

POOL ROUTE ACQUISITION VALUATION

FLORIDA POOL ROUTES ARE PRICED 44% HIGHER PER POOL THAN IN 2020. THE BILLING BEHIND EACH POOL ROSE 16%.

4,489 pool route listings from a national route broker’s public index, asking and marked sold, in Florida, California, Texas, Arizona, Nevada and other states, collected Oct 30, 2026.

THE FINDING

FLORIDA ROUTES LISTED IN 2025 AND MARKED SOLD WERE LAST LISTED AT $1,620 A POOL, 44% ABOVE 2020 (38% AT 2020'S AREA MIX), AND AT 11.5 MONTHS OF STATED INCOME, NOT 9.4.

Medians of 140 (2020) and 108 (2025) Florida routes marked sold by National Pool Route Sales, read Oct 30, 2026. The price is the last one the broker published, not a confirmed sale price.

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01 KEY FINDINGS

1 **Florida routes are priced 44% higher per pool than in 2020.**

The median last listed price per pool of Florida routes marked sold rose from $1,127 (listed in 2020, n = 140) to $1,620 (listed in 2025, n = 108); at 2020's mix of areas the rise is about 38%. The stated income per pool behind those prices rose only 16%, from $118 to $138 a month. Inside the 21–100 pool range alone the rise is similar: $1,100 to $1,575.

2 **Prices rose faster than the billing behind them.**

The price of a Florida route went from 0.78 to 0.95 years of its stated income, or from 9.4 to 11.5 months. Of the 6 large regions with enough sales in both years, Florida's multiple rose the most. Part of that may be the broker's pricing settling at 12× monthly billing, not only buyers bidding more. Routes listed in 2026 that are already marked sold (n = 64; 40 more are still for sale) sit at the same level: $1,600 a pool, 11.2 months.

3 **Asking prices are set at a near-fixed 12× monthly service billing.**

On 93 active listings that publish their monthly service amount, 55 ask exactly 12×; the middle half sits between 12.00× and 12.35×. At Florida's median asking billing of $143.68 per pool, 12× is $1,724 a pool.

4 **Where in Florida matters as much as when.**

Among routes listed 2024–2026 and marked sold, Northeast routes were priced at $2,049 a pool and Southwest routes at $1,440, a gap of 42%. Asking prices on Florida's 41 active listings run 9% above the price of routes listed since 2025 and marked sold.

5 **At 12×, one account pays itself back in about 65 months, if the route is dense.**

With the profit per account from report No. 05 ($26.57 a month at 2 miles between stops), $1,724 a pool takes 65 months to earn back. At 1 mile between stops it takes 52 months; at 6 miles, more than 20 years, because a spread-out route earns only $0.55 per account in that model. Density changes what an account is worth.

02 METHOD: ONE BROKER INDEX, READ LINE BY LINE

National Pool Route Sales (poolroutesales.com) publishes a page per region with every listing it shows: listing number, number of pools, the cities served, a yearly income figure, a price and a status (for sale, pending, sold). Its robots.txt allows all crawlers. We read all seven regional pages on Oct 30, 2026 and every detail page we could reach for the active listings. The index names no sellers, and neither does this report.

Price per pool (price ÷ pools) is the main measure, because it needs no assumption about what the income figure means. **Income multiple** (price ÷ yearly income) is computed only where the income looks like billing: at least $70 per pool per month. On some larger offerings the yearly figure is clearly profit, not billing (as low as about $33 per pool a month), and dividing by it would inflate the multiple. **Monthly multiple** (price ÷ monthly service amount) comes from active detail pages, which state the monthly service billing separately from repairs.

Listing year. The index has no dates. Listing numbers rise over time, so we read the published date on the detail pages we fetched (562 usable dates), drew a line from listing number to date, and placed every other listing on it. Listings numbered below 8,500 predate a 2019 site move and carry its date, so they form one group, "before mid-2019". The year is when a route was *listed*, not when it changed hands.

