

## Family Owned, Locally Built



AAA SPA & POOL SERVICES BUILDS THE STORE OF THEIR DREAMS **by KRISTAN HART**  
Photography by **JAMES SCHOOLING**

**FAMILY IS THE HEART OF BUSINESS** at AAA Spa & Pool Services in Zanesville, Ohio. Owners Earl and Danielle Shalosky have a combined 37 years in the hot tub industry, and they're reaping the rewards of their hard work in a brand new facility.

The couple's business has come a long way since they started running it out of their home in 2001. Their first brick-and-mortar was just 900 square feet, Danielle says. Now they're in a two-story building with 8,000 square feet. The Shaloskys loved the location of their previous space, and were happy to take advantage of low interest rates and a good deal on a plot of land to build just diagonal from their last location, a 2,800-square-foot store they occupied for five years. "We compared what we were paying [to lease the old location]," Danielle says, "and it was just a good move financially."

The custom building boasts lots of windows, showroom lighting and garage doors to move large products in and out. They were also able to create a wet-test mood room. "We can take customers and talk to them privately without being on the open showroom floor," Danielle says.

The Shalosky family used all local businesses to complete the new store. Danielle says the final version of the space was a collaborative effort between their ideas and the contractor's ideas. "We went back and forth on what we thought would work," Danielle says. "There were things we definitely had to have."

People in the community helped build the new space, and people in the community are helping support AAA Spa & Pool Services in their new facility. Danielle says sales have increased since the move. "Our customers are excited and happy to come in and see it's a nice, professional store," she says. "They have more room to move around, and they have a lot more items to choose from than they did before. Our community has been very supportive, and has told us how great our building looks and dresses up the area that we're in." ■



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**AAA SPA & POOL SERVICES**

AAASPASANDPOOL.COM

**LOCATION**

Zanesville, Ohio

**OWNERS**

Earl and Danielle Shalosky

**BRANDS CARRIED**

**Spas:**

- Nordic Hot Tub
- Great Lakes
- Emerald Falls
- Garden Leisure

**Chemicals:**

- Baquacil
- Poolife
- GLB
- Leisure Time

**Other Products:**

- Above-ground pools
- In-ground pools
- Saunas
- Outdoor kitchens

