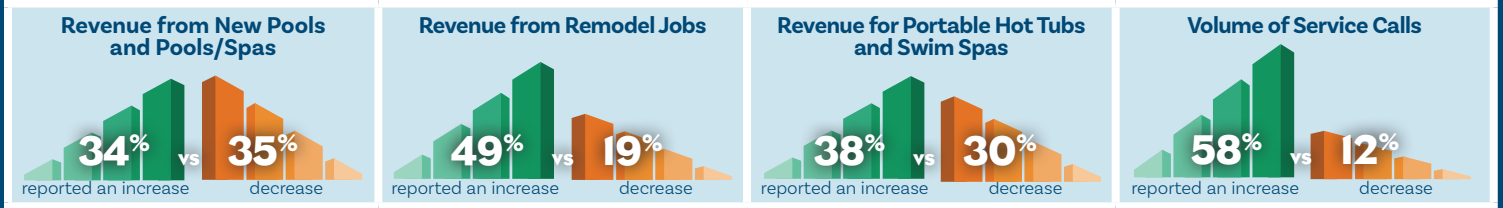




4th Quarter 2024 Compared to 4th Quarter 2023



Building, Design, and/or Remodeling

Total Revenue	Employees	Revenue from Remodels	Bottom Line Profits
Largely unchanged (+1% to -1%)	Largely unchanged (+1% to -1%)	Increased somewhat (+1% to +5%)	Largely unchanged (+1% to -1%)

Service, Maintenance, and/or Repair

Total Revenue	Employees	Service Calls	Bottom Line Profits
Increased somewhat (+1% to +5%)	Largely unchanged (+1% to -1%)	Increased somewhat (+1% to +5%)	Increased somewhat (+1% to +5%)

Retailers

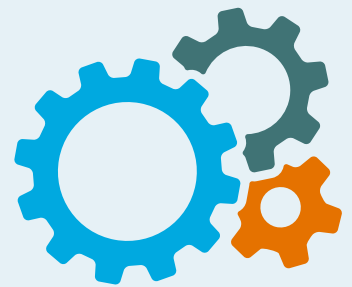
Total Revenue	Employees	Revenue from Hot Tubs/Swim Spas	Bottom Line Profits
Increased somewhat (+1% to +5%)	Largely unchanged (+1% to -1%)	Largely unchanged (+1% to -1%)	Increased somewhat (+1% to +5%)

Top Challenges Companies are Facing

	Economic factors such as inflation, interest rates, and consumer spending patterns	67%
	Maintaining profitability in the face of rising costs	56%
	Recruiting and retaining skilled employees	50%

Looking to the Future

70% of companies report they are well positioned or somewhat well positioned to adapt and thrive in the face of industry disruptions or changes (up from 63% last quarter)



78% of companies anticipate revenue growth over the next 12 months (up from 71% in last quarter)



Stay Informed, Stay Competitive!

Gain valuable industry insights—visit PHTAinsights.com to view results, track your trends, and participate. The **PHTA Quarterly Pulse Survey** tracks the Pool & Hot Tub industry's performance and outlook. Sponsored by PHTA and conducted by **Industry Insights**, an independent research firm, this survey provides critical data to help businesses navigate industry trends.