Florida areas. The index files sold Florida routes under one county heading, so we rebuilt the county from the first city each listing names, using the Census 2020 place files, and grouped counties into six market areas. To check whether a shift in *where* routes were listed drives the trend, we also compute the change at a fixed area mix: each area's own change in median price per pool, weighted by that area's share of the 2020 routes.

MEASURE	DEFINITION	ROWS USED
Price per pool	Published price ÷ number of pools	4,072
Income multiple	Price ÷ yearly income, in years (× 12 = months)	3,885 with ≥ $70 income per pool per month
Monthly multiple	Price ÷ monthly service amount (repairs excluded)	93 active listings with a detail page
Income per pool	Yearly income ÷ 12 ÷ pools	Same rows as the income multiple
Listing year	Estimated from the listing number, calibrated on published dates	562 calibration points
Plausibility filter	Price per pool between $100 and $10,000	26 rows dropped

All figures are medians unless a range is shown; ranges are the 25th to 75th percentile (the middle half).

03 SAMPLE AND COVERAGE

The seven regional pages listed 4,489 routes: 4,379 marked sold, 106 for sale and 4 pending. 4,098 have a pool count, an income and a price; 26 of those fail the plausibility filter, which leaves 4,072. Florida is the largest region, with 1,548 listings; 17 Florida listings name no place we could match to a county and stay out of the area figures.

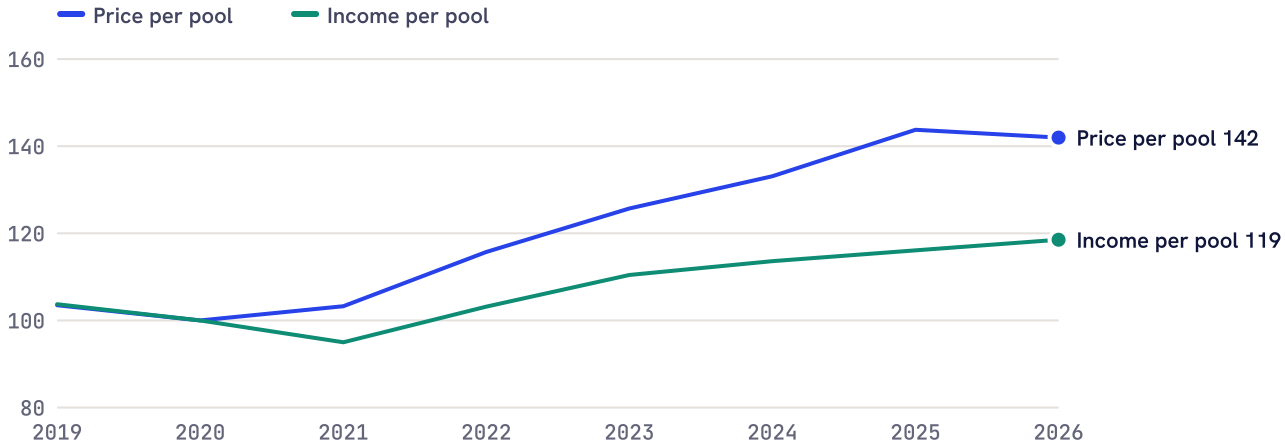
What this is not. It is one broker's public record, not a census of route sales. Private sales, sales through other brokers and routes that were withdrawn do not appear. The broker's own pages say nothing about whether the price on a sold route is the final price, so we call it what it is: the last published price of a route marked sold.

A second check. We also read 7 archived route listings from businessbroker.net (snapshots from Mar 15, 2026 to May 14, 2026) that publish both a monthly billing and an asking price; 6 of them come from one Florida-based broker. Section 07 uses them.

REGION	LISTINGS	MARKED SOLD	ACTIVE (FOR SALE OR PENDING)	MEDIAN POOLS
Florida	1,548	1,507	41	50
Southern California	917	894	23	40
Texas	553	540	13	40
Northern California	417	412	5	48
Arizona	344	339	5	50
Nevada	180	175	5	51
Other states	113	109	4	38
All	**4,072**	**3,976**	**96**	**46**

04 PRICES ROSE FASTER THAN THE BILLING BEHIND THEM

Price per pool pulled away from income per pool after 2020



Florida routes marked sold, by estimated listing year. Both lines are medians indexed to 2020 = 100. Income per pool uses rows whose income looks like billing (≥ $70 per pool per month). 2019 covers June to December only; 2026 runs to Oct 30.

