

# Pool & Spa Seasonal Reactivation Playbook

A seasonal reactivation playbook for pool and spa businesses that want to pull spring demand forward, tighten service reminders, and recover dormant customers before peak season crowds the schedule.

Pool builders, service companies, spa retailers, and seasonal operations managers

## GUIDE

A seasonal reactivation playbook for pool and spa businesses that want to pull spring demand forward, tighten service reminders, and recover dormant customers before peak season crowds the schedule.

## WHAT THIS ASSET COVERS

- A seasonal outreach sequence for openings, maintenance, inspections, and dormant accounts
- Reactivation prompts for customers who bought once but never returned into a recurring rhythm
- A scheduling and capacity framework for pulling demand forward without overpromising

## USE THIS WHEN

1. Spring demand keeps arriving in one compressed burst
2. The business wants more maintenance and reactivation revenue before the schedule fills
3. Dormant customers are too often treated like lost customers instead of recoverable ones

## WORKING ASSET

## PURPOSE

Use this playbook to pull spring and early-season demand forward instead of waiting for customers to remember the business on their own.

## BEST REACTIVATION TARGETS

- last year's opening customers
- dormant maintenance clients

- upgrade-ready households
- spa service customers with no new booking

## SEASONAL SEQUENCE

1. early reminder
2. readiness prompt
3. scheduling nudge
4. trust proof / review reinforcement

## EARLY REMINDER

“Opening season is coming up fast. If you want the cleaner scheduling windows before demand compresses, this is the right time to line it up.”

## UPGRADE PROMPT

“If you’ve been considering service upgrades, automation, or repair work before the season gets busy, we can map the next step while the calendar still has room.”

## METRICS

- preseason bookings
- dormant account reactivation rate
- maintenance renewals
- upgrade conversations started

## DEPLOYMENT NOTES

### HOW STRONG TEAMS ACTUALLY USE THIS ASSET

- Assign one accountable owner instead of letting "Pool & Spa Seasonal Reactivation Playbook" become shared but unmanaged work.
- Use it with pool builders, service companies, spa retailers, and seasonal operations managers in a weekly rhythm so the asset drives decisions rather than sitting in a folder.
- Decide in advance what counts as green, watch, and red performance so the team knows when to escalate.
- Capture learnings directly in the document every week so the asset becomes smarter over time instead of resetting to zero.

## BEST DEPLOYMENT SEQUENCE

- Spring demand keeps arriving in one compressed burst
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- Dormant customers are too often treated like lost customers instead of recoverable ones

## **WHAT SEPARATES A SERIOUS VERSION FROM A BASIC TEMPLATE**

- Clear ownership for every step, not generic advice without accountability.
- Targets, thresholds, or decision rules that tell the team what good looks like.
- Specific working components: A seasonal outreach sequence for openings, maintenance, inspections, and dormant accounts, Reactivation prompts for customers who bought once but never returned into a recurring rhythm, A scheduling and capacity framework for pulling demand forward without overpromising.
- A built-in review cadence so the document becomes part of operations rather than a one-time download.