

## Presidential Pools, Spas & Patio wins AQUA 100

Phoenix Pool Builder wins exclusive honor bestowed to just 10 North American pool and spa businesses each year



**Gilbert, Arizona Mar 25, 2022** ([Issuewire.com](http://Issuewire.com)) - Presidential Pools, Spas & Patio is proud to announce it has been inducted into the [AQUA 100](#), an exclusive honor bestowed to just 10 North American pool and spa businesses each year.

The AQUA 100, presented by AQUA Magazine, is an industry-leading competition designed to honor excellence in the pool and spa retail. In light of the adversity specialty retailers of all kinds have faced over the past decade — the rise of online shopping, the pressure of a recession, and now, the global pandemic — the AQUA 100 honors the diamonds of excellence that have not only survived, but *thrived*.

“It’s quite an achievement to be selected for the AQUA 100,” says AQUA Magazine Executive Editor Scott Webb. “This national competition evaluates each business on a variety of measures, and the blind scoring of the judges ensures a truly worthy winner.”

The application process was rigorous, requiring entrants to provide detailed information on company history, customer service, store design, digital presence, marketing, and community involvement, complete with supporting documents. Applicants were judged by an independent panel of experts.

"The past two years came with its struggles, but I am so proud of our entire team for keeping their heads down and working through it all. This award is a direct reflection of their hard work" says Presidential Pools CEO, James Frabasilio.

### *About AQUA Magazine*

*Since 1976, AQUA Magazine has been the leading trade publication for pool and spa retailers, builders, and service professionals. Each month, thousands of pool and hot tub pros turn to the online and print pages of AQUA for its valuable mix of news, trend, and product coverage.*

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