



Pool Troopers Partners with Aloha Pool & Spa to Expand Their Footprint

Tampa-Based Pool Service Company Continues to Grow Across the Sunbelt Region

Tampa, FL – February 17, 2021: Pool Troopers has partnered with Aloha Pool & Spa (“Aloha”), the trusted provider of commercial and residential pool services in Southwest Florida. Aloha has been serving Lee and Collier County for more than 20 years. Through the partnership, Pool Troopers will expand its current service footprint in the greater Naples and Fort Myers areas.

Les Williams, Owner and President of Aloha, said “Partnering with Pool Troopers was an easy decision. I interviewed a lot of groups, and Pool Troopers takes care of their team like we do. Through our partnership, we can continue serving our beloved community; provide security, benefits, and advancement opportunities for our dedicated team members; and continue building our legacy.”

Gary Crayton, CEO of Pool Troopers, said, “We have loved serving Southwest FL and look forward to growing our local footprint through our partnership with Aloha. This partnership also gives us the expertise to move into the commercial market in the Naples/Fort Myers market. We could not be more excited to partner with Les and the Aloha team!”

Dave Hahmann, President of Pool Troopers, said, “Over the past few years, we have built our model for rapid growth in the pool industry. We have developed industry-leading software to better serve our customers and could not be more excited or ready to partner with pool service companies like Aloha.”

In October 2020, Pool Troopers partnered with Shoreline Equity Partners, to support the Company's next phase of growth including the execution of an aggressive acquisition strategy. This transaction represents the second acquisition for Pool Troopers since partnering with Shoreline.

About Pool Troopers

As the premier provider of chemical, cleaning, maintenance, and repair services for residential and commercial pools, Pool Troopers serves over 15,000 customers in Florida, Texas, and Arizona. Pool Troopers was ranked #1 in 2019 and 2020 on the Top 50 list by Pool & Spa News & Jandy. Pool Troopers was founded in 1952 and is headquartered in Tampa, Florida. For more information about partnerships and acquisitions, please visit <https://pooltroopers.com/sell-your-company/>.

About Aloha Pool & Spa

With more than 20 years of experience, Aloha Pool & Spa services Lee and Collier County. Aloha was built on a foundation of reliability and dedication. Aloha offers commercial and residential maintenance, renovation, refinishing, equipment, and repair to the greater Fort Myers and Naples areas. For more information, please visit <https://www.alohanaples.com/>.

About Shoreline

Shoreline is a lower middle market private equity firm focused on actively partnering with leading management teams. The Firm's goal is to develop and implement collaborative solutions with portfolio company professionals to drive growth as well as scale and optimize operations. Shoreline professionals employ a straight-talking, egalitarian, and transparent approach to working with companies. Our model considers a broader set of stakeholders in our decisions with a meaningful portion of the Firm's profits being contributed to philanthropic initiatives. Investing out of the Firm's inaugural \$300 million fund, Shoreline seeks to lead equity investments of up to \$100 million per transaction in support of buyouts, recapitalizations, and corporate divestitures. Targeted businesses have enterprise values ranging from \$25 million to \$250 million and EBITDA of \$3 million to \$25 million. The Firm strives to partner with management teams of non-capital-intensive businesses primarily within the specialized manufacturing, value-added distribution, and business and industrial services sectors, among others.

For further information, please contact:

Zach Mittelmark
Vice President
Shoreline Equity Partners, LLC
(904) 222-6544
mittelmark@shorelineequitypartners.com