

Micro Moves Checklist to Kickstart Efficiency this Busy Season

The pool pro's busy-season efficiency checklist

How do some pool companies stay profitable and organized through the busy season while others feel constantly overwhelmed and behind? **The ones that thrive aren't always the biggest – they're the most operationally efficient.** These are the small, repeatable moves that get them there. Work them one at a time.

HOW TO USE IT

This is the action layer of the [Built for Busy Season webinar](#) – the quick-reference companion to the full recap. Skim all eight areas, pick the one struggle costing you the most right now, and work those boxes first. Save the rest for after the rush. You don't need to do everything – you just need to start.

1. Backyard efficiency

Make your equipment the hardest-working employee on the team.

- Set pumps to run **24 hours a day**– if the pump isn't running, the pool isn't cleaning
- Put **every pool** on a routine filter-cleaning schedule
- Confirm cleaning systems are installed and actually working
- Keep chlorination systems running properly to prevent go-backs

2. Prevent go-backs

Getting it right the first time beats driving back across town.

- Brush every pool, every visit** to stop algae early
- Stock every tech truck the same way to prevent return trips
- Hold every tech to the same standards – no exceptions
- Flag repeat-problem houses and find the root cause of the problem

3. Optimize routes

More pools doesn't always mean more profit.

- Give each area a **fixed service day** – and tell customers
- Drop new accounts onto the existing day for their area
- Expand into areas next to current routes, not opposite ones – keeps drive time down
- Charge for distance on far away pools, or let them go
- Swap leads with nearby pros instead of chasing far away work

4. Cross-train the team

Panic is not a backup plan.

- Cross-train techs to handle common repairs solo
- Standardize notes** to a yes/no format anyone can read
- Pair new hires with a senior tech for training

5. Manage time & interruptions

Consistency beats heroics.

- Schedule a **daily do-not-disturb window** on your phone
- Pick one time-management method (Pomodoro or 2-minute rule) and stick to it
- Delegate ownership, not just tasks – hand off the whole job with clear expectations
- Save canned emails for welcomes, price changes, and updates and keep reusing them

6. Set realistic expectations

Clear expectations build trust.

- Replace “ASAP”** with a specific time window – vague promises set you up for failure
- Promise callbacks in real terms (“within 24 business hours”)
- Send proactive updates – especially about charges (through monthly emails)
- Avoid over-promising – “always” or “never” are the fastest way to lose customer trust

7 Prevent burnout

Sustainable growth needs sustainable teams.

- Change systems in the off-season**, not in July
- Watch for burnout signs in yourself and your crew
- Take a 5-minute reset away from your phone
- Protect the team’s capacity before adding responsibility

8 Make software work for you

Sticky notes and memory don’t scale.

- Set recurring work orders** for repeat tasks like filter cleans
- Run your CRM as the single source of truth
- Track time-on-site to spot underpriced pools
- Give every supervisor the same shared view

Start with one micro move at a time. That’s how a busy season gets easier.

Don’t try to fix all eight areas at once – pick the one struggle costing you the most right now, work that section, and let the rest wait until the rush eases. The pros who get the most out of busy season aren’t the ones with the biggest plans. They’re the ones who pick one small move and actually finish it.

[Watch the Built for Busy Season webinar](#) & read the full recap at [getskimmer.com](#)