

Swimming Pool Contractor Reaches \$100,000 in Incremental Revenue in First Year with Infusionsoft

BACKGROUND

Founded in 1991, Presidential Pools & Spas is the largest residential and commercial swimming pool and landscaping contractor in Arizona.

In 1995, Ken Chandler joined the Presidential team, selling pools and handling accounting. "We get a lot of our business through referrals and recommendations, and Infusionsoft has played right into that," he says.

CHALLENGES

Around 2007, the housing market suffered a heavy downturn, and Presidential Pools & Spas went from building 2,000 pools in 2006 to just over 500 in 2010. In order to bring business back to what it once was, they needed a marketing solution that would help capture and nurture leads from their website.

Before Chandler discovered Infusionsoft, he and his team had to manually input data into systems that were unreliable. And because these systems had little to no small business automation, the company would miss prospects and not send follow-ups. Additionally, lead acquisition was limited and inconsistent.

SOLUTION

Presidential Pools & Spas had limited experience using Infusionsoft through a vendor partner. However, when that partnership ended in the summer of 2011, they decided to obtain their own Infusionsoft account.

"Our Success Coach was genuinely interested in our success, and her passion for learning our business made us immediately aware that this partnership was going to be extremely beneficial," Chandler says.

According to Chandler, Presidential Pools & Spas can now use a simple Web form to send follow-up pieces and nurture their leads. Small business lead generation is crucial, and through Infusionsoft, they have quadrupled leads. All of this has allowed the company to stay top of mind with their prospects.

RESULTS

"Every day, we figure out different ways we can use Infusionsoft to improve our business," says Chandler. "I know for me personally, Infusionsoft has made my life easier."

"Without Infusionsoft, I don't think we could have effectively nurtured our prospects or our existing client base. With Infusionsoft, we've been able to do just that with tracking, reporting and measurable results."

– Ken Chandler
Vice President of Operations, Presidential Pools & Spas



FAST FACTS

Company: Presidential Pools & Spa

Owner: Ken Chandler

Employees: 70

Revenue: \$24,000,000

Years in Business: 21

Industry: Construction / Home Improvement

Location: Scottsdale, Ariz.

Customer Since: May 2011

Website: presidentialpools.com

Key Results:

- Generated more than \$100,000 in revenue from four campaigns
- Quadrupled leads
- Nurtures and converts two to three times more warm leads than before with advanced automation capabilities

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