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Company Profile

Caryl's Pool Shop / Caryl's Pools & Spas

Company Information: Founded in 1995 in Greensboro, North Carolina by Caryl Cheeseman.
Second location in Winston Salem opened in 2009.

URL: www.caryls.com

Address: 2616 Lawndale Dr., Suite E
Greensboro, NC 27408

Phone: 336-691-0111

Employees: 8-9 seasonal staff

Contact: Caryl Cheeseman, Owner

Services: Retailer, Pool & Spa Services

The Experience: In 1998, Caryl was introduced to E-Z POOL at a tradeshow by APi National Retail Director, David Stuart, after another attendee shared their positive experience with the product. Since then, Caryl has converted countless customers to E-Z POOL; in fact, Caryl's sales volume for APi products exceeded \$100,000 in 2011 alone.

When asked what specifically has contributed to her success, Caryl points to her customer's own enthusiasm and the product's performance, "customers say that they notice a real difference in the quality of their pool water" and "it does what it says it will". Caryl says that "there isn't a day that goes by that we don't hear an E-Z POOL success story, customers say that they can't believe how much easier it is to take care of their pool now, they love that everything they need is in one bucket". Caryl's retail stores also provide pool services and 75% of these pools are treated with E-Z POOL. They also service spas with EZ SPA and even include a gift package of EZ SPA with every spa they sell.