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Company Profile

D & L Pools

Company Information: Founded in 2006 in Hanna City, Illinois by Donald and Leslie Danley. Second location in Peoria, Illinois opened in December 2011. D & L Pools currently services between 120 and 140 pools weekly and 100 spas seasonally.

URL: www.dandlpools.com

Address: 12612 W Farmington Rd
Hanna City, IL 61536

Phone: 309-565-4530

Technicians: 12 core staff, 12 seasonal staff

Contact: Donald and Leslie Danley, Owners

Services: Pool & Spa Services, Retailer and Swimming pool builder (in-ground and above ground).

The Experience: In 2007, Don was introduced to E-Z POOL by API National Retail Director, Dave Stuart, and then Business Development Representative for Superior Pool Products, Eric Wall. After learning about E-Z POOL's simple, no-hassle program, D & L decided to bring on the product as an alternative to problematic chlorine pools. Don says that they are converting pools to E-Z POOL daily! "I switch them over every chance I get. Whenever I have a pool with problems, I share [the E-Z POOL program] with them because it really takes care of everything," said Don about using the product for service.

When asked what specifically has contributed to their success, Don and Lesley pointed to their customer's own enthusiasm and the product's performance. "They see their neighbors' pools are clear, no problems. And then, they come in asking for it! It's all by word-of-mouth for us," said Don.