



The Backyard Place Business Criteria

We believe The Backyard Place brand, coupled with the groundbreaking owner support, design technology, and marketing, makes this program arguably the most revolutionary initiative to ever hit the pool industry. However, not everyone meets the qualifications to become a Backyard Place retail store.

Below is a list of some of the criteria needed to become a Backyard Place retail store.

- **80% of your purchases must be made from POOLCORP.**
- **You must be willing to paint and brand your store with The Backyard Place approved colors and logos.**
- **You must be open Friday, Saturday and Sunday.**
- **You and your employees must wear The Backyard Place approved uniforms.**
- **You must attend training classes at our training facility in Plano, Texas.**
- **You must spend at least 3% of your monthly purchases on The Backyard Place approved advertising expenditures.**
- **Your store must be a minimum of 2,000 square feet.**

If you can meet the above criteria, please fill out the survey attached. We will contact you to schedule a free consultation. Thank you for considering POOLCORP as your pool supplier and retail partner.



Business Assessment Survey

Business Name: _____ or DBA _____

Address: _____

City/State/Zip: _____

Owner(s) Names: _____

Phone Number: _____ Cell Number: _____ Fax Number: _____

E-Mail: _____ Website _____

SCP or SPP account # _____ Branch _____ BDR _____

All information is held in the strictest confidence and will not be shared.

So that we may fully understand your business needs, please complete this form in full. This information will help us determine your specific needs in an effort to meet business assistance criteria. If you need further information or have any questions, please contact The Backyard Place Program Manager, Cathy Church, at 985-801-5291

1. Please provide a layout and measurements/dimensions of your building. Please include windows, doors, office space, warehouse, pillars, posts, plumbing, electrical, and other details that may affect the building design. Also include ceiling height as well as window and door measurements.

Note: Please provide photos of the outside and inside of the building with as many views as possible. Include any offices, storage, and break rooms. In particular, photograph large wall spaces, including doors, windows, pillars, columns and any other wall irregularities.

2. Listed below are business segments. Note the percentage of revenue that each of these areas generates for your overall business. If this is a new business, please estimate these percentages based on your goals and or knowledge of the local market.

_____ % Service	_____ % New Construction	_____ % Decks and Pavers
_____ % Repair	_____ % Fiberglass Pools	_____ % Outdoor Kitchens
_____ % Remodel	_____ % Spa Dealer	_____ % Landscape Lighting
_____ % Patio Furniture	_____ % Heaters/Heat Pumps	_____ % Other _____

3. How do you plan to grow your store?

4. Are you remodeling an existing store or building a new store?



5. Please provide total annual gross sales information for your store for the last 3 years (if open).

2005 _____, 2006 _____, 2007 _____

6. If your store is not open, please provide the following:

Forecast of annual purchases 2008 _____

Forecast of annual purchases 2009 _____

Forecast of annual sales 2008 _____

Forecast of annual sales 2009 _____

7. List product lines merchandised at your store:

Above Ground Pools: Brand(s) _____, _____, _____

Spa Dealer: Brand(s) _____, _____, _____

Pool Chemicals: Brand(s) _____, _____, _____

Maintenance Products: Brands(s) _____, _____, _____

Pool and Spa Equipment: Brands(s) _____, _____, _____

Heat Pump / Heater (s) _____, _____, _____

8. Who do you purchase from?

Direct _____, _____, _____

Distributors _____, _____, _____

Other Dealers _____, _____, _____

What percent of your purchases is direct from manufacturers? _____

What percent of your purchases is from distributors? _____

What percent of your purchases is from other sources? _____

9. How many employees do you currently have on staff?



10. What other pool services do you offer? (i.e. pool building, remodel, weekly pool maintenance, repairs)
11. Which would like to offer if taught? (please circle)
Pool Building Remodel Weekly Pool Maintenance Repairs
12. What type of pools do you build? (please circle) How many annually?
Gunitite Fiberglass Vinyl Liner
13. How many weekly maintenance vehicles do you operate?
14. How many repair trucks do you operate?
15. Do you plan to “build out” to completion or in stages?
16. What do you feel are the strengths of your business?
17. Have you done a demographics study for your retail location?
18. Why would I shop at your store versus your competition?
19. What do you feel you need assistance with?
20. What improvements are you working on currently?
21. What additional product categories would you like to offer in your store?
22. What is your approximate budget for your proposed new store or remodel?
23. What POS(Point of Sales)system do you use? Ex: Wise Software, QuickBooks POS, On-Trac?
24. What water analysis system do you use?



