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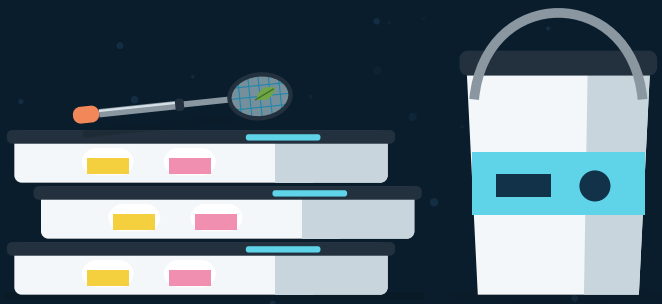
FREE KIT FOR POOL SERVICE PROS

2026 POOL SERVICE PRICES & ESTIMATE KIT



What to charge for weekly service, chemical-only stops, openings, closings, green pools, filters, pumps and salt cells in the US, a stop calculator, a price list already filled in, an estimate to print and the texts that sell the route.

- Prices per month, per stop and per hour
- 14 jobs priced: green pools to pumps
- Stop calculator: gallons, time, route
- Printable estimate + service checklist
- 10 mistakes + ready-to-send texts



HOW TO USE THIS KIT

Six tools to price pools with confidence, fill your route and keep the client every week.

1 SIZE THE POOL

Use the calculator on page 3: square feet, average depth, gallons, the time on site and the drive.

2 YOUR PRICE

Page 3 also has the formula: chemicals + hours x rate + route + extras + markup, never below your minimum.

3 ROUTE + JOBS

Page 4: weekly, every other week, chemical-only, per stop, openings and closings. Page 5: 14 jobs priced.

4 ESTIMATE

Print the template on page 6. Write the pool, the gallons, the service day and the chemical terms, and get it signed.

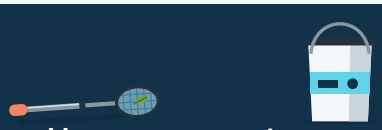
5 SERVICE + MISTAKES

Run the checklist on page 7 on every stop (test, dose, brush, baskets, notes) and read the 10 mistakes.

6 TEXTS + PRICE LIST

Copy the client texts on page 9. Page 10 has 25 jobs already priced, plus the top jobs and upsells.

WHAT'S INSIDE



3 Stop calculator, sizing rules, price formula, worked month

4 Prices per month: weekly, per stop, openings, minimum

5 Price table: 14 pool jobs

6 Estimate template (print)

7 Service checklist

8 10 mistakes that cost you money

9 Ready-to-send client messages

10 Bonus: 25 prices + top jobs + ways to charge more

PRICE RANGES
US estimates, 2026

25 JOBS PRICED
Filled in, ready to use

STOP CALCULATOR
Gallons, time, route

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Free kit

Independent guide, not tied to any brand. Prices are rounded regional estimates for 2026. Follow the chemical label and your state and local rules.

CALCULATOR: SIZE THE STOP

Size first, price second. Measure the pool, work out the gallons, then add the time on site and the drive.

SQ FT length x width → **x DEPTH** average ft → **x 7.5** = gallons → **+ TIME** on site + drive → **= STOP** price it

SIZING BASICS · AREA, DEPTH, GALLONS, TILE, TIME (THE LABEL ALWAYS WINS)

Part	Unit	Rule of thumb	Example	Tip
Surface area	Sq ft	Length x width	32 x 16 = 512	Bigger pool, more time
Average depth	Feet	(shallow + deep) / 2	(3.5 + 6.5) / 2 = 5	Measure both ends
Volume	Gallons	Sq ft x depth x 7.5	19,200 gal	Chemicals dose by gallons
Tile line	Linear ft	2 x (length + width)	2 x 48 = 96 ft	Tile cleaning priced on it
Weekly stop	Minutes	20-40 min on site	30 min	Plus the drive between

PRICE FORMULA

CHEMICALS per visit → **+ LABOR** hours x rate → **+ ROUTE** stops + miles → **+ EXTRAS** filter, salt, tile → **+ MARKUP** → **≥ MINIMUM**

