



Beyond the Hype: A Pool Pro's Guide to Running a Smarter Business with AI

Featuring Joe Shiraz and Niki Acosta from Skimmer
April 28th, 2026

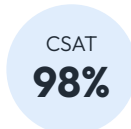
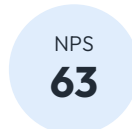
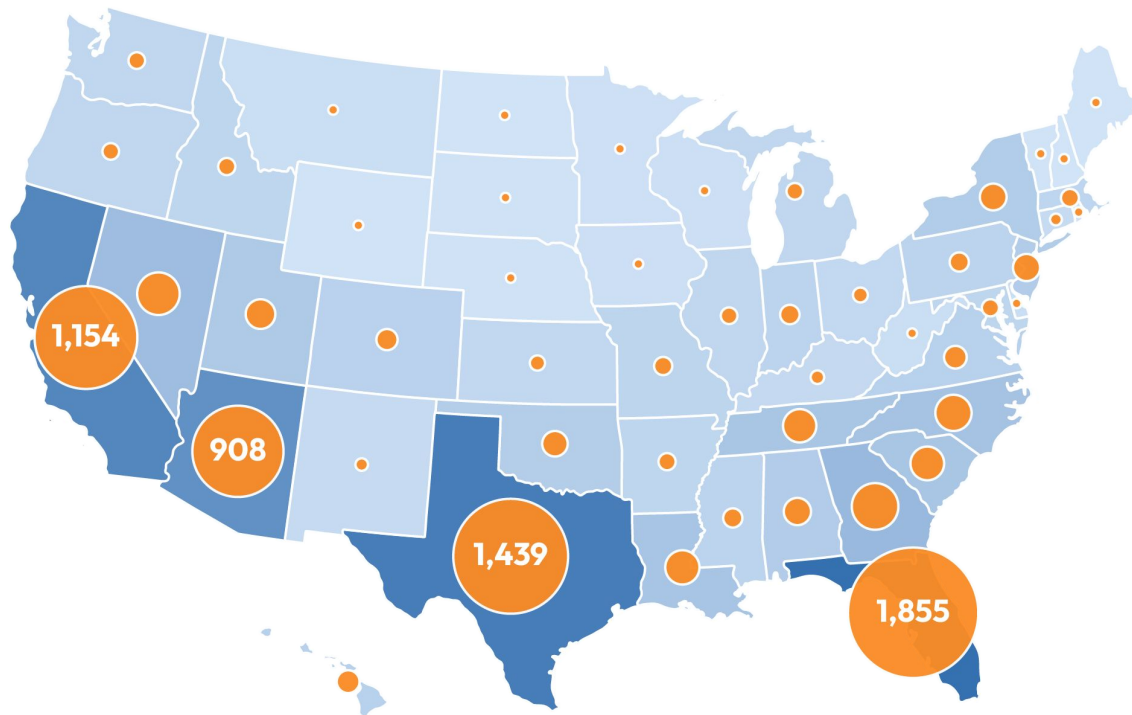
About Skimmer

Skimmer has the **largest national footprint** of any pool & spa software vendor.

Over **7,500** pool service companies and **35,000+** pool professionals rely on Skimmer to run their businesses.

1+ million unique pools were serviced with Skimmer last year!

Density of pool businesses by state 0.2% 9.8% ● Skimmer customers



Presenters



Joe Shiraz

Director of Product Marketing



Niki Acosta

Director of Industry Relations



Agenda

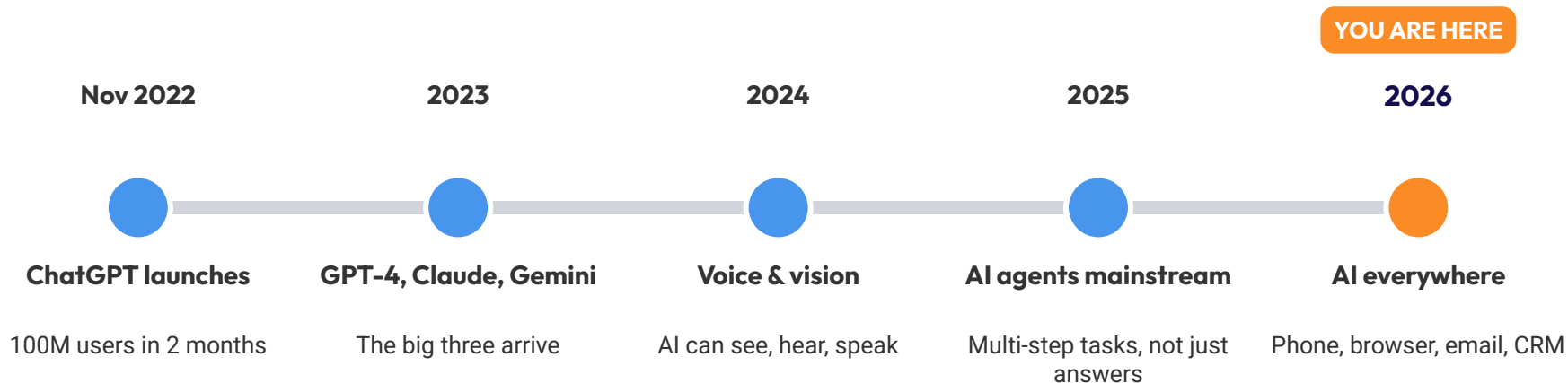
- The state of AI
- What pros told us
- AI landscape - tools to focus on
- Vibe coding - pros and cons
- Real use cases for pool services
- How to get started
- AI at Skimmer