The remodel layout of your store will depend on the services that you offer. If you do construction, you will want to have a presentation room and a construction office. If you offer repair services, you may want to showcase a repair station. The store should be designed with a proportional relationship between profitable services and sales per square foot. For example, if you generate the most revenue through remodels, then the square footage of that area should be larger than other areas.

On the following page is a checklist of: (Must Have) (Would like to Have) (Not in My Store). Each of these areas must produce revenue and can be measured against the square foot it represents.

Must Have	Would Like To Have	Not In My Store	Retail Area/Planogram
_____	_____	_____	Pool Chemicals
_____	_____	_____	Spa Chemicals
_____	_____	_____	Overstock Area
_____	_____	_____	Equipment Section (Pumps, Motors, Filters)
_____	_____	_____	Above Ground Pools
_____	_____	_____	Spas
_____	_____	_____	Wet Spa or Mood Room
_____	_____	_____	Saunas
_____	_____	_____	Toys and Games
_____	_____	_____	Safety Section
_____	_____	_____	Fitness Pool Products Area
_____	_____	_____	Water Analysis Lab
_____	_____	_____	Heater or Heat Pump Cut Outs
_____	_____	_____	Parts Display of Section in Back
_____	_____	_____	Literature Display Area
_____	_____	_____	Children's Activity Area
_____	_____	_____	Grill Display with Accessories, Sauces, etc.
_____	_____	_____	Outdoor Kitchen Area
_____	_____	_____	Pavers and Deck Products Area
_____	_____	_____	Other

Must Have	Would Like To Have	Not In My Store	Office or Workstations
_____	_____	_____	Office for Retail Manager
_____	_____	_____	Office for Sales Manager
_____	_____	_____	Office for Sales People
_____	_____	_____	Office for Service Manager
_____	_____	_____	Office Space for Administrative Assistant
_____	_____	_____	Receptionist Area
_____	_____	_____	Greeting Area
_____	_____	_____	Conference Area
_____	_____	_____	Closing Rooms
_____	_____	_____	Office for Engineer/Designer/Draftsman
_____	_____	_____	Office for the Owner
_____	_____	_____	Other



**Must
Have**

**Would Like
To Have**

**Not In
My Store**

Retail and Office Requirements

- Cash Registers
- Computers/Server
- Printers
- Time Clock
- Water Test Counter
- Cash Register Counter
- Repair Counter
- New Racking (Peg Board)
- New Racking(Slot Wall)
- Slot Wall
- Peg Wall
- Lighting
- Fax Machine
- Kitchen (coffee machine, water, microwave)
- File Cabinets
- Letterhead/Stationary/Business Cards/Invoices

Prior to a free consultation, please send or e-mail this information to:

POOLCORP
 Attn:Cathy Church
 109 Northpark Blvd. 1st floor
 Covington, LA. 70433
 cathy.church@scppool.com

Phone: 985-801-5291
 Fax: 985-801-5703

All information will be held confidential and will not be shared with vendors or partners of POOLCORP. All information will be used to assist in the design and strategy of your remodel or new retail store.

Other Notations:



Measuring and Planning Your Backyard Place

Please take the time to read and follow these guidelines.

Room Measurements

- Step One Draw a rough sketch of your store.
- Step Two Measure every wall, beginning at the left corner. Write the total measurements in inches.
- Step Three Measure from left corner to the edge of window, door or to other opening.
- Step Four Measure from trim edge to trim edge.
- Step Five Measure from trim edge to far wall. Compare steps 3, 4 and 5 to step 6. Both totals should agree.
- Step Six On your drawing, make sure to mark the exact location of windows and doors.
- Step Seven Double-check all your measurements.

Using your measurements, begin sketching the placement of your check-out counter, water test station, fixtures, parts place, bathrooms, storage, spas, and island kitchens. Start at the upper left hand corner of the grid and work outward. Be sure to note the location of doors, windows, electrical outlets, plumbing fixtures and ventilation.