



**HYDROPOOL**  
swim spas

## **The Next Wave for the Aquatic Fitness Industry- Start Your Home Business with a Current Pool**

A HydroPool Spa or “current” pool may be an excellent way for a water fitness professional to take the next step with their fitness career. Whether you are full time or part time in the water fitness industry, having a home business and pool in which to train your clients may be an avenue to provide specialized group exercise programs or one on one personal training sessions on your own time. The home pool business will allow you to train clients with differing levels of fitness, a variety of ages and varying levels of skills. Access to personalized programming provides a unique opportunity for those clients who wish to have specialized services that are not available during community group lessons.



One of the biggest challenges for a Personal Training or Rehabilitation Specialist is having enough pool time and /or the appropriate water temperature for their clients. This may be easily overcome by having access to your own spa or current pool.

The popularity of current pools has grown in leaps and bounds because more people are becoming aware of the benefits of water training. Many people prefer to have access to a pool that suits their personal

schedule and one in which they can swim laps without turning. A current pool can be a cost effective way to facilitate a variety of water activities – swimming, water sports conditioning for the athlete, private lessons for children, rehabilitation for the injured, a gentle workout for someone with arthritis, or used for water massage and spa – all in one pool.

A current pool is truly the gym of the future. Here are some of the features and benefits of having a current pool in your own home.

## Advantages of Working in a Current Pool

- You control the water temperature
- You control the currents for the intensity of the workout or swim
- You may train a variety of clientele
- You have the flexibility of working when you want
- You have the convenience of working without travel time
- You have the convenience of being at home should you have a family
- You can deduct some of your home expenses related to the business
- Excellent for programming – athletes, tri-athletes, swimmers and non-swimmers, injured clients, the beginning exerciser, and the weekend warrior.

### POOL DESIGN:

Current Pools may vary in terms of the design and materials. Some units are one-piece acrylic pools and require considerably less space than a conventional pool. Other products may be custom designed and can be as big and as a regular pool.

The jets can be regulated to swim against or used to add the ultimate experience for relaxing, rejuvenating and the hydro massage. Some units have chairs with adjustable jets to massage the more tender spots on the body.

Dimensions of a pool may vary from approximately a 10 foot width with 10 to 20 foot lengths. These dimensions provide an opportunity to facilitate two to six people in a program dependent on how much space they are going to utilize or how comfortable they feel working together. Generally speaking, a pool of 9x17x4 depth may easily facilitate two to four people in a program. Six if they are not utilizing too much range of motion or body positions.

### Pool Features:

The wide-stream jets are unique to current pool training in that they may be programmed for additional intensity. This is a great way to simulate the benefits of travel - without requiring a large costly pool and can provide a balance challenge component for all vertical exercise! The most valuable feature of a current pool is that the temperature may easily be adjusted to provide comfort for specialized programs such as Arthritis, Parkinson's, Post rehabilitation. Additionally, the client may feel comfortable with the

close proximity of the walls and the PERSONAL nature of the pool.



Most pools offer stairs for safe entrance and exits. This may be one of the most important features for those with limited range of motion, balance and agility. In addition, a lift may be added for those not able to get in and out. Conversely, this

type of pool may be a wonderful addition to training a high-end performance athlete. Many sports teams, such as the Toronto Maple Leafs hockey team, utilize a current pool for athletic therapy for their players. Therapists utilize the seated massage chairs to help players relax and rejuvenate their muscles after a game. On the other side of the spectrum - for high performance athletes or a person wanting to GAIN THE MOST out of their water workout time - equipment additions such as the jets, and/or an Aqua trainer (tether) and may truly challenge any athlete. Think of the possibilities!!!

