

FRIENDLY FLIPPER POOLS AND SPAS

Friendly Flipper Pools and Spas has been providing their customers with a “vacation” in their own backyard for more than 10 years. Friendly Flipper is a family-owned business that primarily sells in-ground and above-ground pools and spas. **Scott Hood**, owner of Friendly Flipper, employs six full-time employees including his parents, **Walt** and **Karen**.

When asked how he came to be in the pool business, Scott Hood replied, “I started working for a pool company in Atlanta about 15 years ago. When I moved back to Rome about 12 years ago, I tried to get a job at a couple of the local pool companies, but they were not hiring. With no one hiring, I decided to start my own pool company. I moved to Calhoun with my wife and started selling pools and spas out of our house. For the first 5 years, I continued to work out of my home and began advertising very heavily on cable and in the yellow pages. Eventually, I was selling over 100 above-ground pools a year and needed to expand. I opened the store in Rome 6 years ago and have grown each year. I am now looking to expand into Northeast Alabama.”

Friendly Flipper sells more pools than any other company in Northwest Georgia. Along with pools and spas, Friendly Flipper also sells pool and spa accessories and has access to any part that customers may need for their pumps or filters. “If the product is not in the store, we can usually order items and have them to our customers in a couple of days,” said Walt Hood. “In the off season we sell a lot of spas and chemicals. We do install some in-ground pools in the off season, as long



With a warm smile, the staff of Friendly Flipper Pools and Spas is ready to assist every customer with “a vacation in their own backyard.” Pictured left to right: Walt Hood, Karen Hood, Owner Scott Hood, Karen Clark, Norman Hood, and Ray Hood.

as the ground is not frozen. For above-ground pools, it is best to wait for warmer weather because of the liner. Many customers buy their pool packages in the winter months but do not want them installed until the spring.” In season, which starts in the middle of March, the store is open 9am - 6pm except for Wednesday and Saturday when they are open 9am - 5pm and they are closed on Sunday.

“**Fun is what I sell,**” said Scott Hood. “I sell products that bring joy to so many families. The kids are so excited when they get their pool or spa and so are the parents. On a few occasions, I have gone to a customer’s home to sell a pool and the kids had their bathing suits on ready to swim! Needless to say, they were temporarily disappointed, but were delighted a few days later.”

Walt Hood contributes the success of the business to having an outstanding reputation. “Even with all of our advertising, almost 70% of our customers come from referrals.” Karen Hood explained that *customers keep coming back because the company is friendly and*

hands-on. “We take the time to train our customers on the care and maintenance of the products that they buy. Pools and spas are easy to care for if the owners are trained to maintain them. It should only take 5 minutes a week to take care of a pool if it is done correctly. After we sell a pool, we always follow up with our customers and set up a time when we can come out and walk the customer through taking care of their pool.” Scott Hood said he thanks God and his family for their support and the success of his business.

When asked why his business is a member of the Greater Rome Chamber of Commerce Scott Hood explained, “My father was a member of the Chamber of Commerce for at least 20 years when he owned Walt Hood Insurance. When I opened the store in Rome, I joined the Chamber to support the community, advertise, and network with other local reputable businesses. **Being a member of the Chamber has no negatives and all positives, so it was an easy decision for me to join.**” 🏠