EXAMPLE: weekly full service for 1 month, 19,200-gallon pool, chemicals included

Pool 32 x 16 ft = 512 sq ft · depth 5 ft · 512 x 5 x 7.5 = 19,200 gallons · 4 visits · 40 mi

Chemicals	4 visits x $8 (chlorine, acid, as the test says)	**$32.00**
On site	2 hours x $60 (4 visits: skim, brush, vacuum)	**$120.00**
Route	4 stops x $8 (your share of the drive)	**$32.00**
Supplies	4 visits x $2 (test reagents, nets, tabs)	**$8.00**
Vehicle	40 miles x $0.70 (fuel and wear)	**$28.00**
Insurance	4 visits x $3 (liability and software)	**$12.00**
Markup	15% of $232.00 (overhead and profit)	**$34.80**
TOTAL	$266.80 rounded up	**$270.00**

Illustrative: $270.00 a month for weekly service on a 19,200-gallon pool, about $67.50 a stop. Market: $150 - $300 a month. One-time calls: $125 minimum.

PRICE PER MONTH - ROUTE, PER STOP, OPENINGS, MINIMUM

Job	Typical range	What changes the price
Weekly full service	**$150 - $300 per month**	Chemicals included: test, balance, skim, brush, vacuum, baskets
Weekly, chemicals extra	**$100 - $200 per month**	Client pays chemicals; they add about $20 - $50 a month
Every other week	**$100 - $200 per month**	Covered pools, few trees, the cooler months in the South
Chemical-only stop	**$60 - $120 per month**	Test and balance in 10-15 min; the client brushes and skims
Per stop, one visit	**$35 - $90 per visit**	Most per-stop route rates across the US land here
One-time cleaning	**$150 - $350 per visit**	First visit or a neglected pool, 1-3 hours on site
Spring opening	**$200 - $500 per job**	Cover off, plugs out, equipment started, water balanced
Fall closing	**$200 - $600 per job**	Water lowered, lines blown out, plugs in, cover on
Per hour, repairs	**$75 - $125 per hour**	Equipment diagnosis and jobs you can't price by phone
Large pool add-on	**$20 - $60 per month**	Over about 25,000 gallons: more chemicals and brushing
Service minimum	**$100 - $150 per visit**	Even one call takes a trip, test kit, chemicals and the invoice

PRICES YOUR CLIENT SEES ONLINE (2026)

- **Weekly service: $150 - $350 a month.**
- **One-time cleaning: $150 - $350.**
- **Opening: $200 - $500. Closing: $200 - $600.**
- **Green pool cleanup: $200 - $1,500.**
- **Filter cleaning: $75 - $200.**
- **A full year of weekly service: $3,000 - $6,000.**

Sources: Swimply, PoolDial, Poolens, Thumbtack and Angi, plus our estimates. Rounded regional estimates. Varies by state, pool size, trees and season.

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PRICE TABLE - 14 POOL JOBS

Job	Typical range	What changes the price
Green pool cleanup	**$250 - $1,500 per job**	Light green to swamp: 2-5 visits, shock, floc, filter cleans
Cartridge filter clean	**$75 - $200 per job**	Pull, hose and soak the cartridges every 3-6 months
DE filter teardown	**$150 - $300 per job**	Grids cleaned, checked for tears, fresh DE added
Sand change	**$250 - $500 per job**	Old sand out, new sand or glass media in, laterals checked
Acid wash	**$350 - $900 per job**	Drain, wash the plaster, rinse, refill; water is extra
Drain and refill	**$175 - $500 per job**	Check the water table first; water cost is extra
Waterline tile cleaning	**$3 - $9 per linear ft**	Calcium and scale off the tile. 96 ft = $288 - $864
Pump motor repair	**$150 - $500 per job**	Bearings, seal, capacitor; replace if the motor is old
Variable-speed pump	**$1,500 - $2,500 per job**	Installed; saves power and is what most new pumps are now
Salt cell replacement	**$600 - $1,200 per job**	Cells last about 3-7 years; sell it before it dies
Heater repair	**$150 - $800 per job**	Igniter, sensor or board; gas work may need a license
Leak detection	**$150 - $500 per job**	Dye and pressure tests; the repair is quoted after
Pool light replacement	**$500 - $1,700 per light**	Pull the fixture, new LED, reseal the niche
Spa add-on, weekly	**$20 - $60 per month**	Attached spa: test, balance, clean the filter with the pool

Sources: Swimply, PoolDial, Poolens, Thumbtack and Angi, plus our estimates. Rounded regional estimates, parts and labor included where it applies. Varies by state and pool.

