

# IS PINCH A PENNY RIGHT FOR YOU?

**PINCH·A·PENNY**  
**POOL·PATIO·SPA**  
FRANCHISE OPPORTUNITY



# WHY PINCH A PENNY?

**With Pinch A Penny Pool Patio Spa, you can own your own pool business and take control of your future.**



Pinch A Penny is America's largest swimming pool retail, service and repair franchise. We are looking for smart, strong leaders to help us grow.

Pinch A Penny's proven business model has generated more than 45 years of sales growth and an average store revenue of \$1.7 million.<sup>1</sup> Pinch A Penny franchisees benefit from the brand's multiple streams of revenue – retail, pool service and backyard services – and essential services that keep franchise locations busy year-round and during economic ups and downs.

Pinch A Penny franchise owners enjoy the best of all worlds: Every day, they get to go to work and run a profitable business that they love. And every night, they come home

to their families. That perfect balance of work and family life has been part of the Pinch A Penny formula since Day One. Pinch A Penny was founded as a family business, and it is still family-owned, has family-owned franchises and sells family fun to the community.

Consider opening your own Pinch A Penny franchise and joining the growing \$15 billion swimming pool industry.<sup>2</sup> Pinch A Penny is expanding its system of 265+ locations throughout the Southeast and Texas. If you are interested in investing in a turnkey business that will allow you to secure your future and build a legacy for your family, we need to talk.

**Come grow with us.**



**45+**  
YEARS SALES  
GROWTH

**\$1.7M**  
AVERAGE  
STORE REVENUE

**265**  
LOCATIONS  
AND GROWING

<sup>1</sup> For the year ending December 31, 2021, Pinch A Penny had 262 stores open. Of those stores, 257 have been open at least one year. Of those open at least one year, the average annual gross sales were \$1,773,164 and some stores (39%) had annual gross sales that exceeded the average. Your results may differ. There is no assurance that you will do as well. See our 2022 Franchise Disclosure Document for more information.

<sup>2</sup> U.S. Residential Swimming Pool Market by PKdata



# OUR PROVEN BUSINESS MODEL

**There are 11 million residential swimming pools in the U.S.,<sup>3</sup> and every one of them needs Pinch A Penny.**

That's because Pinch A Penny provides essential products and services that keep water safe and clean, allowing families to spend quality time together in their own backyards.

Pinch A Penny's proven business model works, thanks to:



## Multiple streams of revenue

Retail, pool service and an array of backyard services, such as pressure washing, provide year-round revenue. Most Pinch A Penny competitors do not offer such a variety of services.



## Full turnkey service

From assistance in securing the perfect location and negotiating a lease to construction and build-out to training to grand opening planning and marketing, we take care of everything – all the way to your first customer.



## Industry-leading expertise

We don't just ring up purchases. We provide information about how to use products wisely. Customers rely on Pinch A Penny locations for their expertise and free in-store water testing. We help pool owners with everything from keeping chemicals in balance to leak detection to choosing the right heater. Customers rely on Pinch A Penny locations for their expertise and free in-store water testing. We are a one-stop resource for everything consumers need for their backyards.



## Year-round business

Backyard service offerings ensure that locations stay busy even during cooler months when people aren't using their pools. This is not a summer job.



## Great Investment

Pinch A Penny is routinely ranked among the best franchise investments. In 2021, *Entrepreneur* ranked Pinch A Penny among the top franchise brands for the third consecutive year on its prestigious "Franchise 500" list. *Franchise Business Review* ranked Pinch A Penny among its "Top 200 Franchises."

Additionally, *Franchise Business Review* predicts that home repair and maintenance franchises and specialty retail franchises will outperform other sectors over the next few years. That's why Pinch A Penny was one of *Franchise Business Review's* "Top 50 Recession-Proof Businesses." Pinch A Penny provides services that are necessary to keep people safe no matter what the economy is doing. The need for clean water is constant.



# THE SECRET TO OUR SUCCESS

**At Pinch A Penny, we want every franchisee to live the American Dream.**

We give them the tools they need to build a successful business and control their own destiny. Our outstanding corporate support is one major reason that we have not closed a store in more than 30 years.

## **Corporate Support**

Our unparalleled corporate support includes:

### **In-Depth Training**

You do not need pool experience to become a Pinch A Penny franchisee. At our Pool School, an intensive four-week program, we train franchisees on everything from legal issues to chemistry to equipment. Plus, we provide in-store training during your first week so you can feel confident from the start.

### **Comprehensive Marketing Program**

You want to be the business owner, not a social media manager – right? That's why our experienced, capable marketing department handles all consumer advertising, direct mail, social media posting, customer service calls and more.

### **Supply Chain**

Most of what you sell can be ordered through an affiliated central distribution facility. For franchise owners, dealing primarily with one vendor simplifies ordering and ensures the best prices and quality. We deliver products to your door so that you have what you need when you need it.

