



BUSINESS REPORT

Date: **13th December 2025**

Business Reference: **37412**

About the Business:

**Pool Services. Cape Winelands. Monthly Income.
Your New Business! Established 19 Years.**

Set in the heart of the beautiful Cape Winelands this pool service and repair business has the history and the staff on board to grow with a new energetic owner. The only reason for the sale is that the owner now wishes to retire at 70 years of age. Upmarket estates and homes in the area are clients.

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Sector: **Services**

Asking Price:

R **2,950,000**

Monthly Profit:

R **87,096**

Asset Value:

R 275,000

Stock Value:

R 0

Yearly Net Profit :

R 1,045,146



Business Report

Fully describe the business's activities?

The business operates as a pool cleaning and repairs business in the heart of the Cape Winelands in the Western Cape.

Besides pool cleaning services they also offer pool repairs and fibreglassing as well as the repair of leaks and pump repairs.

How long has the business been established?

The business has been operating for 19 years having been founded by the owner in 2006.

How does the business operate on a daily basis?

The owner manages the business on a daily basis. Staff are dispatched on their various routes daily. There are about 180 pools being surfaced.

How are the clients attracted to the business?

The business occasionally will advertise in the local newspapers in its area of operation but the majority of business has come via happy clients using word-of-mouth.

What are the seasonal trends?

Summer is very busy. Winter a bit less so.

Is the business VAT Registered?

Yes, the business is VAT registered.

Are there up-to-date Management Accounts available?

Yes.

What percentage of the business is cash/credit?

The business operates on almost a 100% EFT basis.

How could the profitability of the business be improved?

The business doesn't really advertise at all - so more advertising will bring in more business. Special Offers also tends to attract customers.

What is the total staff complement?

There are 5 x Staff Members plus the owner in the business.

Do any receive special perks or incentives?

These are only paid at managements discretion.

How involved is the Owner in running the business?

The owner oversees the business on a daily basis.

When does the current lease end?

The business is run from home and the bakkies are parked in the yard with tools etc stored in a container.

What are the trading hours?

Trading hours are: Monday to Friday - 8.00 am to 4.30 pm.

Do you require a licence?

No licence is required to operate this business but they are members of the NSPI. (National Swimming Pool Institute)

What are the main assets of the business?

3 x Bakkies. (1 x Bakkie is on lease).
Various Pool Cleaning and Pool Repairs Equipment.

Strengths?

This business operates in well-known very affluent estates in the area which include many overseas-based owners. They also have a number of clients on free-hold properties in the various towns nearby. The business has history in the area (19 years of operations). Staff are knowledgeable and trustworthy.

Weaknesses?

None really. Plenty of room for growth.

Opportunities?

To grow more into the various towns - especially Paarl area. more advertising will ensure this growth.

Threats?

Continue to offer a good service and then there will be no real threats. The clients tend to be in the higher income and net worth bracket and so are not really affected negatively by the economy.

What is the reason for the sale?

The current owner is 70 years old and wishes to retire.

Why is this a good business?

Manager already in place. Nicely profitable. Clients are generally high net-worth individuals. The area is growing hugely with more development due to semi-gratation trends as well as buyers from Europe investing in the area.