Source: National Pool Route Sales regional index, read Oct 30, 2026; Ruberio analysis.

If prices had only followed billing, a Florida pool listed in 2025 would have been priced at about $1,308. The median was $1,620. The difference, $312 a pool, is a higher multiple on the same dollar of income.

FLORIDA, 2020 → 2025

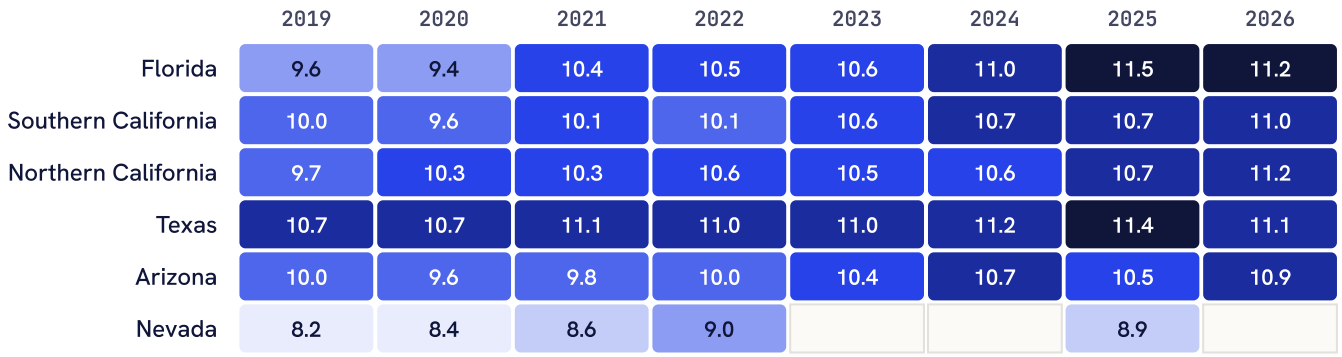
9.4 → 11.5 months of stated income. On a 50-pool route billing $138 a pool a month, that difference alone is $14,038.

Three checks. **Area mix:** the 2025 routes lean toward pricier areas (the Northeast went from 13% to 19% of the Florida routes, the Southwest from 20% to 8% and Orlando from 20% to 11%). At 2020's area mix the rise is about 38% instead of 44%. **Size:** inside the 21–100 pool range the median went from $1,100 to $1,575 and the multiple from 0.78 to 0.93. **Timing:** the multiple climbed in every listing year from 2020 to 2025, and the 2026 routes marked sold so far hold the 2025 level. What the data cannot separate: buyers bidding more, and the broker's own pricing settling at 12× monthly billing (section 08). Both look the same in last listed prices.

LISTING YEAR	ROUTES	MEDIAN POOLS	PRICE PER POOL	INCOME PER POOL / MO	MONTHS OF INCOME
Before mid-2019	439	55	$1,056	$114	9.3
2019 (from June)	87	40	$1,167	$123	9.6
2020	140	44	$1,127	$118	9.4
2021	182	51	$1,164	$113	10.4
2022	194	55	$1,304	$122	10.5
2023	158	52	$1,416	$131	10.6
2024	120	50	$1,500	$135	11.0
2025	108	56	$1,620	$138	11.5
2026	64	44	$1,600	$140	11.2