The state of AI

From zero to everywhere in 4 years

AI existed for 70+ years. Then this happened



For context: From ChatGPT's launch to AI being everywhere took less time than a typical pool install-to-warranty cycle.

What's actually changing

58%+

of U.S. small businesses
use GenAI tools

40%+

report measurable
productivity gains

2×

AI adoption in home
services, in 18 months

63%

of pool pros are using AI
or exploring it

← *that's you*

Sources: US Chamber of Commerce, SMB surveys (2025–26); Skimmer 2026 AI Survey.

What job sectors is AI impacting

HIGH EXPOSURE

Jobs being automated most

Computer programmers **75%**

Customer service reps **70%**

Data entry roles **67%**

Financial analysts **58%**

Pattern: desk jobs, text-heavy work, work on a screen.

LOW EXPOSURE

Physical, hands-on, field work

Construction

Mechanics

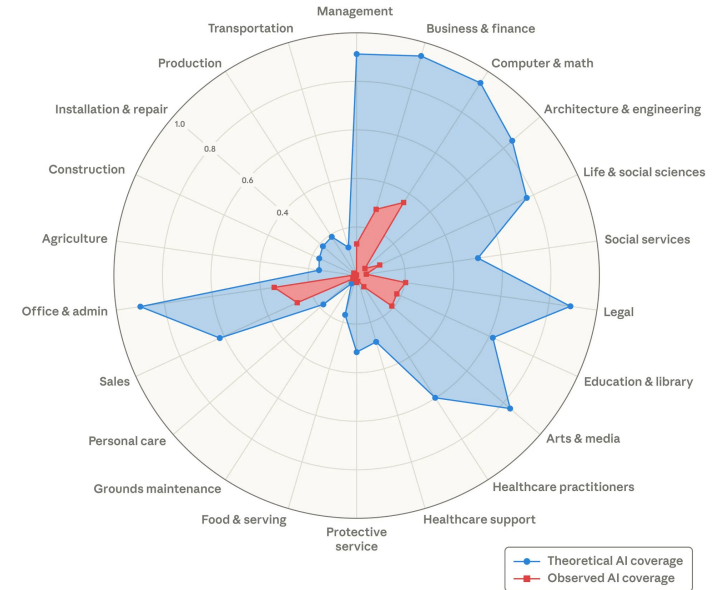
Food service

Home services

Healthcare support

Pool service: LOW exposure

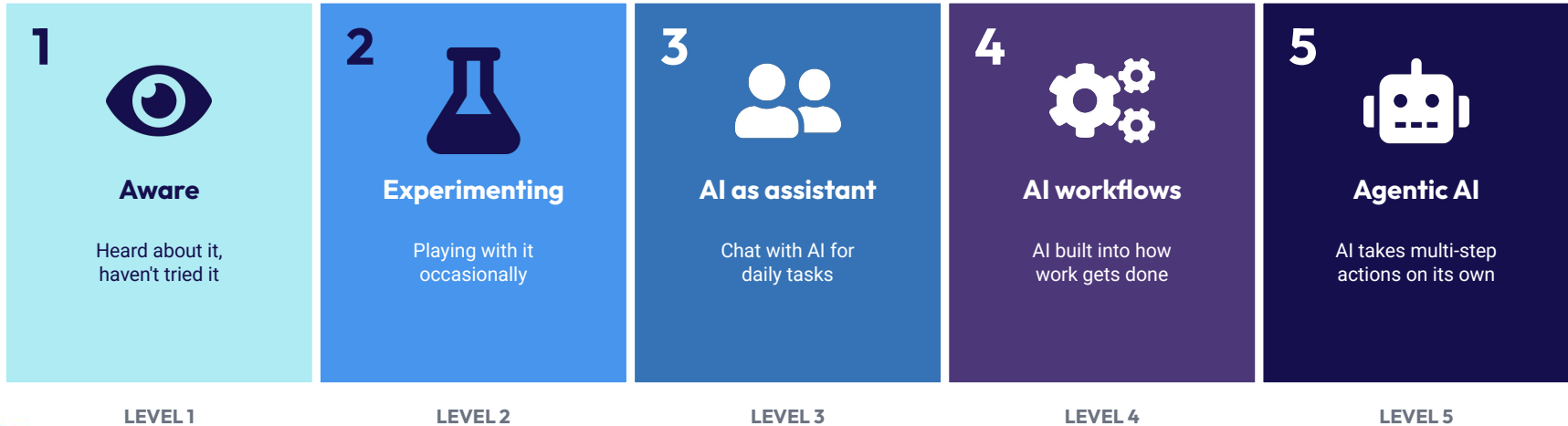
Theoretical capability and observed usage by occupational category



