



## [FRED ROCK POOLS, INC.] RESPONSE DOCUMENT REPORT

RFP No. 2025-RFP-170-1

Commercial Pool and Spa Maintenance and Repair Service at Apartment Complexes - Updated Pricing Proposal

RESPONSE DEADLINE: May 20, 2025 at 4:00 pm

Report Generated: Saturday, May 24, 2025

### Fred Rock Pools, Inc. Response

#### CONTACT INFORMATION

**Company:**

Fred Rock Pools, Inc.

**Email:**

[fredrockpoolplastering@dc.rr.com](mailto:fredrockpoolplastering@dc.rr.com)

**Contact:**

Alfredo Esparza

**Address:**

Po box 1266  
68090 Bella Vista Rd  
CATHEDRAL CITY, CA 92235

**Phone:**

(760) 343-6279

**Website:**

[fredrockpools.com](http://fredrockpools.com)

**Submission Date:**

May 19, 2025 2:13 PM (Pacific Time)

## ADDENDA CONFIRMATION

*No addenda issued*

## QUESTIONNAIRE

### 1. Proposal (WITHOUT COST)\*

Proposals shall be concise, well organized and demonstrate qualifications and applicable experience. Proposals shall be organized and include page numbers for all pages in the proposal. The proposal shall be uploaded here, in the following order and shall include:

#### 1. Cover Letter

- A. This letter should briefly introduce the firm, summarize the firm's general qualifications, include an executive summary of the specific approach which will be used to deliver the work scope; and identify the individual(s) name, address and phone number authorized to negotiate Agreement terms and compensation.

#### 2. Experience and Technical Competence

- A. **Background:** Provide history of the firm's consulting experience which specifically addresses the individual or firm's experience with similar Service as described in this RFP.
- B. **References:** The proposal shall include a list of recently completed projects that are similar in scope and function to this RFP. Provide a description of the project, client name, and the name, title, and telephone number of the primary contact person.

#### 3. Firm Staffing and Key Personnel

- A. **Staffing:** Provide the number of staff to be assigned to perform the Services and the names/discipline/job title of each as well as your firm's capacity to provide additional personnel as needed.
- B. **Key Personnel:** Identify key persons that will be principally responsible for working with the Authority. Indicate the role and responsibility of each individual.

C. **Team Organization:** Describe proposed team organization, including identification and responsibilities of key personnel.

D. **Subcontractors:** The Proposer shall identify functions that are likely to be subcontracted and identify the subcontractor that is anticipated to perform each function.

4. **Proposed Method to Accomplish the Work**

A. Describe the technical and management approach to providing the Services to the Authority. Proposer should take into account the scope of the Services, and general functions required. Include a draft first year schedule of tasks, milestones, and deliverables that will provide for timely provision of the Services. In reviewing the scope of Services and goals described herein, the Proposer may identify additional necessary tasks and is invited to bring these to the Authority's attention within the discussion of its proposed method to accomplish the work.

Fred\_Rock\_Pools\_Inc.\_Commercial\_Pool\_and\_Spa\_Maintenance\_and\_Repair\_Service\_at\_Apartment\_Complexes\_(Addendum\_#2\_Revision).pdf

2. **Non-Collusion Declaration\***

The undersigned declares:

I am an authorized representative of my company, the party making the foregoing Bid, to certify the following.

The Bid is not made in the interest of, or on behalf of, any undisclosed person, partnership, company, association, organization, or corporation. The Bid is genuine and not collusive or sham. The Bidder has not directly or indirectly induced or solicited any other Bidder to put in a false or sham bid. The Bidder has not directly or indirectly colluded, conspired, connived, or agreed with any Bidder or anyone else to put in a sham bid, or to refrain from bidding. The Bidder has not in any manner, directly or indirectly, sought by agreement, communication, or conference with anyone to fix the Bid Price of the Bidder or any other Bidder, or to fix any overhead, profit, or cost element of the Bid Price, or of that of any other Bidder. All statements contained in the Bid are true. The Bidder has not, directly or indirectly, submitted his or her Bid Price or any breakdown thereof, or the contents thereof, or divulged information or data relative thereto, to any corporation, partnership, company, association, organization, bid depository, or to any member or agent thereof to effectuate a collusive or sham bid, and has not paid, and will not pay, any person or entity for such purpose.

