



pHin Pioneers Data-Driven Pool and Hot Tub Care for Retailers

One-of-a-kind offering provides retailers and industry professionals with smart water care insights

San Jose, Calif. – December 5, 2017 – ConnectedYard, maker of the [pHin Smart Water Care](#) solution, continues to transform the pool and hot tub industry with an innovative new offering, pHin Retail Portal, designed to provide retailers and pool industry professionals with tools and resources to make it even easier to maintain their customers' pools and hot tubs and keep water healthy and safe.

The pHin Retail Portal includes a desktop dashboard that provides preferred retailers and pool industry professionals with valuable insights into customers' chemical needs and buying behavior. The dashboard delivers real-time data about the condition of pHin customers' pools and hot tubs enabling retailers and pool industry professionals to proactively make product and service recommendations, resulting in enhanced customer satisfaction and new revenue opportunities. The dashboard also offers tips and guidelines for keeping water clean, clear and balanced.

“We designed the pHin Retail Portal to enable our preferred retailers, pool builders and pool service technicians to deliver a totally new level of service to their customers,” said Justin Miller, co-founder and CEO of ConnectedYard. “Armed with insights and information delivered by pHin’s real time data platform, our retail and pool industry partners can better anticipate customers' needs and proactively offer products and services that will keep their pools and hot tubs in the best possible working condition. This is the first of many innovative tools and resources for our preferred partners to come from ConnectedYard.”

“Innovative water care technologies like pHin are aligned with our commitment to provide pool and spa owners with clean and clear water,” said Tim Shivers, Business Director, Professional Dealer from Lonza. “With the pHin Retail Portal, Lonza retailers have access to new data about how customers are purchasing and using Lonza chemicals, enabling our retailers to be proactive in meeting customer needs.”

pHin takes the guesswork out of pool and hot tub maintenance and helps retailers and pool industry professionals keep their customers' water clean and sparkling. pHin monitors

customers' water chemistry and temperature 24/7, and notifies their smartphone when they need to take action. Then, it gives them recommendations on how to balance their water so they add only the exact chemicals needed. The pHin Mobile App also provides one-touch, on-demand access to the Pool Service on Demand network of pre-qualified pool and hot tub service technicians.

Pool & Spa Depot, a premier pool and spa dealer serving the Nashville, Tennessee area, is using the pHin Retail Portal to educate customers about pHin and gain insights into their water chemistry.

“We sell pHin Smart Water Care at all four of our locations. It is an easy product to show and sell and also has some incredible benefits that our customers love,” said Peter von Hopffgarten, president of Pool & Spa Depot. “pHin helps first time pool or spa owners feel more comfortable with water chemistry, and makes water care faster, easier and more accurate. I strongly recommend pHin to any pool, pool supply or spa dealer—it’s a must-have new technology.”

For more information on becoming a pHin preferred retailer and to apply for the program, see the [pHin retail website](#).

About ConnectedYard

Headquartered in San Jose, Calif., ConnectedYard is dedicated to bringing intelligence, predictability and efficiency as the center of the connected backyard. pHin, the company's first product, is reinventing pool and hot tub care with smart technology designed to help people have more time to enjoy an outdoor lifestyle. Learn more at www.phin.co, @getpHin and on [Facebook](#). Beginning with pool and hot tub care, ConnectedYard will expand to everyday components involved in outdoor living.

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