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Husband and wife make a splash in the pool service business

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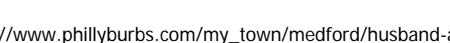
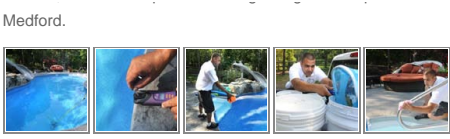
One in a series on people and places in and around Burlington County

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By Dennis Mc Donald BCT staff photographer

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Posted: Wednesday, July 11, 2012 12:00 am | Updated: 6:51 am, Wed Jul 11, 2012.

By Gail T. Boatman Special to the BCT | 0 comments

MEDFORD — That favorite call of summer — “Everyone into the pool!” — no longer means a trip to a local club or community center.

More and more families have a watering hole to call their own. It may be traditional and rectangular, heated and kidney-shaped, or even custom-designed to resemble a shamrock, but it’s right in their own backyard.

The number of area homes with pools has grown every year for the last decade, according to The Census Bureau.

the owners of Aloha Pool and Spa Service on Skeet Road, which opened in 2003 with one truck, a handful of customers, and a home office in a spare bedroom of their Medford Lakes home.

Today, the company’s eight trucks crisscross the roads between here and the shore, opening and closing pools and performing routine maintenance. Their headquarters and showroom occupy a bright, airy space in a busy shopping center.

The poor economy has done nothing to hurt business. In fact, it may have helped.

“People are finding it’s cheaper to stay home and fix up

Kristen Coppock
Burlington County Times Reporter
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Kristen Coppock is a municipal reporter for the Burlington County Times. She covers Delanco, the Lenape Regional High School District, Medford Township, Medford Lakes, Mount Laurel, Riverside and Riverton.

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their pool than go to the shore for a week," said Sherlock, who learned the basics of the business while he was still in college.

"I worked summers for a pool company in Deptford (Gloucester County). Eventually, I learned how to do everything from building and servicing to the management level," Sherlock said.

He could see that the company was growing quickly and sensed a business opportunity. Aloha was born.

Roberta Sherlock, who studied architecture, designed the logo with its palm tree and lagoon-shaped pool. She selected a distinctive font that is now emblazoned on their trucks and carries the company identity throughout the area.

The couple met at college in West Virginia. At first, Roberta Sherlock knew nothing about pools, but now she works full time at the business and handles the accounting and financing. She and her husband have three young children and will soon install a pool of their own in their new home.

Aloha offers its customers a routine weekly maintenance program, which starts with opening the pool for the season. Vacuuming, scrubbing the tile, adding the necessary chemicals, and monitoring them with a hand-held tester are part of the regular maintenance.

Closing a pool for the winter is the most challenging, Sherlock said.

"You need the proper equipment, and if it's not done correctly, things can go wrong," he said. "The lines must be blown out until all the water is gone. If it is not, a freeze will ruin the underground plumbing."

The Sherlocks may be one of the few families unfazed by the recent heat spell. It's been good for business.

"The hotter the better," they said.

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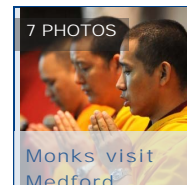
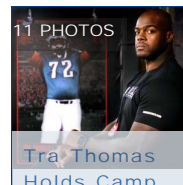
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