Any person executing this declaration on behalf of a Bidder that is a corporation, partnership, joint venture, limited liability company, limited liability partnership, or any other entity, hereby represents that he or she has full power to execute, and does execute, this declaration on behalf of the Bidder.

I declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Confirmed

**3. Enter your valid CA Contractors State License Board (CSLB) number\***

Please enter your License Number here. This will be verified against the state database.

924163

[Click to Verify](#) *Value will be copied to clipboard*

**4. Enter your California Department of Industrial Relations (DIR) Registration number\***

Please enter your Public Works Contractor DIR Number. This will be verified against the state database.

2000007385

[Click to Verify](#) *Value will be copied to clipboard*

**5. Type of Business\***

S Corporation (if corporation, two signatures are required)

**6. Litigation\***

Provide litigation history for any claims filed by your firm or against your firm related to the provision of Services in the last five (5) years (or type "N/A").

N/A

## 7. Changes to Agreement\*

The Authority standard professional services agreement contract is included as an attachment herein. The Proposer shall identify any objections to and/or request changes to the standard contract language in this section of the proposal (or type "**N/A**"). If you are identifying changes here **ALSO** upload a copy of the redlined Language/Agreement with your Proposal. Changes requested may effect the Authority's decision to enter into an Agreement.

N/A

## 8. No Deviations from the RFP\*

In submitting a proposal in response to this RFP, Proposer is certifying that it takes no exceptions to this RFP including, but not limited to, the Agreement. If any exceptions are taken, such exceptions must be clearly noted here, and may be reason for rejection of the proposal. As such, Proposer is directed to carefully review the proposed Agreement and, in particular, the insurance and indemnification provisions therein (or type "**N/A**").

*Maximum response length: 5000 characters*

N/A

## 9. Project Team Resumes\*

Submit resumes of all key personnel/support staff that will produce work product for the Services. Describe their qualifications, education, and professional licensing.

Cover\_letter\_Expirence\_Key\_personnel.pdf

## 10. List the Signatory(s) Authorized to Sign and Bind an Agreement.\*

(If two (2) signatures are required, include the following information for both signatories)

1. Full Name
2. Title
3. Physical Business Address
4. Email Address

5. Phone Number

Alfredo V. Esparza

President/Owner of Fred Rock Pools, Inc.

68090 Bella Vista Rd. Cathedral City, Ca. 92234

[fredrockpoolplsatering@dc.rr.com](mailto:fredrockpoolplsatering@dc.rr.com)

760-343-6279

**11. Certification of Proposal:** The undersigned hereby submits its proposal and, by doing so, agrees to furnish services in accordance with the Request for Proposal (RFP), and to be bound by the terms and conditions of the RFP.\*

Confirmed

## PRICE TABLES

### DAILY MAINTENANCE COST PROPOSAL

The undersigned, hereby declare that they have carefully examined the location of the proposed work, familiarized themselves with the local conditions affecting the cost of the work, and have read and examined the terms and conditions for the following project: "COMMERCIAL POOL AND SPA MAINTENANCE AND REPAIR SERVICE AT APARTMENT COMPLEXES" The undersigned, hereby propose to furnish all labor, materials, equipment, tools, transportation, and services, and to discharge all duties and obligations necessary and required to perform and complete the Project in strict accordance with the Vendor Price Quote. It is understood that the price shown herein includes all routine and daily maintenance described in the Scope of Services of the RFP and shall be inclusive of all costs for the Proposer to accomplish the work. For each item, the averaged one-month maintenance cost shall be indicated, and the total of these costs shall be extended for the two-year term of the Agreement:

[FRED ROCK POOLS, INC.] RESPONSE DOCUMENT REPORT

RFP No. 2025-RFP-170-1

Commercial Pool and Spa Maintenance and Repair Service at Apartment Complexes - Updated Pricing Proposal