Anthropic Economic Research, March 2026

The bottom line: AI handles the paperwork you hate, not the work you're good at. No systematic unemployment for exposed workers yet.

Where is your business on the AI maturity curve?



LIVE POLL Where does your business sit today?

What AI is good at?

GREAT AT

- ✓ Drafting, summarizing, translating text
- ✓ First draft content creation
- ✓ Answering questions with context
- ✓ Pattern recognition in data
- ✓ Repetitive, rules-based work
- ✓ Research and competitive analysis

WATCH-OUTS

- ✗ Judgment calls without the full context
- ✗ Knowing when it's wrong (it hallucinates)
- ✗ Replacing customer trust relationships
- ✗ Diagnosing physical problems from thin input
- ✗ Understanding your specific business context without guidance
- ✗ True accountability – that's still on you

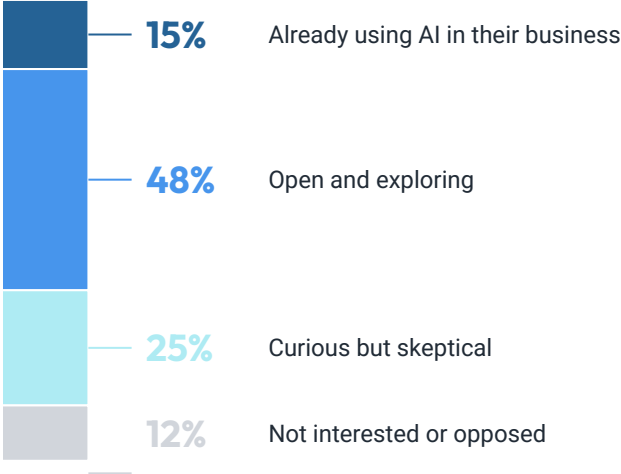
AI drafts. You decide.

