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Service Company Profile

The Pool Experts, Inc.

Company Information: Founded in 1988 by Tom Eckert, The Pool Experts, Inc. has grown from a small service operation into a fully-outfitted pool maintenance company.

Address: 247 Hinton Place, Somerdale, NJ, 08083

Phone: 856-346-1660

Technicians: 22 (including part-time & seasonal help)

Contact: Tom Eckert

Services: Complete pool maintenance with services that include openings, closings, and ongoing summer maintenance for 325 pools.

The Experience: In 2009, Tom Eckert, owner/founder of The Pool Experts, Inc. was looking for a “greener,” and easier approach to pool maintenance. With a service schedule that included over 300 pools, he needed a way to effectively respond to the growing inclination in his market to move away from harsh chlorine dosing.

Tom was introduced to E-Z POOL and its proactive maintenance concept by API’s Dave Stuart in 2010. Dave’s demonstrated knowledge – with respect to both chemistry *and* pool maintenance – were enough to convince Tom that E-Z POOL was worth trying.

During the first year, the Pool Experts proudly reported that not a single one of the 325 pools treated saw algae problems. And as it turns out, the handful of problems that did occur that season proved to be more of learning experience than a hindrance, exposing pools that were mistakenly overdosed, over-treated, or otherwise maintained outside the scope of the program instructions.

Tom worked closely with Dave the first season, understanding more about the chemistry with each conversation and maintenance visit. When Tom and his team were fully educated on E-Z POOL’s chemistry, and finally could “trust the product, and let it do its job,” the results were obvious to all.



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“There was a visual difference. These pools never looked so great,” says Tom. “Without a doubt, knowing how and why it [E-Z POOL] works is important.”

In addition to the 300+ maintenance customers, Tom also reports that he services an estimated additional 125 consumers that buy E-Z POOL from him to treat their own pools. The Pool Experts team also now uses REVIVE! on openings, and plans to close all their pools this fall using the E-Z POOL Winterizing Program.