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**Pool Troopers Acquires Infinite Pool Finishes in Fort Myers, FL**

*On a Mission to Grow Across the Sunbelt, Pool Troopers Acquires 7<sup>th</sup> Company of 2021*

**Fort Myers, FL – July 20, 2021:** Pool Troopers, home of the America’s Backyard Heroes, announced that it has acquired the pool maintenance and chemical treatment lines of business of Infinite Pool Finishes (“Infinite”). With the recent acquisition, Pool Troopers is now the largest pool service company in Southwest Florida. Pool Troopers has been providing pool cleaning and chemical services throughout the Sunbelt Region since 1952.

Infinite is a locally owned and family operated company that has been in business for over 20 years. In 2019, Infinite was featured on the ‘Inc. 5000 Fastest Growing Private Companies’ List. With more people staying home this past year, the desire for homeowners to turn backyards into private oasis’ has surged across the country. Infinite will continue to focus on refinishing and resurfacing pools and will entrust the maintenance side of their business to Pool Troopers.

**Gary Crayton**, Chief Executive Officer of Pool Troopers, said, “Infinite has seen tremendous growth over the last few years and that momentum was expedited in 2020 due to COVID. We are thrilled to see so much growth across the pool industry and are honored that Rolan has entrusted us to service his pool cleaning and chemical customers. Our mission at Pool Troopers is to be ‘America’s Backyard Heroes,’ and we look forward to continuing to give homeowners freedom to enjoy their backyards.”

**Rolan Richard**, Owner of Infinite, said “Creating beautiful pools has been my passion for the past 20 years. Making the decision to transition solely to pool refinishing was a tough one, but it was necessary given the increase in demand that we have seen over the past couple of years. I wanted to ensure that I transitioned my pool maintenance customers to the most reputable company. I researched many different pool service providers, and Pool Troopers was the obvious choice. They treat their team and customers like family and already have a big presence in the area.”

In the fall of 2020, Pool Troopers with the support of Shoreline Equity Partners embarked on its journey to acquire and consolidate pool companies across the Sunbelt Region. Pool Troopers services approximately 20,000 customers throughout Florida, Texas, and Arizona. Pool Troopers has aggressive plans for the future and will continue on its mission to bring freedom to all. Whether pool company owners are looking to focus on certain areas of their business or retire, Pool Troopers has the team and infrastructure to help owners continue their legacies and achieve their dreams.

## **About Pool Troopers**

As the premier provider of chemical, cleaning, maintenance, and repair services for residential and commercial pools, Pool Troopers serves approximately 20,000 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 founded in 1952 is headquartered in Tampa, Florida. For more information about partnerships and acquisitions, please visit <https://pooltroopers.com/sell-your-company/>.

## **About Infinite Pool Finishes**

Infinite Pool Finishes specializes in quality, standard, and lifetime warranty pebble interior pool and spa finishes throughout Southwest Florida. With over 20 years of experience, Infinite Pool Finishes only uses the finest products giving you a lasting look and feel that will last the test of time. Learn more: <https://infinitepoolfinishes.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).