AI in the pool industry

The majority of the industry is leaning in

63%

of pool pros are either using AI or actively exploring it in their business

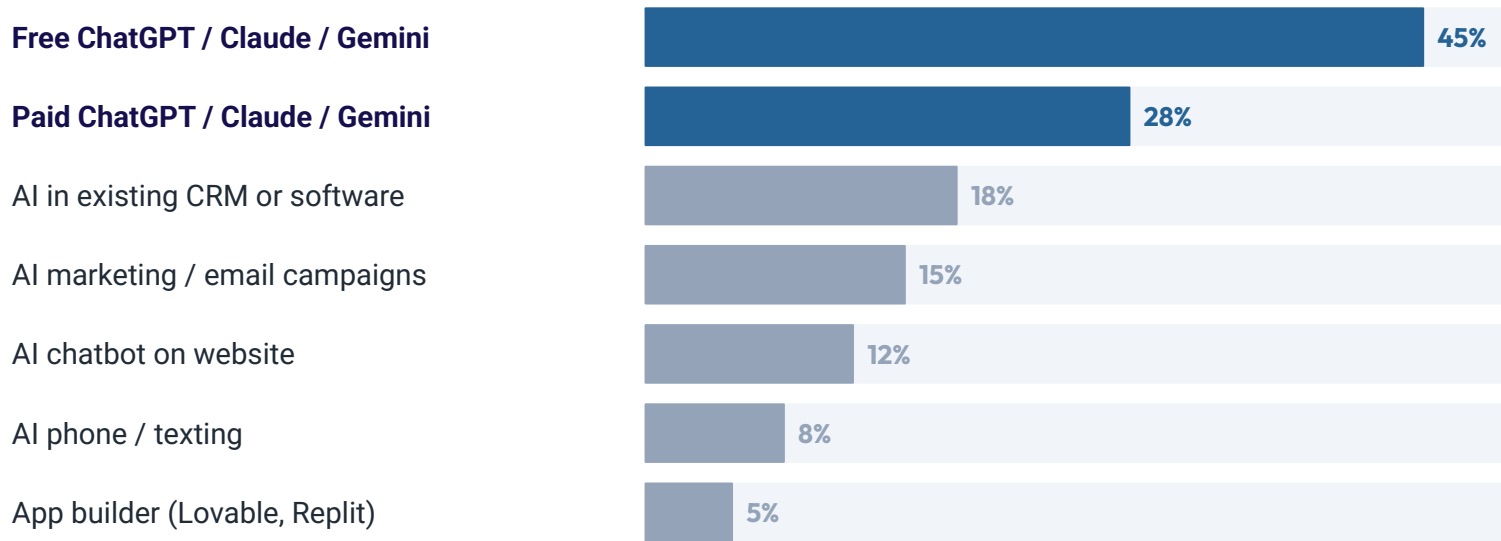


84%

BUT DIG DEEPER — THE BIGGER STORY

have already used AI in their **personal lives**. Pool pros are comfortable with AI — *they just haven't connected it to the business yet.*

Which tools are pool pros actually using?



Key finding: Most pool pros using AI are on **FREE** tiers.

What they want vs what's holding them back

TOP CAPABILITIES WANTED

- #1 AI-assisted training and field support
- #2 AI data analysis and business insights
- #3 AI route optimization
- #4 AI chemical dosing recommendations
- #5 AI customer follow-up

TOP CONCERNS

- #1 Data privacy
- #2 Errors and inaccuracies
- #3 Don't trust it yet
- #4 Cost and complexity to set up

ANSWER IN CHAT: Which concern is biggest for you? Which capability would move the needle most?

The real concerns and how to think about them



Data privacy

CONCERN

'Is my customer data being used to train AI?'

ANSWER

Depends on the tool and plan. Free consumer tools often do; paid business tiers typically have an option to turn off or limit.

ACTION

Read the data policy. Use business/team plans when handling customer data. Very sensitive information don't share.



Accuracy & errors

CONCERN

'What if AI gives me the wrong answer?'

ANSWER

It will, sometimes. Treat AI output as a confident intern's first draft. Let AI get you 80% of the way there.

ACTION

Understand what AI is good at. Always review before sending. Use AI for drafts, not decisions.



Customer trust

CONCERN

'Will customers be turned off if they find out I'm using AI?'

ANSWER

Research: customers don't mind AI for efficiency – they mind feeling like a ticket number.

ACTION

Use AI to free up time for the human moments that matter.

AI tools to start with

More than a chatbox — each major AI has a toolkit

Once you pick your main AI, unlock the sub-tools built on top of it. That's where the real leverage is.

ANTHROPIC



SUB-TOOLS

Cowork

AI that works in your files

Design

Visuals, mockups, one-pagers

Code

For developers — terminal AI

Projects

Save context, reuse anywhere

GOOGLE



SUB-TOOLS

Gems

Custom AI for a repeat task

Workflow Builder

Automate multi-step work

Deep Research

Long-form web research

In Workspace

Built into Gmail/Docs/Sheets

OPENAI



ChatGPT

SUB-TOOLS

Custom GPTs

Pre-configured assistants

Canvas

Side-by-side writing & edits

Deep Research

Multi-source analyst reports

Assistants API






For developers — build bots

The lesson: Pick one platform. Learn its sub-tools. You'll 10x what you get out of it vs. just using the chat window.

AI agents — AI that actually does the work

Chatbots answer. Agents act. They open apps, click buttons, fill forms, and complete multi-step tasks while you do something else.

ALSO IN THIS CATEGORY: Claude Cowork (Anthropic's own agent, shown on the previous slide). Cowork runs on your desktop; the ones below run on the web or on messaging apps.

				
BROWSER AGENT Perplexity Computer	MESSAGING AGENT Claude Cowork	WEB AGENT ChatGPT Agent	BROWSER AGENT Project Mariner	GENERAL AGENT Manus
<i>Perplexity</i>	<i>Open-source</i>	<i>OpenAI</i>	<i>Google Gemini</i>	<i>Monica</i>
AI-native browser. Ask it to book, shop, research, or clear your inbox.	Chat with your AI over WhatsApp, Telegram, Slack. Runs on your machine.	Replaced Operator. Runs tasks in its own browser. Delivers slides, spreadsheets.	Gemini's agent mode. Runs up to 10 tasks in parallel. 'Teach & repeat' workflows.	Give it any goal. It researches and executes across the web end-to-end.
Watch-out: Paid plan. Watch data access.	Watch-out: Requires setup. Power-user tool.	Watch-out: Paid plan. Uses its own VM.	Watch-out: Google AI Ultra plan only.	Watch-out: Credit-based pricing.