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	California Villas 77-107 California Drive (1) Swimming Pool	1	Month	\$950.00	\$950.00
2	California Villas 77-107 California Drive (1) Spa	1	Month	\$300.00	\$300.00
3	Candle Wood 74000 Shadow Mountain Drive (1) Swimming Pool	1	Month	\$730.00	\$730.00
4	Candle Wood 74000 Shadow Mountain Drive (1) Spa	1	Month	\$300.00	\$300.00
5	Carlos Ortega Villas 77-915 Avenue of the States (1) Swimming Pool	1	Month	\$730.00	\$730.00
6	Catalina Gardens 73-600A Catalina Way (1) Swimming Pool	1	Month	\$730.00	\$730.00
7	Desert Pointe 43-805 Monterey Avenue (1) Swimming Pool	1	Month	\$730.00	\$730.00
8	Laguna Palms 73875 Santa Rosa Way (1) Swimming Pool	1	Month	\$730.00	\$730.00
9	Las Serenas 73-315 Country Club Drive (3) Swimming Pools	1	Month	\$2,850.00	\$2,850.00
10	Las Sernas 73-315 Country Club Drive (1) Spa	1	Month	\$300.00	\$300.00
11	Neighbors 73-535 Santa Rosa Way (1) Swimming Pool	1	Month	\$730.00	\$730.00
12	One Quail Place 72-600 Fred Waring Drive (4) Swimming Pools	1	Month	\$4,230.00	\$4,230.00
13	One Quail Place 72-600 Fred Waring Drive (4) Spas	1	Month	\$1,200.00	\$1,200.00
14	Taos Palms 44-830 Las Palmas Avenue (1) Swimming Pool	1	Month	\$730.00	\$730.00
15	The Pueblos 73-695 Santa Rosa Way (1) Swimming Pool	1	Month	\$730.00	\$730.00
<b>TOTAL</b>					<b>\$15,970.00</b>

## YEARLY COST PROPOSAL

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	California Villas 77-107 California Drive (1) Swimming Pool	1	Year	\$11,400.00	\$11,400.00
2	California Villas 77-107 California Drive (1) Spa	1	Year	\$3,600.00	\$3,600.00
3	Candle Wood 74000 Shadow Mountain Drive (1) Swimming Pool	1	Year	\$8,760.00	\$8,760.00
4	Candle Wood 74000 Shadow Mountain Drive (1) Spa	1	Year	\$3,600.00	\$3,600.00
5	Carlos Ortega Villas 77-915 Avenue of the States (1) Swimming Pool	1	Year	\$8,760.00	\$8,760.00
6	Catalina Gardens 73-600A Catalina Way (1) Swimming Pool	1	Year	\$8,760.00	\$8,760.00
7	Desert Pointe 43-805 Monterey Avenue (1) Swimming Pool	1	Year	\$8,760.00	\$8,760.00
8	Laguna Palms 73875 Santa Rosa Way (1) Swimming Pool	1	Year	\$8,760.00	\$8,760.00
9	Las Serenas 73-315 Country Club Drive (3) Swimming Pools	1	Year	\$34,200.00	\$34,200.00
10	Las Sernas 73-315 Country Club Drive (1) Spa	1	Year	\$3,600.00	\$3,600.00
11	Neighbors 73-535 Santa Rosa Way (1) Swimming Pool	1	Year	\$8,760.00	\$8,760.00
12	One Quail Place 72-600 Fred Waring Drive (4) Swimming Pools	1	Year	\$50,760.00	\$50,760.00
13	One Quail Place 72-600 Fred Waring Drive (4) Spas	1	Year	\$14,000.00	\$14,000.00
14	Taos Palms 44-830 Las Palmas Avenue (1) Swimming Pool	1	Year	\$8,760.00	\$8,760.00
15	The Pueblos 73-695 Santa Rosa Way (1) Swimming Pool	1	Year	\$8,760.00	\$8,760.00



Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
<b>TOTAL</b>					<b>\$191,240.00</b>

