle-market M&A expertise gained across roles in investment banking, private equity and corporate development. Prior to returning to Founders, she led the acquisition of more than 60 companies as a Vice President at Greater Sun Ventures and as Head of M&A of a private equity backed company.

Madison began her career in investment banking – first at Founders and later at Lazard Middle Market – where she contributed to more than 20 sell-side M&A processes.



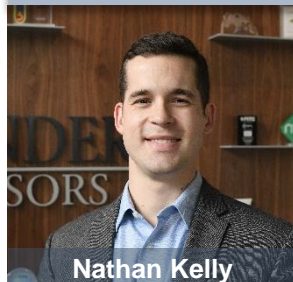
## Consumer Team

MANAGING DIRECTOR



Wayne Vacek

DIRECTOR



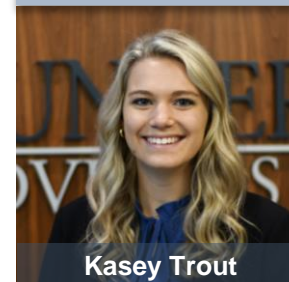
Nathan Kelly

SENIOR ASSOCIATE



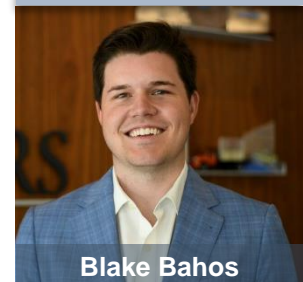
Richie Frymire

SENIOR ANALYST



Kasey Trout

ANALYST



Blake Bahos

# FOUNDERS

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