Florida's multiple rose fastest of the large route markets

Months of stated income priced into a route, by region and listing year



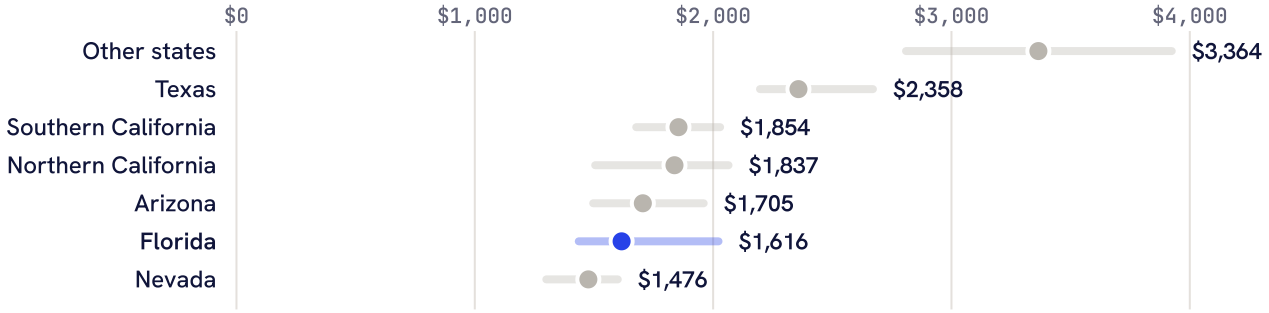
Median price ÷ yearly income × 12, routes marked sold, rows whose income looks like billing. Blank: fewer than 10 routes in that cell. Darker = higher multiple. Changes in the text: 2020 → 2025, regions with at least 10 routes in 2025; Arizona and Nevada have small yearly samples.

Source: National Pool Route Sales regional index, read Oct 30, 2026; Ruberio analysis.

Measured in months of stated income, route prices rose in every large region since 2020, but not by the same amount. Florida moved +2.0; Southern California +1.1, Arizona +0.9, Texas +0.7, Nevada +0.4, Northern California +0.4. Nevada stayed lowest in every year with enough sales.

05 ASKING PRICES SIT ABOVE THOSE OF RECENTLY SOLD ROUTES IN 5 OF 7 REGIONS

Last listed price per pool of routes listed since 2025 and marked sold



Dot = median, bar = middle half (25th to 75th percentile). These are last published prices, not confirmed sale prices.

Source: National Pool Route Sales regional index, read Oct 30, 2026.

REGION	LISTED 2025+ (SOLD)	PRICE / POOL	ACTIVE NOW	ASKING / POOL	ASKING VS. SOLD
Other states	14	$3,364	4	$3,499	+4%
Texas	49	$2,358	13	$2,393	+1%
Southern California	80	$1,854	23	$1,898	+2%
Northern California	32	$1,837	5	$2,032	+11%
Arizona	30	$1,705	5	$1,690	-1%
Florida	172	$1,616	41	$1,759	+9%
Nevada	21	$1,476	5	$1,300	-12%

“Sold” = marked sold, at its last listed price. “Active” includes pending listings. Arizona, Nevada, Northern California and other states have five or fewer active listings.

Florida’s 41 active listings ask a median $1,759 a pool, 9% above the $1,616 of the 172 Florida routes listed since 2025 and marked sold. Part of that gap is billing: in income terms the two are close (11.5 months asked, 11.3 months on sold routes).

READ WITH CARE

The broker does not say whether a sold price is the accepted offer. Of 39 Florida listings that were for sale or pending in a March 2026 archived copy of the index and are now marked sold, 36 still show exactly the same price (2 rose, 1 fell; Ruberio Research No. 04 data, Oct 30, 2026). In practice it is the last asking price; the gap to the price a buyer finally paid cannot be measured from public data.

06 IN FLORIDA, A POOL IN THE NORTHEAST IS PRICED 42% HIGHER THAN ONE IN THE SOUTHWEST

Price per pool by Florida market area, routes listed 2024–2026 and marked sold



Medians. Not in the chart: Space Coast and Other Florida (see the text and table). Area from the first city a listing names (Census 2020 place files).

Source: National Pool Route Sales regional index, read Oct 30, 2026; U.S. Census Bureau 2020 place files.

The order follows billing more than anything else: areas where a pool bills more are also priced higher per pool, and the multiples sit close together (10.9 to 11.8 months). Every area in the chart rose between the 2019–2021 and 2024–2026 listings, by 28% to 43%. Space Coast (Brevard) has only 7 routes in each window, too few for a median we would rank; Other Florida (15 recent routes) collects every county outside the six areas, so it is not a market. Both are in the table but not in the chart or the comparison.