**ADDITIONAL SERVICES COST PROPOSAL**

Extra/Additional Work and/or Emergency Responses are subject to Authority authorization. Written estimates shall be submitted for approval prior to the purchase of parts and/or installation thereof. Provide hourly costs associated with the types of services listed that are outside of the scope of daily maintenance:

Line Item	Description	Quantity	Unit of Measure	Unit Cost	Total
1	Response to emergency call out within 2 hours of notification	1	Hourly	\$150.00	\$150.00
2	Emergency Equipment Repairs (safety hazard resulting from callout)	1	Hourly	\$100.00	\$100.00
3	Equipment Repairs Outside of Daily Maintenance	1	Hourly	\$100.00	\$100.00
4	Extra work not pertaining to normal maintenance service.	1	Hourly	\$100.00	\$100.00
5	Other extra work outside of routine maintenance	1	Hourly	\$100.00	\$100.00
<b>TOTAL</b>					<b>\$550.00</b>

**FRED ROCK POOLS INC.**

P.O. Box 1266

Cathedral City, CA 92235

Phone: (760) 343-6279

Fax: (760) 424-8139

Email: [fredrockpoolplastering@dc.rr.com](mailto:fredrockpoolplastering@dc.rr.com)

License No. 924163 (C-53 Swimming Pool Contractor) /DIR #2000007385

**May 8, 2025**

**To:**

Housing Authority of the County of Riverside

Finance Department

5555 Arlington Avenue

Riverside, CA 92504

**Project Contact**

Celina Cabrera

Management Analyst

Email: [ccabrera@cityofpalmdesert.org](mailto:ccabrera@cityofpalmdesert.org)

760-776-6449

**Procurement Contract**

Cristal Ortega

Management Analyst

Email: [cortega@palmdesert.gov](mailto:cortega@palmdesert.gov)

ph:760-776-6327

**Subject:** Proposal Submission for RFP #2025-RFP-170 – Commercial Pool and Spa Maintenance and Repair Service at Apartment Complexes

**A. Cover Letter**

Dear Selection Committee,

Fred Rock Pools Inc. is pleased to submit this proposal in response to RFP #2025-RFP-170 for Commercial Pool and Spa Maintenance and Repair Services. Established in 2008, our firm has built a reputation for quality, reliability, and strict compliance with health and safety standards.

As a licensed California C-53 Swimming Pool Contractor (License #924163), we are fully qualified and equipped to deliver the full range of services outlined in your request, from daily water treatment to complex equipment maintenance and emergency response.

Under the leadership of owner Alfredo V. Esparza, our team brings over 15 years of professional experience in the pool and spa industry. Our technicians are thoroughly trained in all aspects of pool maintenance and repair, including:

- Daily chemical balancing, brushing, vacuuming, and debris removal
- Skimming and cleaning of all pools and spas in accordance with Riverside County Health Department and California Department of Public Health requirements
- Detailed record-keeping of chemical levels and services performed
- Preventative equipment maintenance: pumps, filters, heaters, controllers, and auto-fill systems
- Reporting and coordination of necessary repairs and warranty services
- Adherence to all applicable Cal/OSHA and environmental health regulations
- Timely emergency responses within a 2-hour window

We commit to delivering exceptional, code-compliant service with a focus on safety, reliability, and accountability. Our team will maintain clean and functional equipment rooms, ensure regular communication with Authority personnel, and submit all required documentation including daily logs, monthly condition reports, and repair summaries.

Our executive approach is built around consistency, transparency, and responsiveness. We will deploy qualified personnel to manage day-to-day operations, ensure full documentation for audits, and use a proactive communication strategy to avoid downtime or compliance issues.

Authorized to negotiate terms and compensation on behalf of Fred Rock Pools Inc. is:

**Alfredo V. Esparza**

Owner, Fred Rock Pools Inc.

P.O. Box 1266

Cathedral City, CA 92235

Phone: (760) 343-6279

Fax: (760) 424-8139

Email: fredrockpoolplastering@dc.rr.com

We appreciate your consideration of our proposal and welcome the opportunity to support the Housing Authority with reliable, professional pool and spa maintenance services.