Agents are early — expect breakage. But they change what's possible: you stop doing the task, you manage it.

Specialized AI tools built for a specific job

These use the big models under the hood – but package them for a focused task. Often easier to start with than a raw chatbox.



MULTI USE AGENT
Manus

Give it a goal, it researches and acts across the web



PRESENTATIONS
Gamma

Describe a deck, get a polished slide set instantly



GO TO MARKET ENGINE
Clay.com

Build prospect lists with enriched data from the web



MARKETING COPY
Jasper

Brand-voice content at scale – blogs, emails, ads



RESEARCH NOTEBOOK
NotebookLM

Upload sources, get summaries, mind maps, and AI-generated podcasts



DESIGN
Canva AI

AI-powered design, copy, and image editing



VOICE
ElevenLabs

Natural AI voices – voicemails, greetings, audio



APP BUILDING
Lovable

Describe an app in plain English, get working code

New tools launch every week. The goal isn't to try them all – it's to spot one that solves a task you do often.

The three ingredients of a great AI output

Most “AI gave me garbage” stories come from missing one of these three.



1. Prompting

Tell it what to do, how, for whom

- Be specific — 'write a 200-word follow-up email to a customer who missed a cleaning' beats 'write an email'
- Give it a role — 'you are a pool service owner in Phoenix'
- Show an example if you have one — AI learns the pattern

Role + task + audience + format + length



2. Context

Give it what it needs to know

- MCP = Model Context Protocol
- Paste in the actual document, email, or notes
- Upload your SOPs, service menu, pricing sheet
- Save reusable context in a Project, Gem, or Custom GPT
- The more AI knows, the less it will makeup

AI is smart, but it can't read your mind



3. Guidelines

Set the guardrails

- Tone — 'friendly but direct, no corporate speak'
- Length — '3 short paragraphs, under 150 words'
- Constraints — 'never promise a price, always offer to quote'

Guardrails keep AI on-brand and safe

What a good prompt actually looks like

Bad prompts are vague. Good prompts are specific – they tell AI who it is, what to do, for whom, and in what format.

✗ VAGUE PROMPT

“Write an email to a customer who missed their cleaning.”

THE PROBLEM

AI will guess at tone, length, and what to include. You'll get generic corporate-speak.

✓ STRUCTURED PROMPT

You are **a pool service owner in Phoenix** writing to **a residential customer who missed their weekly cleaning**. Draft **a friendly, direct follow-up email** that:

- Acknowledges the missed visit without blame
- Offers to reschedule this week
- Mentions the \$15 'makeup visit' credit

Keep it **under 120 words, warm but professional**. Sign it **“Mike”**.

Feed AI what it needs — and set the rules

Prompts tell AI what to do. Context and guidelines make its output actually useful to YOUR business.

CONTEXT — WHAT TO FEED IT

Give AI the raw material to work with

- The document** Paste the actual email, review, or job notes
- Your SOPs** Upload your service procedures so AI follows them
- Equipment details** Share the equipment / pad details for field assistance
- Past examples** “Here are 3 emails I've sent — match that tone”
- Customer history** Who they are, how long they've been with you

GUIDELINES — HOW IT SHOULD SOUND

Set the guardrails up front

- Tone** “Friendly but direct. No corporate-speak.”
- Length** “Under 120 words. Three short paragraphs.”
- Don'ts** “Never quote a price. Always offer a site visit.”
- Format** “Bullet list, then a two-sentence summary.”
- Accuracy** “Don't make things up and provide sources.”

Pro tip: Save these in a Claude Project, Custom GPT, or Gemini Gem — so you don't retype them every time.

“Vibe” coding

Vibe coding – the new thing you'll hear about

VIBE CODING = building software by describing what you want in plain English, without writing the code yourself.

Tools: Claude Code, Replit, Lovable, Cursor.

WHERE IT WORKS

Go for it

- ✓ Internal tools nobody else sees
- ✓ A quote calculator, a chemistry helper
- ✓ Prototypes and experiments
- ✓ Tasks you'd otherwise skip entirely
- ✓ OK if it goes down for a few days – not business-critical

WHERE IT'S DANGEROUS

Use a proven software

- ✗ Anything related to customer data or payments
- ✗ Anything you can't audit or debug
- ✗ Production apps without a real development review
- ✗ You have any security or privacy concerns
- ✗ When you need reliable data or scalability

Cheap pool software — what the demo doesn't show you

New apps at \$10–\$25/mo are flooding the market. Many are AI-generated (“vibe-coded”). The interface looks the same. The risk doesn't.