ESTIMATE



FROM (your business)

Name: _____

Phone / email: _____

_____

_____

_____

CLIENT

Name: _____

Phone / email: _____

Service address: _____

Date: _____

Estimate #: _____

POOL (size · depth · gallons · chlorine or salt · filter type · pump · heater · spa · trees · gate code · photos)

_____

_____

_____

Item	Qty (visits / each / hours)	Rate	Total

Chemicals + supplies	
Trip / route	
Minimum	
TOTAL	**$**

Service: Weekly / every other week / chemical-only · Service day _____

Chemicals: Included in the monthly price / billed at cost plus markup

Access: Gate open or code, dogs inside, equipment reachable on service day

Payment: Monthly on autopay · Card · Zelle · Check · Repairs due on completion

Valid until: _____

_____ _____

Client approval (signature and date)

SERVICE CHECKLIST

Run it on every stop, before you close the gate and before you send the invoice.

- [ ] **Test the water**
  Chlorine, pH, alkalinity and, weekly or monthly, stabilizer, calcium and salt.
- [ ] **Read the label**
  Dose by the gallons and the label. Add chemical to water, never water to chemical.
- [ ] **Never mix**
  Chlorine and acid never touch, never in the same bucket, never at the same time.
- [ ] **Skim and brush**
  Surface skimmed, walls, steps and the tile line brushed.
- [ ] **Vacuum**
  Floor vacuumed or the cleaner checked and emptied.
- [ ] **Baskets**
  Skimmer and pump baskets emptied; lids back on tight.
- [ ] **Equipment**
  Pressure, leaks, noise, timer and salt cell checked; anything odd noted.
- [ ] **Safety**
  Gate closes and latches, drain covers in place, chemicals locked away.
- [ ] **Service report**
  Readings, chemicals added and a photo of the clear pool sent to the client.
- [ ] **Next steps**
  Filter clean due date, repairs quoted and a review requested.

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10 MISTAKES THAT COST YOU MONEY

Each one costs you money, a free trip back or a client who drops your route.

1 Calls below your minimum

One stop still takes a trip, a test kit and an invoice. Never go below a $100 - $150 minimum.

2 Pricing every pool the same

A 30,000-gallon pool under trees takes more time and chemicals. Price the gallons.

3 Chemicals with no terms

Chemical prices go up every season. Write if they are included or billed at cost plus markup.

4 Green pool at weekly price

A swamp takes 2-5 visits. Quote the cleanup first, then start the weekly route.

5 Skipping the filter clean

A dirty filter means cloudy water and calls. Sell it every 3-6 months as its own job.

6 Mixing chlorine and acid

It makes toxic gas. Separate buckets, separate times, and always follow the label.

7 A route all over town

Fifteen minutes between stops kills the margin. Group pools by area or charge for the drive.

8 No service report

No readings, no proof. Send the numbers and a photo after every stop.

9 Free trips for small fixes

A lid, an O-ring or a basket is a part plus a trip. Price it, don't give it.

10 Gas or electric outside your license

Heaters, gas lines and wiring can need a license. Check your state before you quote.

PRICE RANGES
US estimates, 2026

25 JOBS PRICED
Filled in, ready to use

STOP CALCULATOR
Gallons, time, route

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Free kit

READY-TO-SEND MESSAGES

Copy, change the name and send by text or WhatsApp.

Sending the estimate

Hi [Name], here is your estimate: weekly full service for your [19,200]-gallon pool, $[price] a month with chemicals, every [Tuesday].