Routes marked sold, by listing window: number of routes and median last listed price per pool

AREA	COUNTIES	LISTED 2019–21	PER POOL	LISTED 2024–26	PER POOL	CHANGE
Northeast	Duval, St. Johns, Clay, Nassau, Flagler, Volusia, Putnam	56	$1,498	47	$2,049	+37%
Orlando	Orange, Osceola, Seminole, Lake, Polk, Sumter	56	$1,207	38	$1,578	+31%
Southeast	Miami-Dade, Broward, Palm Beach, Martin, St. Lucie, Indian River, Monroe	83	$1,100	78	$1,510	+37%
Tampa Bay	Hillsborough, Pinellas, Pasco, Hernando, Manatee, Sarasota, Citrus	130	$1,131	70	$1,447	+28%
Southwest	Lee, Collier, Charlotte	57	$1,008	35	$1,440	+43%
Space Coast	Brevard	7	$1,054	7	$1,472	+40%
Other Florida	all other counties	14	$1,767	15	$2,428	+37%

07 SMALL ROUTES ARE PRICED HIGHER PER POOL, NOT PER DOLLAR OF BILLING; THE TERMS BARELY VARY

Size. Among routes listed 2024–2026 and marked sold, a pool on a route of 20 or fewer is priced 23% higher than one on a 61–100 pool route. Its stated income per pool is 23% higher too, so the multiple stays put: 10.9 to 11.0 months of income in every band up to 100 pools. Prices track billing, not size. Above 100 pools the income figure is often profit, not billing (median $102 a pool a month over all years, against $144 for 41–60 pool routes), so the multiple there (*) is not comparable.

POOLS ON THE ROUTE	ROUTES	MEDIAN POOLS	PRICE PER POOL	INCOME PER POOL / MO	MONTHS OF INCOME
1–20	109	16	$1,971	$181	10.9
21–40	197	30	$1,733	$166	10.9
41–60	163	50	$1,750	$163	10.9
61–100	151	76	$1,600	$147	11.0
100+	77	144	$1,776	$103	not comparable*

Second broker. Seven archived listings from businessbroker.net state both numbers. Four ask exactly 12× monthly billing, all of them residential routes from one Florida-based broker. The other three ask 13.1× to 16.9×. The Clermont listing's price includes vehicles and equipment it values at about $144,200; without them it asks about 11.6×. Six of the seven listings rule out bank loans and seller financing: cash only.

STATE	AREA	ACCOUNTS	BILLING / MO	ASKING PRICE	MULTIPLE	SNAPSHOT
FL	Windermere	60	$7,000	$84,000	12.0×	Mar 15, 2026
FL	Orlando	78	$9,700	$116,400	12.0×	May 14, 2026
FL	Hollywood	43	$4,735	$56,820	12.0×	May 10, 2026
FL	Parrish	76	$6,743	$80,916	12.0×	May 13, 2026
FL	Clermont	138	$93,386	$1,224,832	13.1×	May 14, 2026
AZ	Phoenix	84	$9,140	$125,000	13.7×	May 13, 2026
TX	Midlothian	440	$106,654	$1,803,702	16.9×	Mar 15, 2026

What comes with a route

TERM	WHAT THE LISTINGS SAY	WHAT IT MEANS
Account guarantee	90 days on 93 of 93 active listings	Seller replaces a lost account or refunds its share; 10–20% of the price is held in escrow (broker FAQ)
Training	30 days on 93 of 93	Rides along on the route, then phone support
Non-compete	5 years on 92 of 93	Seller may not service the same area
Truck and equipment	Not in the price	Broker FAQ: rarely included
Repairs and filter cleans	Not in the price	Price set on the monthly service fee only; service was 92% of stated income on active listings

Terms from the 93 active National Pool Route Sales detail pages that publish them, read Oct 30, 2026; escrow, equipment and repairs from the broker's FAQ (same date). Second broker: Internet Archive copies of businessbroker.net listing pages.

