



## **Pool Troopers Partners with Pool Chlor to Expand Phoenix, AZ Footprint**

*Tampa-Based Pool Service Company Partners with Fifth Company to Grow Across the Sunbelt Region*

**Phoenix, AZ – May 4, 2021:** Pool Troopers has officially secured its fifth partnership of 2021 with Pool Chlor AZ (“Pool Chlor”). Pool Chlor is an iconic leader in the pool service industry and has been serving the Phoenix area since 1955. Pool Chlor took off over 65 years ago when the owners, a chemical engineer and a chemist, perfected the balance of chemical compounds used in pool treatment.

Phoenix is a newer market for the Tampa-based pool service company. Through the partnership, Pool Troopers will expand their footprint and service more residential pools in the greater Phoenix area. Pool Troopers currently services the Florida, Texas, and Arizona markets and ranked #1 on the Top 50 List by Pool and Spa News for the last two consecutive years.

In October 2020, Pool Troopers partnered with Shoreline Equity Partners, to accelerate growth across the Sunbelt Region, including executing an aggressive acquisition strategy. Pool Troopers has developed proprietary industry-leading software which has allowed their service model to be scalable and irreplicable. Through its current footprint and recent partnerships, Pool Troopers has further established its position as one of the largest pool service companies in the United States.

**Gary Crayton**, Chief Executive Officer of Pool Troopers, said, “I have been working in the pool business for more than 30 years. There have been a lot of great leaders in our industry, and John is one of the greatest. He has given so much back to the pool industry in terms of sharing knowledge, best practices, and chemical treatment expertise. Through our partnership with Pool Chlor, I am excited to give backyard freedom to more pool owners in Phoenix. We are honored to partner with John and the entire Pool Chlor team.”

**John Cardall**, Owner of Pool Chlor, said “I have known Gary and the Pool Troopers team for years. As I approach retirement, I wanted to be sure that I left my customers and employees with a team that had experience in the pool industry and extensive knowledge about the chemical treatment process. Like us, Pool Troopers has been around since the 1950s and has seen all of the changes in our industry. I have loved serving the Phoenix area and could not be more excited to partner with Pool Troopers to continue our legacy.”

**Dave Hahmann**, President of Pool Troopers, said, “Pool Chlor’s commitment to having the backs of their customers and others in our industry aligns with our mission. Family first is the way we treat teammates, and we are excited to welcome the Pool Chlor team to the Pool Troopers Family!”

Pool Troopers is on a mission to bring freedom to all pool owners and pool company owners. Whether pool company owners are looking to accelerate growth or plan for retirement, Pool Troopers has been helping companies across the US achieve their goals and continue their legacies.

## **About Pool Troopers**

As the premier provider of chemical, cleaning, maintenance, and repair services for residential and commercial pools, Pool Troopers serves 16,600 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 founded in 1952 is headquartered in Tampa, Florida. For more information about partnerships and acquisitions, please visit <https://pooltroopers.com/sell-your-company/>.

## **About Pool Chlor**

Founded in 1955, Pool Chlor was started by a chemist and a chemical engineer on a mission to improve the quality of chemical compounds in pool treatment. Pool Chlor was built on a foundation of quality and is committed to being economical, convenient, and reliable. Pool Chlor offers residential pool chemical service to the greater Phoenix area. For more information, please visit <https://poolchloraz.com/>.

## **About Shoreline**

Shoreline is a lower middle market private equity firm focused on actively partnering with leading management teams. Shoreline follows a total stakeholder model, meaning success should be a “win-win” proposition for shareholders, employees, customers, vendors, and the communities within which the Firm’s companies operate. Shoreline professionals believe in honesty, incentive alignment, and creating bigger, better businesses without relying on financial engineering or cost cutting to generate returns. 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 businesses primarily within the specialized manufacturing, value-added distribution, and business and facility services sectors, among others. For more information, please visit [www.shorelineequitypartners.com](http://www.shorelineequitypartners.com).