



FRANCHISE OPPORTUNITY

 VALENTINE'S
POOL AND SPA SUPPLIES

We want to make a positive impact on the world of pools!

At Valentine's Swimming Pool & Spa Supplies, we offer exciting franchise opportunities for individuals with an entrepreneurial drive, a strong work ethic, and a passion for delivering exceptional customer service. With a proven record of growth and a reputation for excellence, Valentine's has established some of the strongest buying power, rebate programs, and warranties in the pool and spa industry. This allows our franchise partners to thrive with competitive advantages that few others can match. Our family-oriented company culture is at the heart of our success. We believe in supporting one another, sharing knowledge, and celebrating every milestone along the way. Together, we've built a legacy of quality, trust, and community—one that future generations can proudly carry forward.

Now, we're inviting you to dive into this unique opportunity and become part of the Valentine's tradition of excellence.



Our Core Values



→ Integrity

Doing what's right for customers, partners, and the community.

→ Excellence

Delivering top-quality products and service every time.

→ Unity

Working together as one supportive, family-driven team.

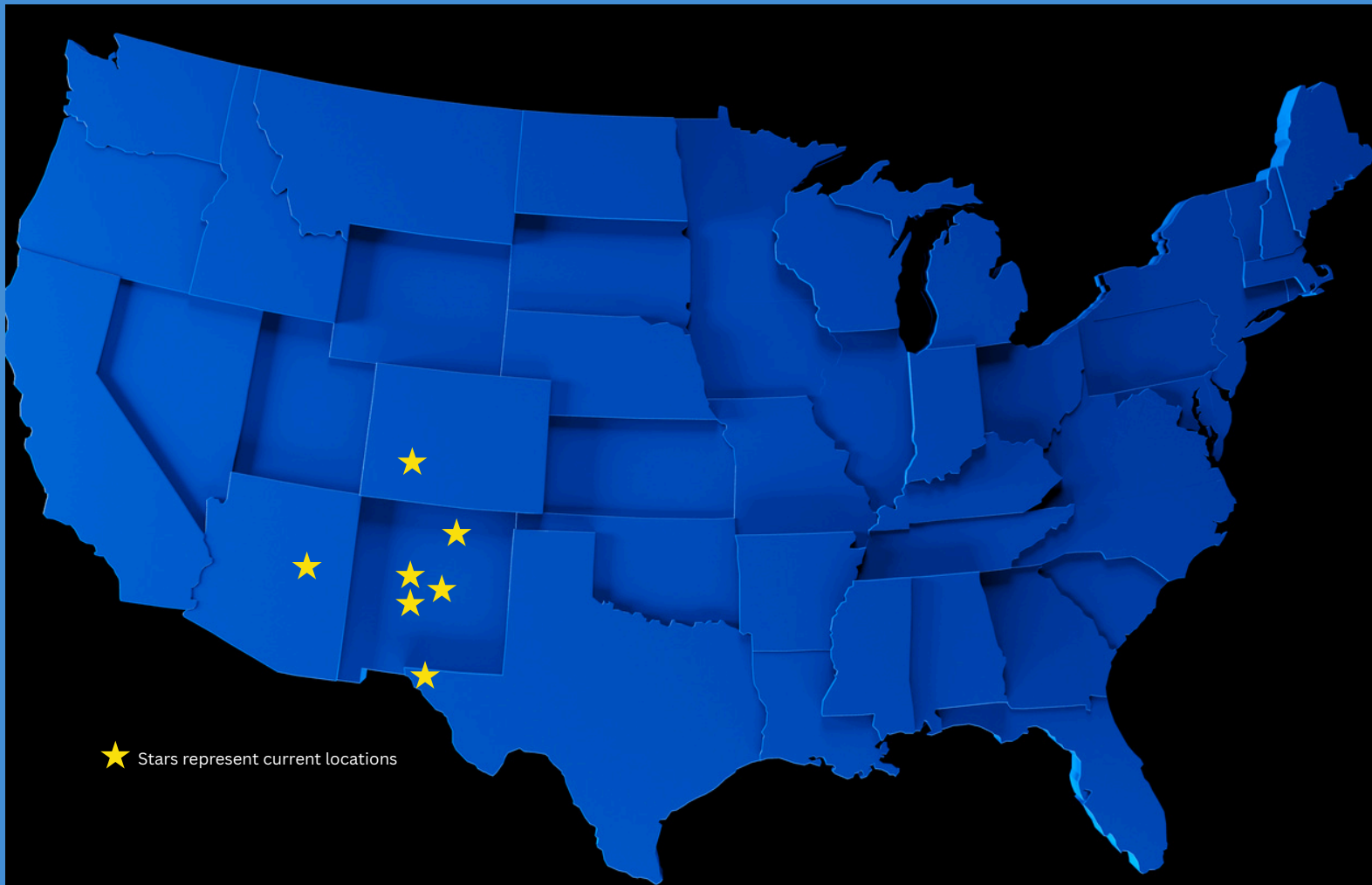
→ Passion

Bringing energy, care, and enthusiasm to everything we do.

At Valentine's Swimming Pool & Spa Supplies, our values define who we are and how we serve our customers. **Integrity** guides every decision we make, ensuring honesty and trust in all our relationships. We strive for **Excellence** by providing superior products, reliable service, and expert knowledge in everything we do. **Unity** keeps our team strong and connected, fostering a supportive, family-oriented environment where everyone can succeed. And above all, **Passion** drives us to create exceptional experiences—helping our customers enjoy their pools and spas with confidence and care.

LOCATIONS

Over 100 territories available to choose from!



We can't do it without you!

At Valentine's Swimming Pool & Spa Supplies, our vision is to bring the Valentine's experience to every corner of America. We're on a mission to expand our trusted brand to all 50 states, making it easier for families everywhere to enjoy crystal-clear pools and relaxing spas backed by unbeatable service. But we can't do it alone — we need passionate, driven partners like you to help us grow. By joining our franchise family, you'll play a vital role in shaping our nationwide presence while building a successful business of your own. Together, we can make Valentine's a household name across the country.

BENEFITS

Why Valentines?



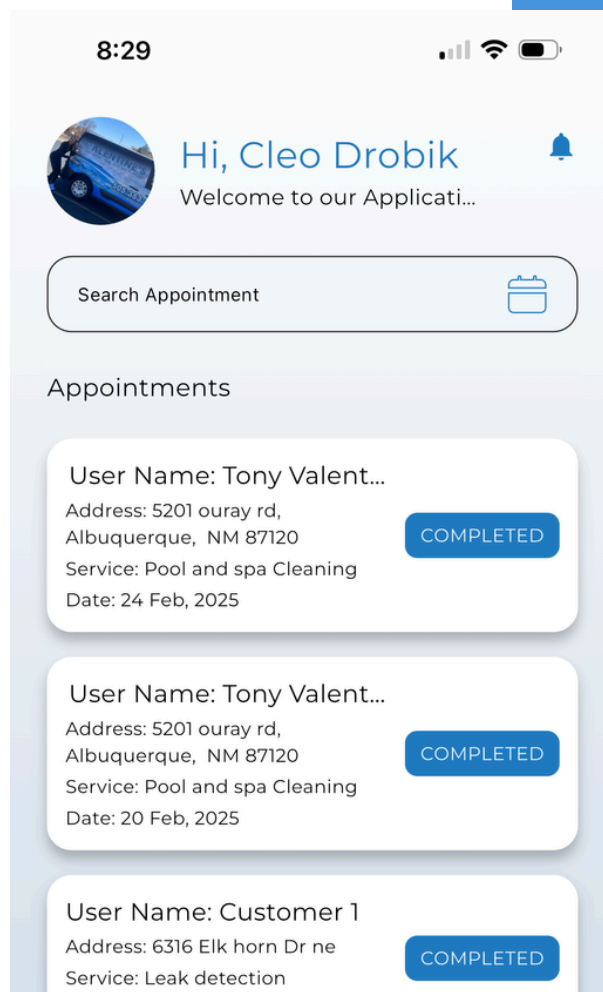
Low Initial Investment
- \$125,000-\$280,000



Extensive training &
support for life!



Proven systems &
processes. Get your
OWN app!



We offer a low initial investment, making it easier for motivated entrepreneurs to start strong without the heavy financial burden. Each franchise partner receives extensive, hands-on training to ensure confidence and competence in every aspect of operations—from customer service to technical expertise. Our proven systems and best practices have been refined over years of growth, giving you a solid foundation for profitability and sustainability. Plus, with our exclusive Valentine's Pro Service App, you'll have cutting-edge tools to manage scheduling, inventory, and customer communication—all designed to simplify your business and help you thrive. When you franchise with Valentine's, you're not just opening a store—you're joining a supportive network dedicated to helping you succeed.

Your Growth



32%

The average Valentines retail store sees a 32% growth in sales year over year



79%

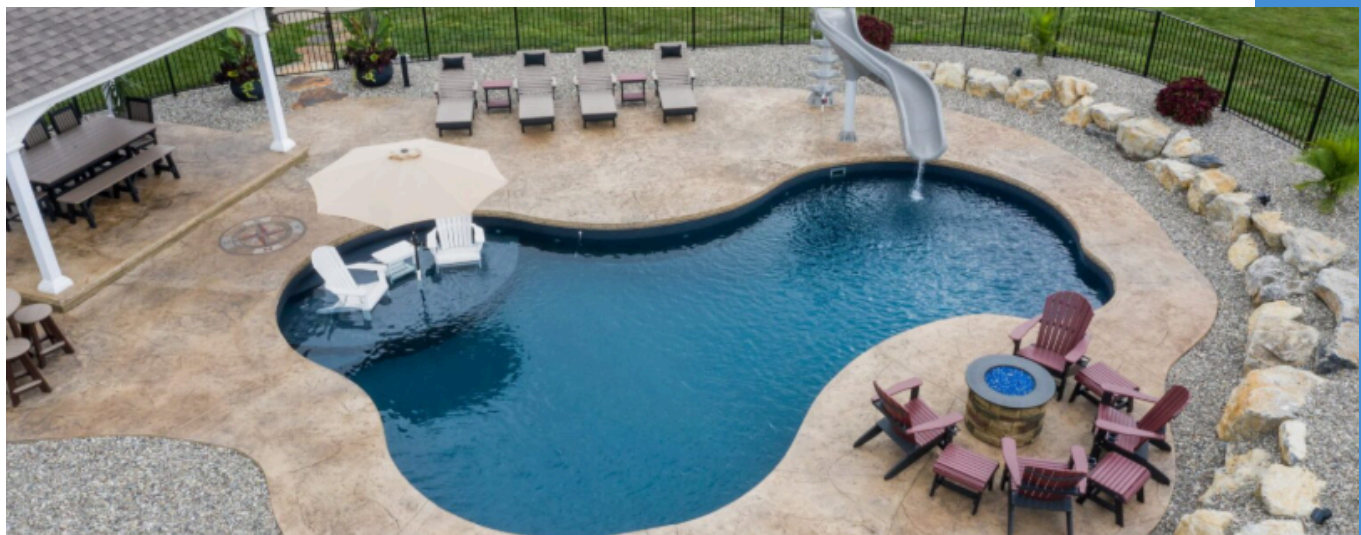
All Valentines Services are anticipated to have a 79% margin



2x

In 2025 we DOUBLED our total installations

Growth isn't just a goal—it's our standard. Our average retail locations experience an incredible 32% increase in sales year over year, reflecting the strength of our brand and loyal customer base. Our Valentine's Services consistently deliver exceptional profitability, with margins projected at 79%, setting us apart as a leader in the pool and spa industry. And in 2025, we doubled our total installations, a powerful testament to our expanding footprint, trusted reputation, and commitment to excellence. When you partner with Valentine's, you're joining a franchise built on momentum, results, and long-term success.



Step 1



→ STEP 01

Inquire

Are you interested in having your own Valentine's Store? Give us a call at 505-519-9873, and we will answer any questions you may have. We will also collect your phone number and email so we can communicate with you.

→ STEP 02

Forms

Fill out and submit your "Become a Franchisee" form attached to your welcome email. We will review and send over any questions we may have.

→ STEP 03

Scheduling

Once the "Become a Franchisee" paperwork is submitted we will reach out with a time & date to meet to further discuss your franchise!

Step 2



Once the training is complete, we will help you remodel your storefront, help you pick product, and do the full store buildout with you! We will be with you every step of the way to ensure that you have everything you need.

→ PHASE 01

Franchise Award

Now that the franchise agreement is signed, have your own Valentine's franchise! We can't wait to help you open your store.

→ PHASE 02

Your Location

We will help you pick a location for your store! We will provide extensive data for your area so you can make an educated decision on your location.

→ PHASE 03

Training

Let the fun begin! Now it's time to complete our in-person and online training. We will make you a pool expert in no time.



GET YOUR FRANCHISE TODAY!

CONTACT US!

505-519-9873

info@valentinesfranchise.com

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