



## SOLUTION PROFILE

### POOL & SPA

COUNTERPOINT

CounterPoint is a complete retail management solution that gives you power and control over every aspect of your pool and spa business.

Whether you have one store or hundreds of stores, CounterPoint runs your business efficiently and profitably. Instant inventory updates let your clerks know what's in stock, on order, and in transit. Track your customers, control your purchasing, retain detailed sales history, or open an online store—it's all built into CounterPoint.

CounterPoint will meet your needs now and is flexible enough to grow with you into the future.



#### POINT OF SALE CHECKOUT

Fast, easy to use, and easy to learn—even for seasonal employees. Includes optional touchscreen, fast (2-second!) credit card authorizations, and commission tracking.

#### INVENTORY CONTROL

Your inventory picture is “up-to-the-minute,” so you’ll always know what’s in-stock, on-order, and in-transit. Define substitute items, multiple price levels, multiple barcodes, and more.

#### SERIAL NUMBER TRACKING

Track detailed records of unique items—ideal for big ticket items and product warranties

#### ORDERS, LAYAWAYS, & QUOTES

Track status and deposits on special orders, backorders, and layaways. Print quotes and place tickets on hold.

#### CUSTOMER LOYALTY

Know who your customers are and what they’re buying. Set up A/R charge accounts. Print mailing labels for special promotions. Track pool sizes with user-defined profile fields. Increase loyalty with frequent shopper programs, store credits, gift certificates, and customer-specific pricing.

#### SALES HISTORY

Retain, view, and report complete detail of every sale you make, or look at summaries and cross-analyses.

#### AUTOMATED PURCHASING

Calculate current stock levels and automatically create PO’s.

#### ECOMMERCE

Upload inventory, customers, and prices to your CPOne store and download customer orders into CounterPoint for fulfillment.

#### ACCOUNTING INTERFACE

Update financial statements and payables and exchange the data with accounting packages.



## Success Story: Contemporary Watercrafters

Founded in 1982, Contemporary Watercrafters in Gaithersburg, MD, has implemented three point-of-sale systems over the years, but it wasn't until 1996, when they installed CounterPoint Business Software, that they found a software package to really buoy up their business.

"I looked at quite a few software packages, including a couple that were really strong in our industry," says Kelly Reed, business manager of Contemporary Watercrafters. "CounterPoint's features were far ahead of what they had to offer, and I was much more comfortable getting support from a local dealer." Reed purchased CounterPoint from The Groupfive Corp., a local CounterPoint Business Partner.

With two retail stores and a service department, Contemporary Watercrafters needed a system that would handle a multi-store situation with crossover between sites. Not only does CounterPoint allow Reed to keep accurate records of sales and payments at each location, but it also enhanced her ability to provide superior customer service.

Using CounterPoint, Reed has marketed to her existing customers based on past purchases. "We use CounterPoint to find every person who bought a particular item, such as a part for a pool heater. Then, we import that list into a letter asking if they want to upgrade their heater. It's been very effective." Reed will often include an upgrade certificate or a coupon with the mailing, and has even used this procedure to notify her customers about a product recall.

Reed also uses CounterPoint's integrated customer tracking tools. "It is invaluable to be able to tell a customer what model pool cleaner he or she bought two years ago, or to tell a customer that he doesn't need to buy chemicals for a 30,000-gallon pool, when we know his pool is 25,000 gallons. It really ties the customer to us."

"CounterPoint is a tool you can use to offer your customers better service and manage your company better," says Reed. "I can attribute our increased efficiency and increased communication to CounterPoint."

## Selected Users

A&F Swim Shop & Pools LLC	Montal Banos Pool Center
Acadiana Pools, Inc.	Morningside Pools
Ace Pool Service	Mountain Hot Tub
All Pool & Spa, Inc.	Munie Leisure Center Inc
Apollo Pools, Inc.	National Pool Const. Inc.
Aqua Leisure Pools	North Shore Pool & Spa
Aquaita Pools	Oliver's Pools & Spas, Inc.
AZ Patio & Spas	Olympic Pools, Inc.
Bailey's Pool & Patio	Oxford Pools
Bemister's Pool & Patio	Palmer Pools
Ben Arvidson & Sons, Inc.	Pool Discount
Blue Water Spas	Pool Specialist Inc
Bob's Pool Service, Inc.	Pool World Inc
Burnett Pools, Inc.	Pools & More
Cal Spas & Pools	Pools by Amundsen-Riley
Carlton Pools Inc.	Pools West, Inc.
Central Iowa Pool & Spa	Rainbow Pools
Central Pool & Supply, Inc.	Sandollar Spa & Pool
Coleman Metal Products Co	Seasonal Pool & Patio
Contemporary Watercrafter	Sherwood Valley Pools
Easton Pool & Spa	Sierra Nevada Spas
Fredericks Pools	Spa Factory
Graves Pool Supplies	Statesville Pool & Spa
Griffin Pools & Spas	Swimco Pool & Patio, Inc.
Harbor Associates Inc	Swimming Pool Services
Hollywood Pool & Spa Inc	Swimming Pools of Tupelo
Hot Springs Spa of Washoo	The Pool Company
Jersey Pools & Spas, Inc.	The Pool Place
Johnson Pools & Spas	The Watermill, Inc.
Lagrange Pools	Townley Pool Supply, Inc.
Master Pools of WA	Ultra Modern Pools & Patio
Memphis Pool Supply, Inc.	Valley Pool & Spas
Mid-Columbia Pools, Inc.	Wolf Pools & Spas, Inc.



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