

# THE HISTORY OF



SINCE 1975



## 1935

Born in Hot Springs, Arkansas



## 1950

Age of 15, started window cleaning in Arkansas earning \$26.00 / week

*"With a rag and a squeegee, I always had a way to earn money"*



## 1953

Age of 18, Hobert moved to California in search of opportunity

*"I was offered two labor jobs, one with Anthony Pools and the other with Ford Motor Company...I chose Anthony pools as being outside suited me more than a warehouse assembly line"*

- Hired to make pre-cast coping for swimming pools
- Transitioned to working on a steel crew, tying steel in swimming pools
- Steel crew foreman for 10 years



## 1963

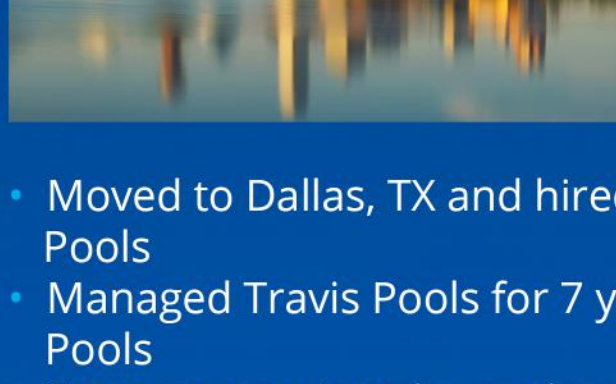
Dreaming of a better opportunity beyond tying steel, Hobert obtained a home general contractors license and a real estate license by attending night school in California.

Age 28, Hobert began acquiring rental property and started a home remodeling company.



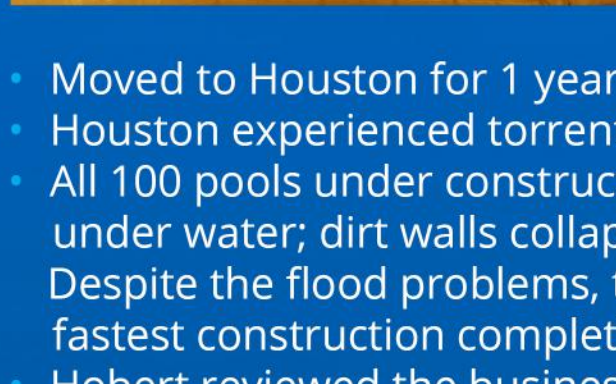
## 1965

- Moved back to Arkansas to start his own home building business
- It was very difficult to borrow money from the bank to keep building homes, so Hobert went to work for a sub-division developer as his head carpenter.
- Several months into this job, the subdivision burned to the ground and Hobert sought work back in the pool business.



## 1966

- Moved to Dallas, TX and hired as the Vice President of Travis Pools
- Managed Travis Pools for 7 years until it was sold to Anthony Pools
- Became a partner in owning a swimming pools gunite company



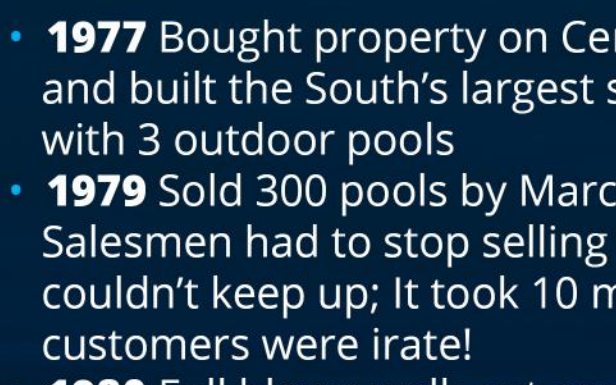
## 1973

- Moved to Houston for 1 year to run Anthony Pools
- Houston experienced torrential rain and flooding this year.
- All 100 pools under construction were completely submerged under water; dirt walls collapsed leaving a muddy mess. Despite the flood problems, the Houston office had the fastest construction completion time of all Anthony locations.
- Hobert reviewed the business operations and closed retail stores, relocated warehouses, and significantly reduced customer receivables making Anthony in Houston the most profitable office in the 12 regions they operated.