08 WHAT "12 TIMES MONTHLY" MEANS IN DOLLARS, AND IN MONTHS OF PROFIT

The broker's FAQ says a route "typically costs between 10 to 12 times its monthly recurring service billing", and up to 14× in high-demand markets. The active listings sit at the top of that range: median 12.0×. For contrast, PoolDial's June 2026 analysis of the poolrates.fyi dataset puts Florida at a median 10.0× monthly revenue (1,725 records, $1,243 per account). By its own caveat that dataset mixes asking prices, sold listings and broker data, so it is not a measure of what buyers paid either. Turned into dollars at what a Florida pool actually bills on those listings:

Price per pool at each multiple and Florida billing level

	Low (p25) · $118.90/mo	Median · $143.68/mo	High (p75) · $168.53/mo
10× monthly	$1,189	$1,437	$1,685
11× monthly	$1,308	$1,580	$1,854
12× monthly	$1,427	$1,724	$2,022
13× monthly	$1,546	$1,868	$2,191
14× monthly	$1,665	$2,011	$2,359

Billing per pool = monthly service amount ÷ pools on the 41 active Florida listings with a detail page (25th percentile, median, 75th percentile).

Source: National Pool Route Sales active listings and FAQ, read Oct 30, 2026.

Payback. A price is only high or low next to what an account earns. Report No. 05 models one tech on a weekly Florida route at $143.70 a pool: after the tech's pay, chemicals, gas, the truck and insurance, an account leaves $33.07 a month when stops are 1 mile apart, $26.57 at 2 miles and $0.55 at 6 miles. Dividing the price per pool by that profit gives the months it takes for an account to pay for itself:

MULTIPLE	PRICE PER POOL (MEDIAN BILLING)	MONTHS AT 1 MI	MONTHS AT 2 MI	MONTHS AT 6 MI
10× (low end, broker FAQ)	$1,437	43	54	20+ yrs
12× (typical asking)	$1,724	52	65	20+ yrs
14× (high-demand markets, broker FAQ)	$2,011	61	76	20+ yrs

PAYBACK ASSUMPTION	VALUE	SOURCE
Price per account (12× median Florida billing)	$1,724	41 active Florida listings
Profit per account a month, 1 mile between stops	$33.07	Report No. 05, dense route
Profit per account a month, 2 miles between stops	$26.57	Report No. 05, base case
Profit per account a month, 6 miles between stops	$0.55	Report No. 05, spread-out route
Not included	—	Owner's pay, taxes, financing, lost accounts (churn)

LINK TO REPORT NO. 05

Density changes what an account is worth. The same $1,724 pool pays back in 52 months on a tight route and more than 20 years on a spread-out one. Report No. 05 puts the full cost of each extra mile between stops at about $6.51 per account per month. A route that fits between your current stops is worth more to you than the same route across town.

Payback is before your own pay, taxes and financing, and assumes every account stays. If you run the route yourself, the tech wage in the No. 05 model is your pay; the payback above is what is left after it.

09 LIMITATIONS

- **Asking or transaction?** The broker marks routes sold but never says whether the price shown is the accepted offer or the last asking price, and sold detail pages show no figures. Among routes listed since 2025, Florida routes marked sold carried 11.3 months of income against 11.5 months on active listings. Of 39 Florida listings that were for sale or pending in a March 2026 archived copy of the index and are now marked sold, 36 still show exactly the same price (2 rose, 1 fell; Ruberio Research No. 04 data, Oct 30, 2026). We therefore read every "sold" price as the last asking price of a route marked sold; the gap to the transaction price cannot be measured from public data. If buyers routinely pay less, every figure here is high by that

discount; the trend would still hold unless the discount itself grew. The trend may also partly be the broker's listing convention moving toward 12× monthly billing rather than a change in what buyers will pay.

