

Media Release - Immediate Distribution - 11 April 2022

Contact: Amanda Lacey, 0418 448 570, amanda@popcom.com.au

Title: Tech wreck? Not for these pool guys.

Pool Site Quote (PSQ) is a company that is steadily growing, while reshaping the pool and spa building industry through its unique professional services and innovative technology. PSQ provides pool builders with software that helps them to build accurate quotes quickly and easily, and has seen fast growth since its inception in 2022. PSQ is seeking investment, looking to expand its offerings and continue to disrupt the pool industry.

PSQ was founded by a team of experienced landscape architects and pool industry professionals who wanted to simplify the quoting process for pool builders. The team realised that the traditional way of quoting for pool construction was painstakingly time-consuming, resulting in fewer happy customers and reduced revenue for pool builders. PSQ was created to make the process faster and easier.

Since then, the company has seen 500% growth, with a number of initiatives in the works to expand the brand and increase the amount of pool builders using their offering.

PSQ has continued to impress, even throughout the tech wreck. The turmoil and volatility of the market has seen hundreds of thousands of workers laid off throughout the tech industry. Despite this, PSQ has maintained a 0% attrition rate, reflecting the company's strong culture and driven team.

PSQ's software is designed specifically for the pool industry, and is easy to use, allowing pool builders to build accurate quotes quickly. The software takes into account all of the factors that go into building a pool, especially the ones that take up a lot of time. This includes CRM and document management, which can eat into crucial work hours through the week, but are now simplified and streamlined. Pool builders can now be confident that they are on top of their customer relationships and paperwork, which can save them a lot of time and money in the long run.

One of the key features of PSQ is its vertical-focused innovation. PSQ's software is designed specifically for the pool industry, which means that it takes into account all of the unique aspects of building a pool. For example, the software uses 3D calculations for any shaped pool including water surface area, perimeter, water volume, interior surface area and excavation volume. These factors have a significant impact on the cost and complexity of building a pool, which can be accurately and rapidly measured.

PSQ's software also includes a range of professional services that can help pool builders to consolidate their processes. For example, PSQ's software includes tools for managing leads, scheduling appointments, and creating innovative pool designs. This means that pool builders can use PSQ's software to manage all aspects of their business, from the initial lead generation to the final construction of the pool.

PSQ is currently seeking investment to expand its offerings and to continue to disrupt the industry. The company has already had success with its software, but it believes that there is much more potential to be unlocked. With additional investment, PSQ plans to expand its marketing efforts and develop new features for its software.

Julian Brady, founder of PSQ, has an extensive career as a landscape architect, working in pool design and construction. He said that the software is “mindblowing”.

“We are excited to grow and expand the business after the success we’ve seen over the last year. The feedback has been immense from our customers who are quoting and building the pools faster, and also from their customers who have never received quicker and more efficient service,” Brady said.

For more information on Pool Site Quote, visit www.poolsitequote.com or contact:

- Julian Brady at julian@poolsitequote.com
- Amanda Lacey amanda@popcom.com.au 0418 448 570
- Freddie Fletcher at freddie@popcom.com.au or 0422 653 683