Patio Pools & Spas Owners Nicole and Gene Ragel Partner with Poolwerx to Expand Pool Supply and Service Business in Tucson

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Ragels to Add Three Retail Outlets and 25 Mobile Units to Global Retail Pool Brand

July 19, 2019 // Franchising.com // DALLAS - Tucson-based Patio Pools & Spas owners Nicole and Gene Ragel announced the conversion of their pool supply and service business under the Poolwerx franchise as their partnership became effective on June 17th, 2019. The Ragels will continue to operate their construction business as Patio Pools & Spas, and both their construction business and Poolwerx pool supply and service business will remain locally owned and operated.

"With our 50 years of experience in Tucson and Poolwerx's 25 years of success as a global business, we look forward to this new partnership and are confident we will offer exceptional pool service and supplies to the Tucson community and southern Arizona," said Gene Ragel, President of Patio Pools & Spas.

One of Poolwerx's major growth strategies is conversion of existing pool service businesses, and the addition of the Ragels' three retail outlets and 25 mobile unit's marks yet another iconic business to convert to the brand in 2019, and brings the brand's presence in The Grand Canyon State up to 16 Poolwerx stores and 56 service vans.

"Teaming up with Poolwerx to bring local and global innovations, not only to the industry but to the Tucson community as well, will position our business for continued growth," said Nicole Ragel, Vice President of Patio Pools & Spas.

The Ragels selected Poolwerx, the world's only global retail pool brand and the largest in the pool service industry, due to its industry-leading conversion strategy. Founded in 1969, Patio Pools & Spas offers award-winning pool design and construction in addition

to unparalleled customer service. The business also brings a staff of experienced pool and spa professionals offering complete weekly pool cleaning service plus renovation and repair. Their three spa and pool chemical and supply stores are conveniently located in Tucson and Sierra Vista.

“We greatly respect Nicole and Gene Ragel and the business they have built together over the past 50 years,” said John O’Brien, CEO and founder of Poolwerx. “We know the Ragels will be a great contribution to our franchise partner family.”

Poolwerx has multiple operators in its system that converted from an existing independent business to a Poolwerx franchise partner, and as a result of that conversion, saw their gross profit margin increase substantially after signing on with the brand.

With the addition of the three retail stores and 25 service vans, Poolwerx’s U.S. presence now consists of 43 retail stores and 195 mobile units across six states. Poolwerx is currently eyeing additional development across Arizona and the brand is currently looking for franchise partners to purchase existing locations in Phoenix.

About Poolwerx

Poolwerx was founded in Australia by CEO and entrepreneur John O’Brien after he identified a need in the retail and pool service space for a cost-effective and high-quality brand that delivered expert service via trained and certified professionals. Since its founding in 1992, Poolwerx has grown to become the world’s only global pool brand and the largest in the pool service industry, with over 40 retail stores and over 190 service vans across six states in the U.S., plus 550-plus service vehicles and 160-plus stores, globally. Poolwerx leaves competitors to tread water thanks to a professional development strategy to convert employees to franchisees, a technology-driven and scalable model and recurring revenue streams. The Australia-based brand opened its U.S. office in Dallas in 2015 and is now driving explosive franchise growth stateside, with a five-year development plan to have over 200 stores and over 620 service vans operating in the U.S. by 2024.

Media Contact:

Lauren Turner
No Limit Agency
lauren@nolimitagency.com
312-526-3996

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