**Design & Sales**

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**Inground Pools Supplies**

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**Swimming Pool Services Named a Top National Retailer by Industry Trade Publication**

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**Waukesha, Wis. –** Swimming Pool Services Inc., southeast Wisconsin’s leader in creating amazing pool environments and outdoor living spaces, has been named to the prestigious [2023 AQUA 100](https://www.aquamagazine.com/retail/business-operations/article/15352912/introducing-the-2023-aqua-100), Aqua Magazine’s listing of the top 10 “exceptional pool and spa retailers throughout the nation.”

Swimming Pool Services (SPS) was the sole Wisconsin winner of the nationwide awards. A [story about the company](https://www.aquamagazine.com/retail/article/15353046/2023-aqua-100-winner-swimming-pool-services-pools-spas-outdoor-living) noted that its staff strives to know every customer by name, and its recently expanded retail showroom features a sizable inground pool where customers can see and learn different pool features firsthand, in addition to experiencing other displays.

The retail store is oriented around easing the ongoing maintenance of a pool or spa, said [David Thompson](http://www.linkedin.com/in/davidjthompson1), Chief Executive Officer of [Swimming Pool Services](https://swimmingpoolservices.com/about-us/#meetTheTeam). Its team continually seeks to educate customers on regular tasks, such as balancing water. SPS staff run~~s~~ thousands of complimentary water tests annually.

“Our company mission is ‘[We make it easy to have a private paradise in your backyard](https://swimmingpoolservices.com/about-us/),’” Thompson said. “This means partnering with customers at every turn to help them maintain their pools and spas. The AQUA 100 honor is a testament to our team’s devotion to ensuring customers have a good experience.”

“Each of the retailers … share a deep passion for their customers, employees and the pool and spa industry as a whole,” [Aqua Magazine](https://www.aquamagazine.com/retail/business-operations/article/15352912/introducing-the-2023-aqua-100) wrote in announcing the AQUA 100 winners.

[Swimming Pool Services](https://swimmingpoolservices.com/) is the only Wisconsin business to be named every year in the [Pool and Spa News Top 50 Service List](https://www.poolspanews.com/companies/top-50-service/introducing-the-2022-psn-top-50-service-companies), which recognizes companies nationwide that provide outstanding service in the pool and spa industry. SPS also won the publication’s [Customer Service Excellence Award](https://www.poolspanews.com/companies/top-50-builders/swimming-pool-services-named-top-50-customer-service-winner_o).

Swimming Pool Services’ ongoing recognition for high-level customer service doesn’t stop there. The company has won repeated Superior Service Awards from the Midwest Chapter of the [Pool & Hot Tub Alliance](https://www.phta.org/), and multiple [Guildmaster Awards](https://www.guildquality.com/SwimmingPoolServices) over its 56 years of service.

Founded in 1967, [SPS](https://swimmingpoolservices.com/contact-us/) has helped thousands of homeowners throughout southeastern Wisconsin create the aquatic lifestyles of their dreams. Its experienced staff designs and builds custom pools, spas and outdoor living areas, and provides service and supplies for customers to keep their facilities operating smoothly. [Swimming Pool Services](https://swimmingpoolservices.com/reviews/) promises “private paradises” at customers’ homes … and delivers them.

For more information, call (262) 544-5500, visit [www.swimmingpoolservices.com](http://www.swimmingpoolservices.com), or follow the company on [Facebook](https://www.facebook.com/swimmingpoolserviceswi/) and [Instagram](https://www.instagram.com/swimmingpoolserviceswi/).