The Numbers Behind a Pool Cleaning and Maintenance Business

A free field guide from Bytell Press. The figures come from our example financial model for a one-truck pool service route with a field technician. They are planning assumptions, not quotes for your market; the worksheet at the end is for your own numbers.

A pool route is a subscription business with a truck. The number that matters is how many accounts on monthly billing it takes to cover the overhead, the truck loan and your own pay.

1. How the money comes in

The core is the **recurring account**: a flat monthly fee on auto-pay. Repairs and seasonal jobs attach to those accounts. The example model uses these lines:

Service line	Model price
Chemical-only service	$100–$150 a month
Full-service cleaning	$150–$200 a month
Full-service plus	$200–$275 a month

| Variable-speed pump replacement | $650–$1,400 installed | | Salt cell replacement | $450–$900 | | Green-to-clean remediation | $350–$600 | | Pool opening or closing | $250–$450 each | | **Blended recurring account** | **About $150 a month, about 50% gross margin** |

The 50% is what is left after technician wages, chemicals, parts and fuel. Repair work lifts the margin, because the technician is already at the equipment every week and parts carry a 20–50% markup over cost.

2. What it costs to open

The example model opens on about **$55,000**: a $35,000 loan and $20,000 of the owner's cash.

Use of funds	Model range
Service truck	$18,000–$22,000
Professional service kit	$4,000–$6,000
First chemical inventory	$1,500–$2,000
Fees and first-year insurance	$2,000–$3,500
Software, website, branding	$1,500–$3,000
Working-capital reserve	$8,000–$12,000

In the model, an owner who already has a suitable vehicle can open for well under $15,000 and skip the loan.

3. What it costs to stay open

The model carries these costs every month:

Monthly cost	Amount
Fixed overhead (insurance, software, phone, storage, admin)	$2,200
Loan payment	$752
Owner draw	$3,000
Total	**$5,952**

Technician wages sit in the cost of doing the work. Two more costs move with revenue: card processing at 2.5% and marketing at 6%.

4. The break-even: the one number to know

Break-even revenue = monthly fixed costs ÷ margin.

The margin to use is the 50% gross margin less the two costs that move with revenue: 50% – 2.5% – 6% = **41.5%**.

Before owner pay, the model counts about $3,000 a month of overhead, equipment wear and loan interest: $3,000 ÷ 0.415 = about **$7,229 a month**, or about 48 accounts at $150.

With the $3,000 owner draw and the full loan payment: $5,952 ÷ 0.415 = about **$14,342 a month**. On monthly fees alone that is about 96 accounts. With the model's $2,500 a month of repair and one-time work, it is about 79.

5. The risk the numbers show: winter on a thin cushion

The model's steady route is about 90 accounts and about $16,000 a month. That is only a little above the $14,342 break-even, and pool work is seasonal:

Season	Multiplier	On a $16,000 normal month
June and July peak	1.20	About $19,200

| December to February | 0.80 | About $12,800 |

A $12,800 winter month is below the $14,342 break-even with owner pay. Part of the summer surplus has to be held back for it.

The model launches at about $6,000 a month, roughly 35 accounts, and takes nine months to fill the route. A $6,000 month leaves $2,490 after the cost of the work, card fees and marketing, which is $3,462 short of the $5,952. The $20,000 of opening cash covers those months.

6. Your numbers

Fill this in before you buy the truck.

Question	Model	Yours
Blended monthly price per account	$150	_____
Gross margin after technician pay, chemicals and fuel	50%	_____
Card fees and marketing as a share of revenue	8.5%	_____
Monthly overhead plus loan payment	$2,952	_____
Monthly owner draw you need	$3,000	_____
Break-even revenue (all fixed costs ÷ margin)	$14,342	_____
Accounts needed to break even	79–96	_____

If your break-even needs more accounts than one truck can service in a week, fix the plan before you buy: raise the monthly price, sell more repair work, or start with a smaller draw.

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Bytell Press publishes the full business plan, the editable financial model behind these numbers, and the operating playbooks for a pool cleaning and maintenance business.

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