Security holes you can't see

01

AI-generated code is insecure a majority of the time. Pool software holds customer addresses, gate codes, and payment data. A breach can ruin your relationship with your customer.

% of AI-generated code is insecure (Veracode 2025)



Vendors that vanish

02

Many low-cost apps are built by solo developers or unfunded startups. If they shut down, your customer records, service history, and billing data go with them — often without notice.

\$15–25/mo subscription rarely funds support, long-term operations



Support that isn't there

03

Cheap pricing can't fund responsive support. When a bug surfaces in mid-July and your tech is at the wrong address, a form-email reply is what you get for the savings.

Form-email responses are common when something breaks



Data you can't get out

04

Newer platforms often use proprietary data structures with limited or no export. The exit cost when you switch is often higher than the entry cost when you signed up.

17% of data migrations finish on budget (Gartner)

The bottom line: The demo is not the product. The company behind the demo is.

Use cases from other pool pros

AI as a field trainer

Zachary Treadway, Sink or Swim Pool Service

AI on a tech's phone turns every job into a teaching moment, even for techs who are brand new.

- **Diagnosing pool situations and repairs** — Describe what they're seeing, get a structured diagnostic walk-through
- **Chemical dosage and gallonage calcs** — Odd-shaped pools, edge cases, and tricky water chemistry
- **Identifying equipment & looking up specs** — Snap a photo of an unfamiliar pump or heater, get model info and service notes



Describe the situation and add a photo



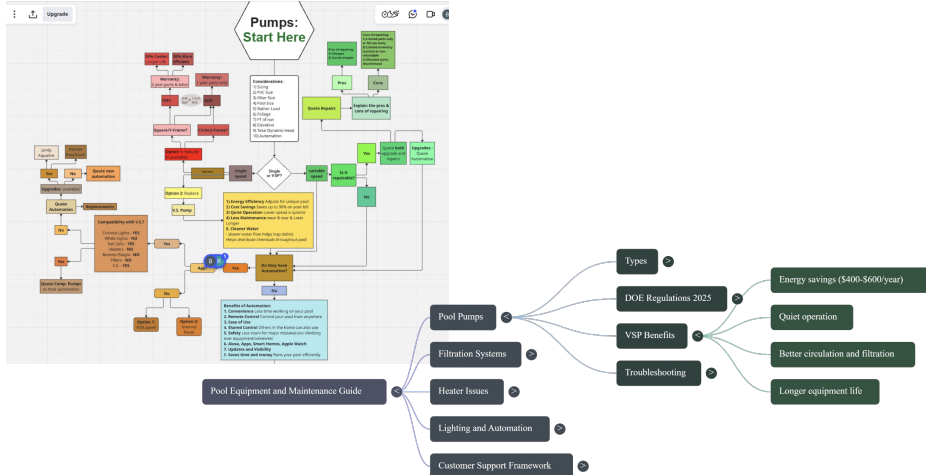
Ask AI, ask follow up questions



Get advice, validate the answer

Team training & engagement

Create training guides, SOPs leveraging AI.



Build interactive ways to engage your team.

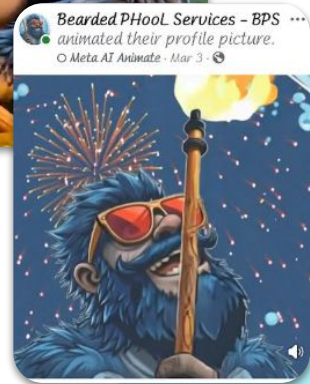


Ben Nabors, Nabors Pool

Chancy Green, Cool Pool People

Marketing and communications

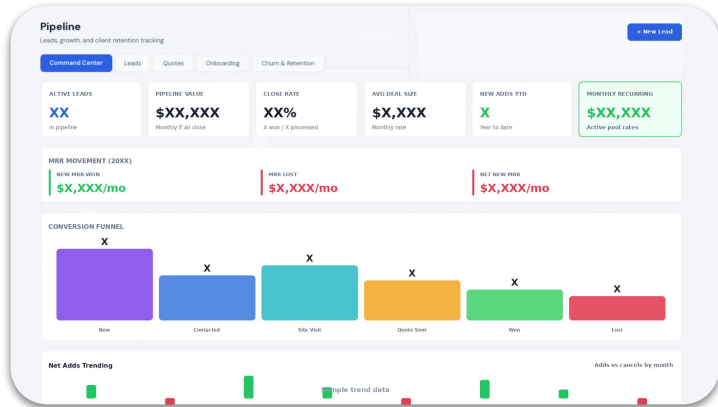
- Social media content - videos, images, copy
- Seasons service reminder emails (open, close)
- Polish customer communication to reviews or other concerns
- Monthly customer newsletters
- Website copy like service pages or blogs
- Brochures, flyers - be creative, no limit!



