

Jeff Wilson Pool Service started 30 years ago in North Naples when Jeff and Lis Wilson decided to take the plunge with their own pool business in 1985, working out of a tiny corner of their living room while simultaneously keeping an eye on their 3-year-old son, Casey, and newborn daughter, Emily. The company now employs 50 and services 2,000 residential and commercial accounts around Southwest Florida. Their children, who would play “office” as kids, have grown into the driving forces behind day-to-day operations of the business.

5Q BUSINESS

JEFF WILSON

JEFF WILSON POOL SERVICE

5365 Jaeger Road,
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jeffwilsonpoolservice.com



LOGAN NEWELL/SPECIAL TO THE CITIZEN

Jeff Wilson watches his grandson, Calvin, during a pool cleaning and service at a customers house in Naples, on Feb. 5, 2016.

If you would like to nominate yourself or someone for a business profile, please email news@naplesnews.com. Include the business owner's name and title, place of business and contact information including phone number and email address. Or you can fill out a form on www.naplesnews.com/participate.

1 What does your business offer that's unique compared to businesses similar to yours?

We are so blessed by the people we work with because we all have such high standards. From the first call to the office to routing it to the proper area in the company, we respond quickly to any service need or any complaint that may come in. From start to finish, we follow up on everything.

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WE'RE SO FORTUNATE to have had the kids come in and work side-by-side by us. (Our son) Casey and I share an office and there's never once been a hint of disagreement between us about anything. And (our) Emily is the spitting image of her mother, just incredible with the financial end of the business. The bottom line is that the kids are running the company now.”

— Jeff Wilson

2 What is unique about owning a business in Southwest Florida?

Just being here and having the opportunity to provide the general public with a top-notch, quality company that's able to service all of their pool-related needs.

3 What do you enjoy most about owning the business?

Working with all the people we employ. We get to know our fellow workers and families as best we can, and try to help them out in whatever way we can. We treat people as we would want to be treated if we worked for somebody else. It's so wonderful being a business owner because you can help others.

4 What type of work experience or training is needed to run your business?

You need to know the total functions and operations of residential and commercial pools. When we started the business, I did all the outside sales, scheduling and repair work, as well as doing pool cleaning. I had nothing to do with the billing. My wife, Lis, took care of the financial part of the business, making sure everything along those lines was done properly.

5 If someone gave you \$1 million to improve your business, how would you use it?

I would reinvest the money buy purchasing another company to improve our current business.

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