Sincerely,

**Alfredo V. Esparza**

Owner, Fred Rock Pools Inc.

## **B. Experience and Technical Competence**

### **1. Background**

Fred Rock Pools Inc., established in 2008, brings over 15 years of proven expertise in pool and spa maintenance, repairs, and consultation services. As a licensed C-53 Swimming Pool Contractor (CA License #924163), we have successfully served a wide variety of multi-unit residential and resort-style properties across Riverside County and surrounding regions. Our company has a deep understanding of public health regulations, environmental safety, and best practices in pool care that are critical for properties governed by high compliance standards.

Owner **Alfredo V. Esparza** has provided years of expert consulting focused on optimizing long-term pool performance, safety, and cost-efficiency. His work includes developing tailored cleaning and maintenance programs, conducting site audits, providing emergency preparedness planning, troubleshooting chemical and mechanical issues, and ensuring full compliance with regulations set forth by the Riverside County Environmental Health Department and Cal/OSHA.

Our service model emphasizes:

- Routine and preventative maintenance designed to minimize downtime and costly repairs
- Custom chemical balancing procedures for year-round water clarity and safety
- Equipment inspection protocols that support early detection of issues
- On-site personnel training and support for property managers and maintenance staff
- Emergency response strategies and safety plan development for high-risk scenarios

We are proud of our long-term client relationships and consistently deliver reliable, responsive, and regulation-compliant pool and spa services.

## **2. References – Relevant Projects**

Below is a selection of recently completed projects that reflect our experience with pool and spa maintenance, resurfacing, equipment upgrades, and ongoing service responsibilities that match the scope and function of this RFP:

### **Desert Breezes Resort**

**Location:** 77-955 Calle Las Brisas S., Palm Desert, CA 92211

**Client Contact:** Alvin Hippe, General Manager

Phone: (760) 345-2637 ext. 306

Email: al.hippe@desertbreezesresort.com

#### **Project Description:**

Full-service pool remodeling and maintenance. Services included resurfacing of main pool and (3) spas, chemical start-up procedures, skimmer replacement, and establishment of ongoing pool and spa maintenance program in compliance with Riverside County Health Department standards.

### **Cathedral Canyon Country Club HOA #18**

**Contact:** Kai Kushen

Phone: (760) 799-5895

**Client:** Personalized Property Management

#### **Project Description:**

Maintenance and service of Pools #1, #2, and #3. Services included leak detection, VGB (Virginia Graeme Baker Act) drain compliance, full resurfacing, chemical start-up procedures, and monthly maintenance scheduling. Ongoing consultation provided to property management to improve long-term system performance.

### **Tuscany Villas**

**Location:** 703 Allegheny Ave. #27, Beaumont, CA 92223

**Contact:** Tony

Phone: (909) 993-3011

#### **Project Description:**

VGB compliance upgrades, spa tile bead blasting, resurfacing, installation of secure handrails,

chemical system start-up, and initiation of a customized maintenance program. Project included a post-renovation facility audit and emergency protocol consultation to ensure compliance and preparedness.

Fred Rock Pools Inc. is committed to delivering high-quality, compliant, and proactive pool and spa services backed by a depth of technical knowledge and a focus on client-specific needs.

## C. Firm Staffing and Key Personnel

### 1. Staffing

Fred Rock Pools Inc. will assign a dedicated team of experienced professionals to perform the daily, preventative, and emergency pool and spa maintenance services required under this contract. The following staff members will be directly assigned to this project:

- **Alfredo V. Esparza** – Owner / Field Supervisor
- **Michael Nieto** – Pool Maintenance Technician II
- **Alfredo Esparza Jr.** – Pool Maintenance Technician I
- **Saul Chavez** – Pool Maintenance Technician I

These individuals have extensive experience in routine pool service, equipment maintenance, chemical balancing, VGB compliance, and emergency response. All field staff are fully trained in Cal/OSHA safety regulations and health department protocols.