- **The seller's fee.** The broker says its fee is "over and above the amount you are guaranteed". That does not settle whether the fee sits inside the price shown or is added to it, so we make no adjustment for it.
- **Area mix.** The 2025 routes lean toward pricier Florida areas. At 2020's area mix the rise in price per pool is about 38%, not 44%. Some area cells hold as few as 2 routes in a year, so read the adjusted figure as a check on direction and size, not a precise number.
- **Survivors only.** Withdrawn listings disappear from the index, so the figures describe routes that found a buyer, possibly below the price shown. Recent years are also cut off: of Florida routes listed in 2026, 64 are marked sold and 40 are still for sale, so the 2026 level reflects routes that sold quickly. Unsold 2025 listings that were withdrawn are missing (1 is still for sale).
- **One broker, not the market.** Private sales and sales through other brokers are not in the data. A wider listing set from report No. 04 (five brokers, 4,375 de-duplicated listings with a listing year, largely overlapping this index, so not an independent check) shows the same direction: Florida's median price per account went from $1,114 (2020) to $1,646 (2025), +48%.
- **Estimated years.** The listing year comes from 562 calibration dates, but they are thin in the middle years (59 in 2023, 42 in 2024, 45 in 2025, against 131 in 2026). A listing near a year boundary can land in the wrong year; the year is the listing year, not the sale date. The 2019 group covers June to December.
- **What "income" means.** The index labels it "Income/yr" without a definition. On active listings, service billing is 92% of it; the rest is likely repairs. On large offerings it is often profit. That is why price per pool is the main measure and the multiple uses only billing-like rows.
- **Areas** are rebuilt from the first city a listing names; 17 Florida listings could not be placed.
- **Payback uses a model** (report No. 05) with low-confidence route inputs. Your own profit per account decides your real payback.

10 WHAT AN OWNER CAN DO WITH THIS

- [ ] Ask the seller for the monthly service billing alone, without repairs or filter cleans, and divide the price by it. Above 12× you are paying more than most current asks; below 10× ask why.
- [ ] Get the service addresses before you sign and work out the average miles between stops, and how far the route is from yours. Report No. 05: each extra mile costs about $6.51 per account per month.
- [ ] Price the route per pool against recent routes in your area (section 06), knowing those are last published prices.
- [ ] Read the guarantee: replacement or refund for accounts lost in the first 90 days, with part of the price in escrow until then. After day 90, every lost account is yours to absorb.
- [ ] Budget the truck, equipment, insurance and the cash separately: six of the seven listings in the second sample refused bank loans and seller financing.
- [ ] Check the 5-year non-compete covers the area the route is in.

WORKSHEET · WHAT A ROUTE IS WORTH TO YOU

LINE	YOUR NUMBER	EXAMPLE (FLORIDA, TYPICAL ASK)
A. Pools on the route		44
B. Asking price		$75,862
C. Price per pool = B ÷ A		$1,724
D. Monthly service billing, repairs excluded		$6,322
E. Billing per pool = D ÷ A		$143.68
F. Multiple = B ÷ D (typical ask: 12×)		12.0×
G. Your monthly profit per account after tech pay, chemicals, truck		$26.57 (No. 05, 2 mi)
H. Payback in months = C ÷ G		65
I. Average miles between the route's stops (from the addresses)		2
J. Adjust G: subtract about $6.51 for every mile in I above your own routes		—

11 SOURCES

1. National Pool Route Sales, regional listing pages (Florida, Southern California, Northern California, Texas, Arizona, Nevada, other states), 4,489 listings. poolroutesales.com/regions/. Accessed Oct 30, 2026.
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8. U.S. Census Bureau, 2020 place name files for Florida (st12_fl_place2020.txt). www2.census.gov/geo/docs/reference/codes2020/place/. Accessed Oct 30, 2026.
9. Ruberio Research No. 05, Pool Route Profitability Gap (October 2026), for the profit per account and the cost of a mile.

12 ABOUT THIS RESEARCH

WHO MADE THIS

Ruberio is a Dutch design studio: Ruben designs, Sven answers every email. We're focused on websites for pool service companies and fence contractors in Florida. We ran this study because buying a route is the biggest check most owners write, and its price only makes sense next to what each account earns. We don't sell routes, software, insurance or financing, and nobody named here paid for or reviewed this report. The data and scripts are available on request. If you spot an error, email hello@ruberio.com and we'll correct it and note the change.