A Pinch A Penny franchise is an extremely low-risk investment that helps you build the life you want for you and your family.

# BUILT BY FAMILIES FOR FAMILIES

**A lot of companies say their teams are “like family,” but Pinch A Penny has always been a family business.**

Pinch A Penny is run like a family business and has always underscored the value of personal relationships with franchisees. Executive team members visit every location at least once per year to maintain those relationships.

Just as Pinch A Penny first grew when founder Fred Thomas invited families to open locations in neighboring towns, most higher-performing locations today are owned and operated by families. Many of them joined Pinch A Penny because they wanted to build a legacy for their children.

Pinch A Penny locations create jobs for all ages, including many franchise owners' high school- and college-age children whose first jobs were working with their parents. Many customers also join the “family” by becoming Pinch A Penny team members.

## Work-Life Balance

Running a Pinch A Penny requires no travel, and stores operate during normal business hours. Franchise owners enjoy a flexible schedule that allows them to put their families' needs first, have dinner together and spend quality time together in the evenings.

The family atmosphere and work-life balance are among the qualities that franchisees love most about Pinch A Penny. That may explain the brand's perennially high ratings for franchisee satisfaction in *Franchise Business Review* rankings.







# WHO ARE WE LOOKING FOR?

**Pinch A Penny franchisees are a diverse group, but they share some important qualities.**

The ideal Pinch A Penny franchise owner must have a willingness and desire to help customers and the passion to go above and beyond to ensure customers have what they need to keep their pool or spa in great shape. You have to be committed to training and educating your team so you can meet and exceed customer expectations.

Additionally, our franchisees:

## **Care about their communities.**

Our franchisees have a servant's heart. Whether they are providing advice about pool care or sponsoring a Little League team, Pinch A Penny owners believe in taking care of their neighbors. This authentic concern for their customers is the secret to our franchisees' success.

## **Understand how to succeed.**

Our franchisees come to Pinch A Penny from many industries, but their entrepreneurial spirit leads them to pursue something more than a corporate job. They want to build a future. They have strong business acumen and customer service skills. Our best-in-class service is at the heart of our success.

## **Work hard.**

Our franchisees are owner-operators. They work in the business every day and are experts in the pool industry. They are honest and focused. They are leaders.

## **Salute to Veterans**

We offer a special incentive to U.S. military veterans who wish to join our ranks: 20% off the franchise fee.

Pinch A Penny is a proud member of the International Franchise Association Foundation's VetFran® program, and *Franchise Business Review* has named Pinch A Penny a "Top Franchise for Veterans."

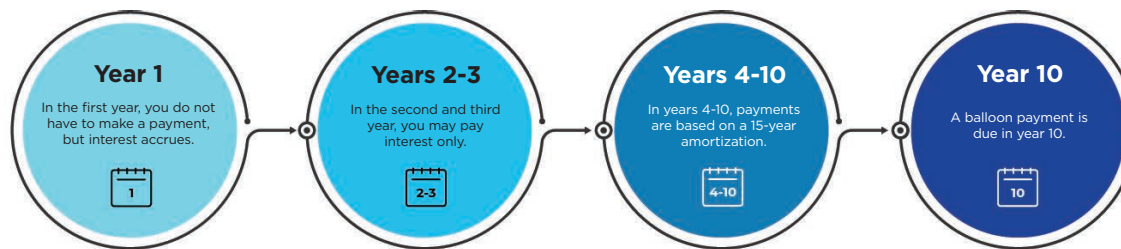


# WE INVEST IN YOU

**For financially qualified candidates, Pinch A Penny offers in-house financing for up to 80% of the cost to launch new locations**

## How does in-house financing work?

To qualify as a franchise candidate, you must have a net worth of at least \$350,000. The initial start-up cost to open a Pinch A Penny franchise ranges from \$334,425 to \$480,200, which includes the franchise fee, build-out costs, equipment, supplies and start-up inventory. The maximum amount financed and the interest rate are subject to the credit worthiness of the franchisee.



## Pinch A Penny's business model works.

Because our turnkey model includes multiple streams of revenue – retail, pool cleaning and an array of backyard services – our company has recorded more than 45 years of sales growth and average store revenue of \$1.7 million.<sup>4</sup>

<sup>4</sup> For the year ending December 31, 2021, Pinch A Penny had 262 stores open. Of those stores, 257 have been open at least one year. Of those open at least one year, the average annual gross sales were \$1,773,164 and some stores (39%) had annual gross sales that exceeded the average. Your results may differ. There is no assurance that you will do as well. See our 2022 Franchise Disclosure Document for more information.