### Benefits of a Current Pool

- They allow year-around fitness & swimming for a fraction of the cost of heating an outdoor pool.
- They only require a small area of house or yard
- They may be installed indoors, with the cost of the required room being only a fraction of the cost of a room required over a regular sized indoor pool.
- They can be covered with a locking safety insulating cover.
- They may vary in depth or be the same depth which is typically 4 feet for shallow water
- A 4 foot depth may facilitate suspended or non bottom contact movements
- They provide all of the benefits of a regular sized pool such as backyard improvement, family fun, parties, cooling off on hot summer days, exercise, etc.
- You may swim, walk, jog without having to stop and turn every 30'
- The pool depth is great for strength training, mind-body programs, rehabilitation of sports injuries, programming many medical conditions
- Everyone knows the pleasures and benefits of exercising in water. The buoyancy of the water and constant resistance is excellent for muscle toning and development - and stress release.
- An indoor pool in your home, allows you to enjoy this lifestyle 365 days a year.
- Best yet, most current pools and spa are virtually maintenance free requiring only a few minutes of your time per week.



### HOW IS IT DIFFERENT FROM A REGULAR POOL?

#### Take a look at the costs:

The current pool allow swimming, exercising and hydrotherapy benefits all in one pool. Since the water volume is only one tenth of a typical pool, cleaning, heating and maintenance costs are much lower. The pool may be placed indoors within a small space without the expense of construction and vapor control that is required for a typical indoor pool. Construction and hook-

up time is much lower than building a pool from scratch.

The operating costs for outdoors, assuming that the pool has an 6 kw electric heater, and temperature is maintained at approximately 84 degrees, would be approximately \$60.-\$100/month. Chemical costs may vary dependent on preference of chemicals (saline, bromine, chlorine) but is typically around \$200- \$300 per annum. To install the pool, you will require at least 10 helpers and/or 4 helpers and a forklift to remove it from the truck. One added advantage is that, should you decide to move, you can take your pool with when you re-locate.

You can see that it could easily be incorporated into your budget and provide you with new opportunities as a professional to manage your own business. If you calculate an average price of \$20,000.00 and can work with 10 clients at \$50.00/ hour – it would take approximately 40 weeks (10 sessions/week) to pay for the pool.

### **Program Applications of A Current Pool**

- Personal Training
- Kids Programming
- Sports Conditioning
- Arthritis & Fibromyalgia programming
- Movement Disorders
- Rehabilitation

### **Challenges of Operating Your own Business**

- Requires business and marketing savvy
- Must be self-motivated
- Must generate clients and do your own promotion
- Must be versatile to juggle many positions including marketing, scheduling, accounting, sales, coaching and cleaning
- Not paid for every hour you spend working or developing
- No paid vacations or holidays

### **Features of Being Your Own Boss**

- Unlimited earnings
- Set own policies
- Set own hours
- Set own fees
- May deduct business related expenses through a home business
- Set own budget for continuing education and training



### **First Major Decision:**

Which pool will be the best for my proposed business?

Look at the variety of types of current pools –most may be installed either above the ground, below the ground, indoors or outdoors.

**Expenses to consider:**

Initial expense of pool - Costs vary dependent on custom design and typically sizes and depths - \$15,000.00 - \$100,000.00

Earning the income to offset the overheads. Learning to be cost effective with hydro and chemicals

**The Key to Setting yourself up as a Successful Business Person**

Every time you train, instruct or consult with any of your clients, there is risk involved. As a professional in your field, you need to practice loss prevention daily by serving the needs of your clients in a safe environment.

- *You need to protect yourself* by purchasing quality liability insurance.
- Take the time prior to training your clients and complete the necessary waivers, release and health history forms.
- Additionally, write up their program cards so that you may track, regulate and monitor their progress.

**Questions to ask yourself prior to Starting a Home Based Business**

- Does my home have the space (preferably separate) for a business?
- Can I successfully run the business from my home?
- Do I want to work alone or hire other trainers?
- Are there any laws or ordinances prohibiting, restricting, or regulating a home business?
- Are there any laws regulating the pool in a home?

**Plan for success- Look before you leap.**

Take the time to write a basic business plan, which covers a comprehensive overview of how the business will be started, managed and developed. This may seem like a time consuming task; however, in the long run it is time and cost effective to look at all the possible advantages and drawbacks before you take such a major step. You may choose to hire someone like an accountant or trade off services with a professional that may help structure and assess your business plan.



Developed by Julie Twynham, Educational Director of WaterART Fitness International and spokesperson for Hydropool Swim in Place Pools. As a WaterART Fitness Professional you may receive a discount on a home pool. You may also receive commission on promoting a pool to your clients.