Client asks for a lower price

I can do every other week at $[price] or chemical-only at $[price]. Weekly keeps the water clear in summer and costs less than a green cleanup.

Ask for photos first

Can you send a photo of the pool, the equipment pad and the filter? It helps me give you an exact price before I come out.

Before the first visit

For service day: gate unlocked or the code, dogs inside and the equipment pad clear. I'll text you the readings after.

Something bigger found

Today I found [a leak at the pump]. Photos attached. The fix is $[amount] with parts; I'll wait for your OK.

After the service

All done! Water tested and balanced, photo attached. Next visit [Tuesday]. A quick review helps a lot: [link].

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BONUS - READY PRICE LIST: 25 POOL JOBS

Filled in, not blank: suggested 2026 prices for a mid-cost US area. Adjust 10-20% for your area, your route density and the season.

EVERY POOL MEASURED · LABEL FOLLOWED · CHEMICAL TERMS WRITTEN · NEVER BELOW YOUR MINIMUM

Job	Price
1. Weekly full service, per month	$210
2. Weekly, chemicals extra, per month	$150
3. Every other week, per month	$140
4. Chemical-only stop, per month	$85
5. Per stop, 4 stops x $55	$220
6. One-time cleaning	$225
7. Spring opening	$325
8. Fall closing	$375
9. Repair labor, 2 hours x $95	$190
10. Large pool add-on, per month	$40
11. Service minimum, one call	$125
12. Green pool, light, 2 visits	$350
13. Green pool, swamp, 4-5 visits	$950

Job	Price
14. Cartridge filter clean	$125
15. DE filter teardown	$225
16. Sand change	$375
17. Acid wash, plaster pool	$550
18. Drain and refill	$295
19. Tile line, 96 ft x $5	$480
20. Pump motor repair	$325
21. Variable-speed pump, installed	$1,950
22. Salt cell replaced	$850
23. Heater repair, igniter	$350
24. Leak detection, dye and pressure	$350
25. LED pool light replaced	$850

TOP JOBS: WHAT TO CHARGE

WEEKLY SERVICE
$150 - $300 / month
Chemicals included

GREEN POOL
$250 - $1,500 / job
2-5 visits

OPENING
$200 - $500 / job
Spring, once a year

SALT CELL
$600 - $1,200 / job
Every 3-7 years

4 WAYS TO CHARGE MORE

Sell weekly service
Turn one-time cleanings into a route at $150 - $300 a month: the same pool pays you every month.

Sell openings and closings
Book the season: $200 - $500 to open and $200 - $600 to close, for every pool on your route.

Sell filter cleans
Cartridge cleans at $75 - $200 every 3-6 months, written in the service plan.

Sell the equipment
Salt cells at $600 - $1,200 and pumps when they fail: you see them every week.

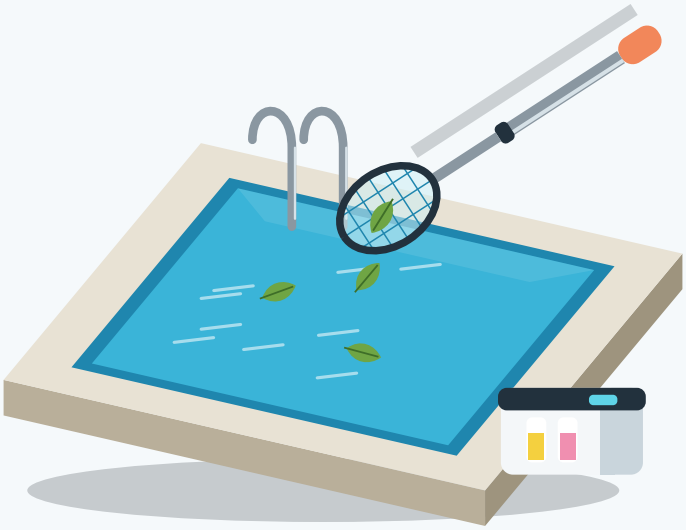
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TEST THE WATER
PRICE THE ROUTE

Measure the pool, test before you dose, write the chemical terms, group your stops and send the report. More free guides for trades at vifalio.com.

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