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Photo by James Garrahan

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2022 AQUA 100 Winner: Johnson Pool & Spa

From humble beginnings working out of the bedroom of a family home in Sonoma County, Johnson Pool & Spa has grown into an industry leader.

By — AQUA Editors

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“Embracing technology allowed us to succeed during COVID; we were already set up to work remotely, so in a sense, we were accidentally prepared. The way we value work/life balance allowed us to thrive and stay essential.”

—Matt Perezchica (Co-Owner, Johnson Pool & Spa)



From humble beginnings working out of the bedroom of a family home in Sonoma County, [Johnson Pool & Spa](#) has grown into an industry leader performing pool construction, renovation, repairs and maintenance — along with two retail locations selling hot tubs, patio furniture, Traeger Grills and other backyard essentials.

Johnson Pool & Spa was co-founded in 1988 by Lupe and Barbara Perezchica, together with their children Tina and Matt. A tight-knit family unit is the glue that has held the business together through thick and thin.

In 1993, after adding the service and repair department, the company opened its first retail store, a mere 800 sq. ft. tucked into a busy strip mall. “It was a natural progression to service and maintain the pools we were already constructing,” says Matt Perezchica, now co-owner. As the company continued to grow, its retail sector took a large step forward in 2005 when the Windsor location was built, selling Caldera spas.

A second location was needed after growing exponentially, and in 2016, Johnson Pool & Spa bought a competitor, moved the service department into that facility and started selling Jacuzzi hot tubs.

Today, with locations in both Windsor and Santa Rosa, Calif., the company has become a trusted industry name. “Part of our success is due to the reputation we have gathered over the years,” says Perezchica. “We hear, ‘You built my neighbor’s pool, and they raved about how great the process was,’ or ‘We love the spa we bought from you guys; it’s been a great addition to our backyard,’ several times a week.”

The approach Johnson Pool & Spa takes in spa sales stems from the approach it takes with pools. “We put a lot of emphasis on education,” says Perezchica. “We ensure our staff receives ample training and resources, so we can pass down that information and educate our customers.”

The team works to maintain its hardearned reputation with a focus on prioritizing customer relationships. “We aim to create a post-sale relationship with every customer,” says Perezchica. “Being accessible to the customer and client through website chats, emails or even FaceTime is important.”

Employees are treated with consideration and care: The company implemented a Customer Kudos Program, where compliments or ‘kudos’ given to specific employees from customers are collected and tallied up. Once a month, a name is drawn, and the winning employee is rewarded with a bonus.

Currently, the company is revamping both retail locations, with the customer experience topof-mind. “We will be bringing in more backyard products that enhance people’s experiences and enjoyment of their outdoor lifestyle,” says Perezchica.

As for the future of Johnson Pool & Spa, the next generation of the family is entrenched as Tina’s sons, Aaron and Alex, are running the construction department, and daughter-in-law Kaylee manages the marketing and retail locations. The legacy continues with currently three existing and future grandsons who will undoubtedly grow up around the pool and spa industry.

This article first appeared in the April 2022 issue of AQUA Magazine — the top resource for retailers, builders and service pros in the pool and spa industry. Subscriptions to the print magazine are free to all industry professionals. [Click here to subscribe.](#)

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