



Sean Johnson <sjohnson@pools-world.com>

Arizona Price Increase Project

Donnie O'Neal <doneal@amenitypool.com>

Fri, Dec 12, 2025 at 12:09 AM

To: Troy Lindbeck <tlindbeck@amenitypool.com>

Cc: Sean Johnson <sjohnson@amenitypool.com>

Troy,
I took Sean's spreadsheet with all customers, monthly/ annual charges and manipulated it just a bit to come up with some basic targets and assumptions as a starting point to review and discuss. Below are some assumptions:

- Out of 1,652 accounts 820 of them are paying us less than our base rate of \$165
- My good initial target would be to get these 820 accounts up to our new minimum \$165 a month rate
- The monthly price increase for these 820 customers would need to be anywhere from \$2-\$84/ month with a median of \$15.53
- These 820 accounts need further review of their gallonage to see if these increases would be appropriate based on size and to confirm these are not spas or other random occurrences.
- Further discussion needs to be had around accounts that need a larger than normal increase (\$50-\$84) and whether or not these should have a multi year approach
- If we did a price increase on all 820 accounts below the \$165/ month rate I used an assumption of a 30% loss to the number of accounts and monthly revenue for customers that may chose to opt out/ cancel their service
- I did not include fuel surcharge, annual conditioner fee or ACH discounts in any projections, but these items need to be discussed and decided if they're appropriate to continue or not and what the revenue impact would be
- Further review of which branch these 820 accounts are located in (based on zip code) so we can develop new projections on how many accounts need to go to each branch in our new model to meet your revenue projections
- Further discussion needs to be had around the challenges of approaching this project now (forcing these losses prematurely when we're on the cusp of having pool brain to give us better tools to understand margins on each account to help make these decisions, how this project may negatively affects our 2026 pool counts and budgets, etc

Sean,
Can you take the attached spreadsheet (or the spreadsheet this came from that you developed) and use your tools to help us understand which branch each of the 820 accounts under \$165 fall in? I'm assuming we could just use the zip code to help us with that? By taking that info and using a potential loss % we can see how this project will affect each of our residential branches and adjust overall branch revenue projections.

Below are some basic assumptions I've put together based on some of the assumptions listed above. I've got this topic as one of my agenda items for my call Tuesday with Troy. Open to any feedback you have prior to then.

Total Current Base		
Monthly Charge		
From 820 Affected	\$	
Accounts	122,306.74	820 accounts moved to our \$165 base monthly rate

Total Current Base	
Monthly Charge	
From ALL	\$
Accounts	270,229.26

Total Current Base	
Annual Charge	
From ALL	\$
Accounts	3,242,751.12

New Base Monthly		
Charge From 820	\$	
Affected Accounts	135,135.00	820 accounts need to be moved to our \$165 base rate

New Base Monthly	
Charge From ALL	\$
Accounts	283,057.52

New Base Annual	
Charge From ALL	\$
Accounts	3,396,690.24

Potential pool count		
loss due to price		
increase	246	30% reduction assumption on 820 affected accounts

New total potential		
pool count	1407	30% reduction assumption on 820 affected accounts plus all other accounts

Potential monthly revenue loss due to price increase	40,540.50	30% revenue reduction assumption on 820 affected accounts
New Potential total monthly revenue	242,517.02	New base monthly revenue minus potential monthly revenue loss
New potential annual revenue after price increase losses	2,908,540.24	before ACH, conditioner & fuel income
--		\$2-\$84 increase per account with a median increase of \$15.53



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 **Phoenix & CG Price Increase Project.xlsx**
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