Fred Rock Pools Inc. also has a workforce of 16 additional trained employees who can be mobilized immediately to support this project, ensuring adequate staffing at all times, including coverage for holidays, absences, or emergency situations.

### 2. Key Personnel

The following individuals will be principally responsible for managing and coordinating all services with the Authority:

- **Alfredo V. Esparza – Owner / Staff Manager**  
*Role:* Principal contact for the Authority; oversees all service operations, quality assurance, compliance with health regulations, and emergency response coordination. He will also handle communications regarding service performance, repairs, and any escalated issues.
- **Magdalena Rojo – Administrative Assistant**  
*Role:* Handles scheduling, documentation, reporting, and administrative support. She will ensure the timely submission of daily logs, monthly reports, repair records, and all required communications with the Authority.

### 3. Team Organization

Fred Rock Pools Inc. operates under a clearly defined organizational structure to ensure efficient delivery of services and accountability:

- **Alfredo V. Esparza** serves as both Owner and Field Supervisor, providing direct oversight of all pool technicians, coordinating service schedules, ensuring compliance with standards, and interfacing with the Authority.
- **Field Technicians I & II** (Nieto, Esparza Jr., Chavez) are responsible for the hands-on daily maintenance of all pools and spas, including chemical balancing, skimming, brushing, vacuuming, basket cleaning, and equipment checks.
- **Magdalena Rojo** ensures administrative coordination, documentation tracking, and accurate reporting, maintaining all service logs and communication records required by the Authority.

This team is structured to deliver consistent, high-quality service with minimal reliance on external resources and maximum responsiveness to Authority needs.

#### **4. Subcontractors**

Fred Rock Pools Inc. is **fully self-contained and capable of performing all services in-house**. No subcontractors will be utilized for this contract. All work—including daily maintenance, preventative equipment servicing, reporting, repairs, and emergency response—will be performed by trained Fred Rock Pools Inc. personnel to ensure quality control and clear accountability.

### **D. Proposed Method to Accomplish the Work**

#### **1. Technical and Management Approach**

Fred Rock Pools Inc. will deliver comprehensive, compliant, and proactive commercial pool and spa maintenance services by applying a structured, safety-focused approach based on over 15 years of industry experience. Our method integrates daily operational consistency, preventive maintenance, responsive repair management, detailed documentation, and regulatory compliance to ensure the highest standards in water safety, cleanliness, and equipment functionality.

Our technical and management approach includes the following key components:

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#### **A. Daily Pool and Spa Service Execution**



- Technicians will visit each site daily to inspect and service all pools and spas in accordance with Riverside County Health Department, California Department of Public Health, and Cal/OSHA standards.
- Tasks include:
  - Skimming, vacuuming, brushing, and emptying baskets.
  - Measuring and adjusting chlorine, pH, alkalinity, calcium hardness, and cyanuric acid levels.
  - Cleaning tiles, inspecting pool surfaces, and checking for cracks or leaks.
  - Ensuring no debris from maintenance remains by end-of-day.
- Technicians will calibrate automatic controllers, check autofill valves, and make real-time adjustments as needed.

#### **B. Preventive Maintenance Program**

- Monthly inspection of pool equipment rooms, ensuring cleanliness, equipment function, and identifying early signs of wear or failure.
- Scheduled maintenance of pumps, filters, heaters, valves, and controllers, including lubrication, seal replacement, and filter backwashing/cleaning.
- Any potential concerns will be logged and brought to the attention of the Authority via the 30-Day Comprehensive Pool and Equipment Update Report.

#### **C. Chemical Handling and Compliance**

- All chemicals will be handled off-site unless specific regulatory documentation permits limited on-site storage.
- Technicians are trained in **Cal/OSHA chemical safety standards**, using appropriate PPE and safe transport/storage protocols.
- MSDS sheets will be maintained for all chemicals used.

#### **D. Documentation and Reporting**

- Daily service logs will include date, time, chemical levels, adjustments made, services performed, and technician signature.
- Logs will be submitted weekly to property management.
- Monthly reports will summarize all maintenance activities, equipment status, and any repairs or upcoming needs.
- All repair activities will be logged separately and made available for audit upon request.

