

uFire.

HOME & PROPERTY SERVICES

Pool Owners Ask Each Other Everything. Be Their Answer.

Pool owners form tight communities — they share pool builders, service companies, and chemical suppliers like trade secrets. uFire puts your name into those conversations through ambassadors your customers already trust.

THE PROBLEM

Why Pool Service & Maintenance Businesses Struggle to Grow

Pool Owner Networks Are Closed

Pool owners trust other pool owners above all else. If you're not in their community conversations, you're not getting the call — no matter how good your service.

Seasonal Demand Creates Feast-or-Famine

Summer is slammed; spring opening is chaotic; off-season is dead. Without proactive ambassador campaigns, you start every season scrambling.

Green Pool Transformations Are Marketing Gold

Turning a green, swampy pool crystal clear is one of the most dramatic home service transformations possible. Most pool companies never capture or use this content.

THE SOLUTION

How **uFire** Works for Pool Service & Maintenance

1

Recruit Pool Owner Ambassadors

We enroll pool owners in your service area — people whose followers are other homeowners, many with or wanting pools. Their word carries massive weight.

2

Launch Crystal-Clear Campaigns

Pool opening reveals, green-to-clean transformations, backyard oasis showcases. Content that makes every neighbor with a dirty pool reach for their phone to call you.

3

Pay Per Post, Fill Your Route

Each post reaches 500–10,000 local pool owners and homeowners. You pay per post — not per lead. When neighbors see the transformation, they call.

THE NUMBERS

The Math Behind the Campaign

\$3,600

Average annual pool
service contract value

5yr+

Average pool service client
retention

47%

Of pool owners found their
service company via
neighbor referral

A pool service campaign costs \$600–\$1,500. If it generates 3 new annual contracts at \$3,600 each, that's \$10,800/year — or \$54,000+ over a 5-year relationship.

Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Pool Service & Maintenance — powered by uFire.

ufire.ai/brands/pool-service

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime