PoolBoss

Pool Count

Q4 2026 · October 1st, 2026

The next route is already in the ground

New pool permits fell a median 52% from their peak across the 11 cities in this edition. Existing pools deserve a closer look in your growth plan.

52%

Median drop in new pool permits from each city's peak to 2025

127

Recorded pools per business in the source industry category, Maricopa County, AZ

25%

Five-year growth in employer businesses in the source industry category

7%

Pool company websites that let a customer pay online

Understand the pool market around your route

The size of the local pool market helps you ask better questions about where to grow.

This first edition brings together county property records, Census business counts, permit records and a review of 1,366 pool company websites. Read the local figures alongside what you know about your customers and service area.

These counts describe a market. They do not measure the quality of a company’s work or tell you how many customers are ready to switch.

Finding 1

Local pool counts can shape a growth plan

The source count shows at least 127 pools per pool business in Maricopa County, Arizona, and 36 in Harris County, Texas. Charlotte County, Florida, has the highest ratio in this edition at 151.

A higher ratio means more recorded pools relative to the business count used here. It does not mean those pools are unserved. Business size, service areas and customers who maintain their own pools can all affect the opportunity.

What to consider on your route

Look up your county and compare it with the neighborhoods you already serve. A new pool close to an existing route may be more useful than a distant account in a county with a higher ratio.

Keep a list of interested customers when a route is full. Use the location of that demand when deciding where another tech could work.

Pools per business in selected counties



Pools for every pool business, by county

County	Pools per business	Pools on record	Homes with a pool
Charlotte, FL	151	42,110	47%
Maricopa, AZ	127	418,944	34%
Seminole, FL	103	45,565	38%
Manatee, FL	103	50,231	37%
Sarasota, FL	102	67,859	43%
Volusia, FL	79	41,983	21%
Tarrant, TX	78	78,645	13%
Pasco, FL	77	44,388	21%
Fort Bend, TX	74	35,933	14%
Travis, TX	66	37,178	13%
Osceola, FL	55	34,685	25%
Polk, FL	51	34,987	18%
Williamson, TX	50	16,364	8%
Dallas, TX	50	61,910	11%
Duval, FL	45	33,615	11%
Harris, TX	36	122,211	11%

Finding 2

New pool permits are below their peak

Every one of the 11 tracked cities issued fewer residential pool permits in 2025 than in its peak year. The median decline was 52%. Charlotte, North Carolina, fell 74%, and Gilbert, Arizona, fell 73%.

Permits track a stage of new construction. They are not a count of completed pools or service customers. The decline still gives a company relying on builder referrals a reason to check its assumptions.

What to consider on your route

Ask builders about their current backlog before planning a new route around referrals. Compare those prospects with leads from the neighborhoods you already service.

Keep existing customers informed about visits and give them a clear way to pay. Those are practical parts of a retention plan that you can improve now.

52%

Median decline in permits from peak year to 2025 across the 11 tracked cities

New residential pool permits, peak year vs 2025

City	Peak year	Permits at peak	Permits in 2025	Change
Mecklenburg County, NC (outside Charlotte)	2022	287	47	-84%
Charlotte, NC	2021	381	100	-74%
Gilbert, AZ	2021	1,071	290	-73%
Mesa, AZ	2021	932	311	-67%
Las Vegas, NV	2021	1,194	552	-54%
San Antonio, TX	2021	722	350	-52%
Los Angeles, CA	2021	1,953	1,037	-47%
Orlando, FL	2023	426	263	-38%
Austin, TX	2021	1,105	735	-33%
Scottsdale, AZ	2022	838	640	-24%
Raleigh, NC	2021	162	145	-10%

Finding 3

Homes with pools have a long service history

Across the 16 counties in this edition, the median build year of homes with a pool is 1997. Dallas County's median is 1981. Williamson County, Texas, has the newest median at 2004.

These are home build years. A pool may have been added later, and equipment may have been replaced. The figures do not establish the age of a pump, filter or pool surface.

What to consider on your route

Record the equipment you find at each pool and any known installation dates. Use actual condition and service history when discussing repair or replacement with a customer.

If your company does not handle a repair, document the concern and refer the customer to someone qualified for that work.

Oldest county median **1981** Newest county median **2004**

Home build years, not equipment ages

Median build year of homes with a pool

County	Median build year	Age in 2026
Dallas, TX	1981	45 years
Duval, FL	1987	39 years
Seminole, FL	1989	37 years
Volusia, FL	1991	35 years
Harris, TX	1993	33 years
Tarrant, TX	1993	33 years
Maricopa, AZ	1996	30 years
Charlotte, FL	1997	29 years
Sarasota, FL	1997	29 years
Pasco, FL	1998	28 years
Polk, FL	1999	27 years
Travis, TX	1999	27 years
Fort Bend, TX	2003	23 years
Manatee, FL	2003	23 years
Osceola, FL	2003	23 years
Williamson, TX	2004	22 years

Finding 4

Employer businesses grew faster in the count

The source Census counts show about 25% growth over five years among businesses with employees, compared with 6.6% among nonemployer businesses. Of the employer businesses counted, 74% have 1 to 4 employees.

The average yearly revenue for the nonemployer group is about $41,800, and 64% report less than $25,000. These groups include different working patterns and business sizes. The figures do not show that hiring caused a particular company to grow.

What to consider on your route

Before adding a tech, check whether the route's pricing can support the cost of the role. Make the customer notes and service routine clear enough for someone else to follow.

Use the first handoff to find gaps in your records. A route that runs from one person's memory needs that knowledge written down before the crew expands.

Two businesses under one name

Measure	Figure
Average yearly revenue, one-person pool business	$41,800
One-person businesses under $25,000 a year	64%
Employer businesses with 1 to 4 employees	74%
Five-year growth, businesses with employees	25%
Five-year growth, one-person businesses	6.6%

Finding 5

Websites often leave basic buying questions unanswered

The September 2026 review covered 1,366 pool company websites in Arizona, California, Florida, Nevada and Texas. In that sample, 20% posted a weekly-service price, 7% offered online payment and 13% promised visit photos.

Among companies publishing a starting price, the median was $150 per month. Texas was highest at $210. Arizona and Florida were $130. Of companies that stated whether chemicals were included, about three in four included them.

The sample describes what websites said. An absent promise is not proof that a company does not provide a service. Posted starting prices also do not describe the final price of every pool.

What to consider on your route

Read your website as a new customer would. State a starting price where it is useful and explain what affects the quote, including whether chemicals are included.

If you offer online payment and service reports, make those benefits easy to find. Describe what a customer will receive using the service your company provides.

Median advertised starting price, weekly service

State	Median monthly price
Texas	$210
California	$155
Arizona	$130
Florida	$130
All five states	$150

Make the numbers useful on your route

Running it solo

Give customers clear pricing and a record of each visit.

- Post a starting price and say whether chemicals are included.
- Let customers pay online directly from the invoice.
- Send a photo after every visit.

Ready to hire

Make the route something you can hand over.

- Check your county's pools per business before you plan growth.
- Put every customer's gate code, equipment, and notes in one place.
- Check that the next accounts can cover the full cost of another technician before you hire.

Running crews

Grow from the pools already on your routes.

- Record equipment age and condition, then explain repair or replacement options when the equipment needs attention.
- Win customers from companies that miss visits.
- Watch your retention rate as closely as new sales.

Sources and method

Keep the limits of each count in view.

Pool Count combines different source years and geographic units. County ratios are not estimates of available customers. Home build years do not establish pool age. The website review is a sample of published claims.

U.S. Census Bureau, County Business Patterns 2023 and Nonemployer Statistics 2024 (NAICS 561790)

County property appraiser records, 16 counties in Arizona, Florida, and Texas

City and county building permit records, 11 jurisdictions

PoolBoss review of 1,366 pool company websites, September 2026

NAICS 561790 is the source industry category. It includes other services beyond pool cleaning, so the business counts should be read with that definition in mind.

Next edition: January 2027. Planned updates include more counties, 2026 permit counts and a second website review.