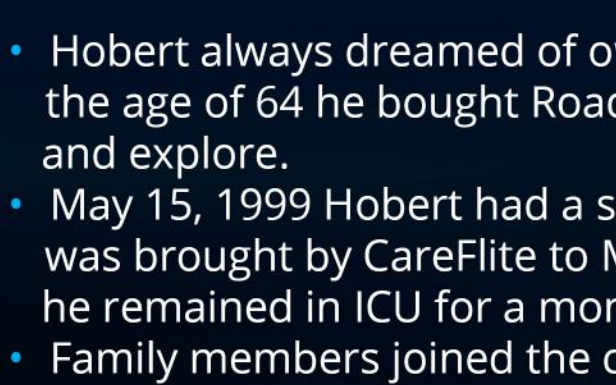
## 1974-1975

- **1974** Became an independent swimming pool consultant hired by Morehead Pools in Louisiana
- **1974** Hobert was hired to help make the company profitable during a financially difficult time.
- **1974** During this time, a looming lawsuit with a competitor was becoming very intense. Armed guards had to be hired to protect the premise to keep the other company from slashing tires, putting sand in the gas tanks, and destroying the property.
- **1974** The lawsuit was settled and Morehead received a \$3 million settlement.
- **1975** Married Maureen and moved to Dallas to start his own swimming pools business, Hobert Pools, Inc.
- **1975** Average pool price was \$11,000
- **1975** Leased a small house on Harry Hines Blvd and only had enough credit and storage space to buy 2 sets of pool equipment at a time



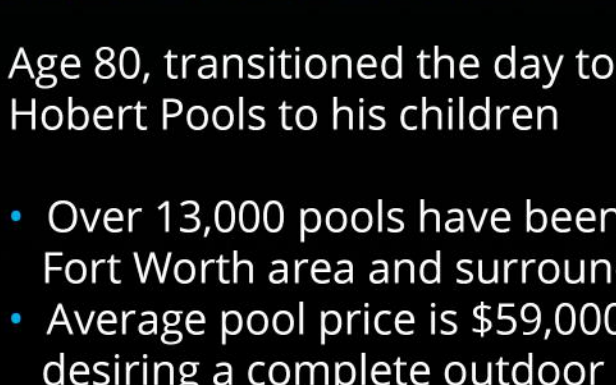
## 1977-1985

- **1977** Bought property on Central Expressway in Richardson and built the South's largest swimming pool display office with 3 outdoor pools
- **1979** Sold 300 pools by March and it rained every day. Salesmen had to stop selling in March because construction couldn't keep up; It took 10 months to build the pools and customers were irate!
- **1980** Full blown walk out occurred and every employee quit to work for Hobert's partner that left to open Bahama Pools
- **1981** Starting over again and now interest rates are a record 21%. Hobert had to put up cash to buy down the interest rates in order to sell pools.
- **1985** Sold 500 pools and continue to build a successful thriving company



## 1999

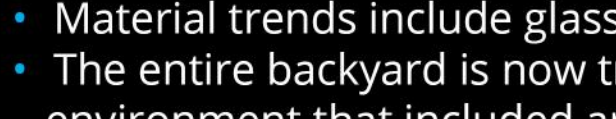
- Hobert always dreamed of owning a Harley Davidson and at the age of 64 he bought Road Kings for he and his wife to ride and explore.
- May 15, 1999 Hobert had a serious motorcycle accident and was brought in CareFlite to Methodist Hospital Dallas where he remained in ICU for a month.
- Family members joined the company to help run the business while Hobert recovers.
- Hobert is forever grateful to the staff at Methodist Hospital and made a donation to the Hospital's foundation. Every year Methodist hosts the Murphree Trauma Symposium.



## 2015

Age 80, transitioned the day to day operations of running Hobert Pools to his children

- Over 13,000 pools have been dug in the Dallas Fort Worth area and surrounding areas.
- Average pool price is \$59,000 with consumers desiring a complete outdoor living environment.



## 2018

- Pools now are designed using 3-D software and emphasize energy-saving and technologically advanced equipment operated by a smart phone.
- Material trends include glass tile, stone and travertine.
- The entire backyard is now transformed into an outdoor living environment that included arbors, kitchens, fireplaces, and firepits.