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## Easy Financing Options



**COMPETITIVE  
INTEREST RATES**



**NO FEES**



**NO WAITING**



**FLEXIBLE  
REPAYMENT TERMS**

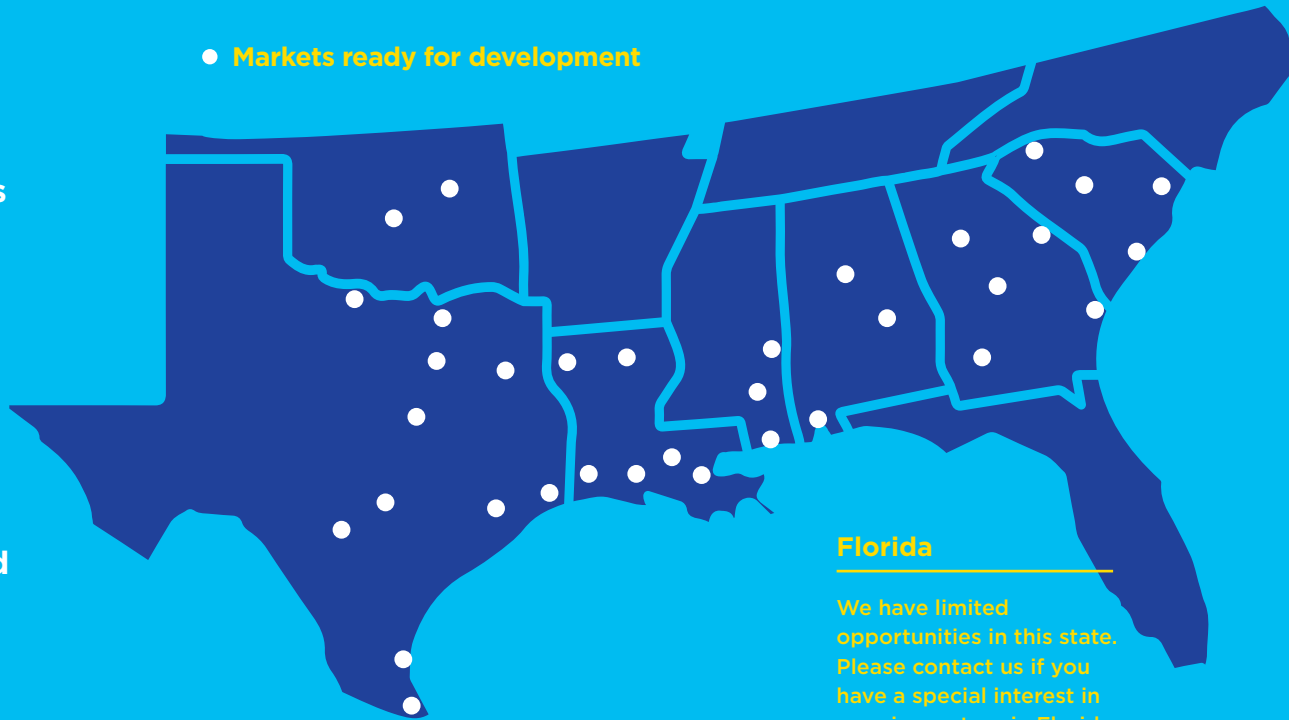
# WHERE WILL YOUR PINCH A PENNY BE?

Are you already dreaming of building your Pinch A Penny? Our real estate experts can help you find the perfect corner.

**Call 844.740.5139 now to learn how soon you can break ground.**

## ● Markets ready for development

Pinch A Penny has more than 265 locations across the Southeast and Texas, and we are expanding across the region. We know which markets are booming and where pools and spas are being built, so we have mapped out the best spots for future Pinch A Penny locations.



### Florida

We have limited opportunities in this state. Please contact us if you have a special interest in opening a store in Florida.



# FAQS

**Q: How much money can I make with a Pinch A Penny franchise?**

**A:** The annual average store revenue (or average unit volume) of a Pinch A Penny location is \$1.7million<sup>5</sup>. While there is no assurance that your Pinch A Penny store will perform as well as these retail stores, it's safe to say that Pinch A Penny's numbers speak for themselves.

**Q: Do I need pool experience?**

**A:** No. Most new franchise owners come from non-pool industries. After finishing Pool School, you'll have a Pool School certificate; a Certified Pool & Spa Operator (CPO®) certification, the world's leading verifiable pool and spa training credential; and an Advanced Service Technician (AST®) certification. You'll be ready to take care of your customers' pools and educate them about good pool maintenance.

**Q: What if there's a piece of equipment I don't know how to fix?**

**A:** You're never on your own! Our team has the expertise to help with any challenge. Your franchise family is here for you today, tomorrow or 10 years from now.

**Q: How long does it take to open a new Pinch A Penny store?**

**A:** Typically, depending on real estate, construction and other variables, your Pinch A Penny store can be ready to open in as little as 6 months from the initial inquiry. From build-out to opening day, Pinch A Penny takes care of everything so your turnkey store is ready to go from day one.

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**THANKS FOR YOUR INTEREST  
IN PINCH A PENNY.** WE LOOK  
FORWARD TO CONTINUING  
THE CONVERSATION.

**844.740.5139**

**Or [aheflin@pinchapenny.com](mailto:aheflin@pinchapenny.com)**

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