Robert & Jenn, Bearded PHool Services

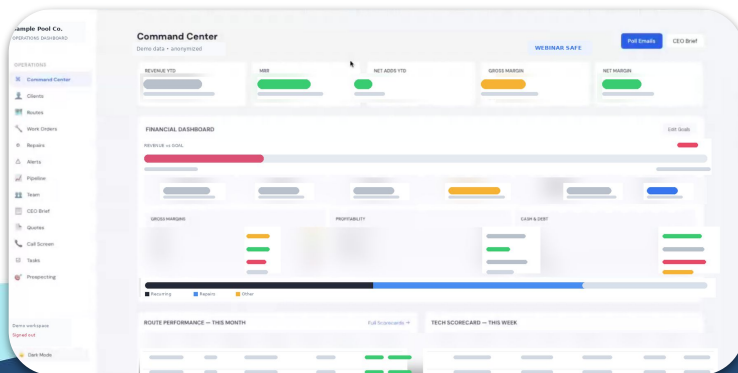
Custom dashboard and tools

Dean Ouellette, Big Family Pools



Leverage Skimmer's API and Claude Code to build, dashboards, reports, point solutions, and widgets.

- Work with Claude in natural language
- If stuck just ask Claude for help
- Built custom dashboards and reports
- Create point solutions and custom widgets for your team



Data analysis and insights

Ben Nabors, Nabors Pool

- Upload your reports & give context – CSVs, PDFs, exports. Bring in data from different systems
- Let it find patterns – outliers and trends a spreadsheet won't surface.
- Build custom dashboards and reports – ones you can run every morning.
- Verify before you act – spot-check the numbers it cites.

SAMPLE POOL SERVICES LLC — DEMO MARKET SAMPLE ACTUALS — JAN & MAR 2026
Period: Sample January 2026 | Sample Month 2026
Presented: 2026-04-25
Sources: Demo Invoices, Sales by Category

Profit by Pool (Customer-Level Revenue)

SAMPLE — Revenue Traced to Source Documents
Repair revenue per customer from demo invoice files (cross-referenced with Sales by Category to classify repair vs. route service). Service revenue per customer from the Pool Service category. Tech-level attribution to individual pools is not available in this sample export. This report uses randomized customer names and values for webinar sharing.

SAMPLE NOTES — Data Gaps and Tech Attribution
(1) Values shown here are synthetic and do not reflect any live customer data. (2) Route-service counts are estimated from demo service invoices. (3) Per-pool margin requires tech assignment data; this example is intended for webinar demonstration only.

ACTIVE SERVICE ACCOUNTS (APPROX.)	AVG MONTHLY SERVICE REV / POOL	POOLS WITH REPAIR ACTIVITY	TOP REPAIR CUSTOMER (JAN-MAR)
620+ <small>Jan: 612 service invoices Mar: 649 service invoices. *27 inactive addresses Jan-Mar</small>	\$238 <small>Jan avg \$231.42/invoice Mar avg \$246.08/invoice</small>	384 <small>17 unique customers with repair invoices: Jan 105 jobs / Mar 239 jobs. Some customers repeat.</small>	\$9,870 <small>Jordan Creek — 5 repair invoices across Jan & Mar.</small>

TOP 50 CUSTOMERS BY REPAIR REVENUE — JANUARY + MARCH 2026

#	CUSTOMER	JAN REPAIR REV	MAR REPAIR REV	TOTAL REPAIR REV	REPAIR INVOICES	IMPLED BH	LABOR COST (\$LH)	EST. LABOR OM	VP / NOTES
TIER 1 — \$5,000+ TOTAL REPAIR REVENUE									
1	Jordan Creek	\$8,920	\$950	\$9,870	5	66.8	\$4,070	\$5,860 (59%)	Priority
2	Avery Stone	—	\$8,345	\$8,345	3	55.6	\$3,340	\$1,085 (13%) incl. mats	Large Install
3	Riley & Morgan Lane	\$640	\$7,420	\$8,060	4	53.7	\$3,222	\$1,240 (15%) incl. mats	Balance Due
4	Taylor Park	—	\$6,550	\$6,550	3	43.7	\$2,620	\$270 (3.2%) incl. mats	Complete
5	Casey Harbor	\$180	\$4,970	\$6,150	4	41.0	\$2,460	\$3,420 (56%) incl. mats	
6	Morgan Valley Club	\$2,510	\$3,120	\$5,630	4	37.5	\$2,250	\$3,378 (60%)	Commercial
TIER 2 — \$3,000-\$4,999 TOTAL REPAIR REVENUE									

AI at Skimmer

Built for the pool industry, not bolted on

75%+

of pool pros would pay a premium for AI built for their industry vs. generic tools

01

Pool-specific

Purpose built for the pool industry. Trained on the largest pool datasets available

02

Integrated

Lives inside Skimmer, not a separate tool to manage and integrated

03

Practical

Built for the work - real tools to save time, focusing on solutions not tech

04

Safe

Built with guardrails and privacy as a first principles

Now: AI Phone

Phone calls while at a pool or after hours are a huge pain points for pool pros. **85% of pool owners looking for service never call back when getting a VM.** AI Phone fixes that.

- **Built for pool pros** - trained on pool data, has extensive pool context
- **Native in Skimmer** - call logging, customer data, service history automatically connected
- **Customizable** - train it on your service, pricing, SOPs, choose transfer rules, voice settings and more



Next: AI Insights

YOU ASK, AI ANSWERS

Which customers are not assigned to a route?

How much time do my techs spend on site?

Which customers owe me money?

How much liquid chlorine did we use last month?

You don't need to be a spreadsheet wizard.



From **January 28, 2026 through April 27, 2026**, your techs spent **12.6 minutes per stop** on average across **206 stops**. That's down **0.9 minutes** from **13.5 minutes** in the prior period.

Here are the tech averages by stop:

Stop Count Current	Avg Minutes Per Stop Current	Stop Count Prior
206	12.60	125

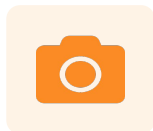
Technician	Stop Count	Avg Minutes Per Stop	Total Minutes
Shaina Tech	1	87	87
Erin Struckett	4	15.50	61.80
Dakota Reese	8	15.10	120.60
Bri Lazzaro	151	14.50	2,187.70
Amanda DaSilva	4	7.90	31.60
Shaina Allen	5	7.50	37.40



Coming: Tech assistance

Help in the field — where the work happens.

Manufacturer manuals. CPO-grade chemistry. Industry verified Field expertise.



Equipment ID from a photos

Snap a picture - or describe it - and get specs, service steps, and repair guidance on the spot.



Chemistry troubleshooting

Walk through dosing for the pool in front of you - your volume, sanitizer, and surface - not a textbook pool



Your knowledge, layered in

Answers rooted in your company's procedures and SOPs, not the internet's



Launching inside the Skimmer app

Nothing new for techs to install, learn, or forget to open

Repair/replace, and volume tools work offline. No signal needed at the equipment pad

Your adoption plan

Four steps to get started, no AI guru needed.

1

Start playing

Open ChatGPT or Claude today and ask it something real about your business.

2

Make a plan

Capture your top 3 pain points AI could address. Those are your candidates.

3

Secure a tool

Commit to ONE paid business-tier plan. ~\$20/month. Protect your data.

Then ask the tool for help!

4

Measure

Track time saved. Double down on what works, drop what doesn't.

Start small. Measure hard. Scale what works.

SKIMMER pro-summit

SAN ANTONIO 2026

Friday, October 16th & Saturday, October 17th
The Marriott Riverwalk | San Antonio, TX

Learn more & register today!

<http://www.getskimmer.com/pro-summit>



*The Skimmer Pros Summit is only for Skimmer customers.
Check the website for full event details & pass inclusions.

 SKIMMER

Five things to take with you

01 AI adoption is already happening

63% of pool pros are using or exploring AI. This isn't fringe, it's the majority.

02 AI is a tool, not a replacement

It drafts. You decide. Review every output before it leaves your business.

03 Concerns are real, but solvable

Use business-tier plans. Read the data policy, be careful with sensitive data in free tier. Double check critical work.

04 The opportunity is the admin tax

Every hour AI saves on paperwork or tedious tasks is an hour back on customers, crew, or yourself.

05 One tool. One task. This week.

Don't build a strategy. Start. Measure. Scale what actually helps.

Q & A

YOUR HOMEWORK

One tool.
One task.
This week.

- Pick ONE AI tool (ChatGPT, Claude, or Gemini)
- Pick ONE task you hate doing
- Spend 15 minutes using AI on it this week
- Report back to yourself: was it better?