#### **E. Repair Services and Warranty Tracking**

- All non-routine repair work will be proposed in writing and submitted for prior approval.
- Repair logs will include part numbers, cost breakdowns, warranty status, and detailed action summaries.
- Fred Rock Pools Inc. will manage warranty claims directly with manufacturers and provide timely status updates to the Authority.

#### **F. Emergency Response**

- Emergency response service will be available **24/7**, with a guaranteed **2-hour response time** for hazards impacting public safety or operations.
- All emergency actions will be followed up with written documentation and recommended follow-up work, if needed.

## 2. Year One – Draft Schedule of Tasks, Milestones, and Deliverables

<b>Month</b>	<b>Tasks &amp; Milestones</b>	<b>Deliverables</b>
<b>Month 1</b>	<ul style="list-style-type: none"> <li>- Onboarding with Authority</li> <li>- Site audits of each property</li> <li>- Baseline chemical testing &amp; equipment inventory</li> <li>- Establish reporting schedule</li> </ul>	<ul style="list-style-type: none"> <li>- Initial Site Audit Reports</li> <li>- Equipment Inventory List</li> <li>- Weekly Logs Begin</li> </ul>
<b>Months 2–12</b>	<ul style="list-style-type: none"> <li>- Daily pool and spa service</li> <li>- Weekly log submission</li> <li>- Monthly equipment room inspections</li> <li>- Preventive maintenance as scheduled</li> <li>- Equipment calibration</li> <li>- Emergency response readiness maintained</li> </ul>	<ul style="list-style-type: none"> <li>- Weekly Logs</li> <li>- Monthly Pool, Spa, and Equipment Reports</li> <li>- Repair Logs (as needed)</li> <li>- Warranty Updates (as needed)</li> </ul>
<b>Quarterly (Every 3 Months)</b>	<ul style="list-style-type: none"> <li>- Internal team review of each site</li> <li>- Adjustments to service plan as needed</li> </ul>	<ul style="list-style-type: none"> <li>- Internal Service Review Summaries</li> </ul>
<b>End of Year</b>	<ul style="list-style-type: none"> <li>- Annual assessment of service performance</li> <li>- Recommendations for Year Two upgrades/improvements</li> </ul>	<ul style="list-style-type: none"> <li>- Year-End Service Report</li> <li>- Renewal Plan Proposal</li> </ul>

Fred Rock Pools Inc. is confident in our capacity to exceed service expectations while maintaining regulatory compliance and public safety.

**Michael Nieto**  
69991 Papaya Lane  
Cathedral City, CA 92234  
☎ (760) 673-6600  
✉ [extremecleanpoolservice@gmail.com](mailto:extremecleanpoolservice@gmail.com)

## Objective

Dedicated and experienced Pool Technician with over 8 years of hands-on expertise in pool maintenance and plumbing. Committed to delivering high-quality service, ensuring client satisfaction, and maintaining safe, clean, and functional swimming environments.

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## Professional Experience

**Extreme Clean Pool Service – Cathedral City, CA**  
**Pool Technician / Pool Maintenance & Plumbing**  
*February 2016 – Present*

- Perform routine pool maintenance including skimming, vacuuming, brushing, and chemical balancing.
- Diagnose and repair pool equipment including pumps, filters, heaters, and automated systems.
- Conduct plumbing tasks such as pipe installation, leak detection, and repair.
- Educate clients on proper pool care and safety measures.
- Maintain accurate service records and schedule follow-ups to ensure optimal pool condition.
- Respond promptly to customer service calls and emergency repair requests.

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## Education

**Cathedral City High School – Cathedral City, CA**  
*High School Diploma, 1997*

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## Skills

- Water chemistry and chemical balancing
- Pool equipment installation and repair

- Leak detection and pipe repairs
- Pool automation systems
- Customer service and communication
- Time management and scheduling
- Safety compliance and regulation knowledge
- Troubleshooting mechanical and plumbing issues
- Seasonal pool opening and closing procedures
- Equipment maintenance and tool handling

**Alfredo Esparza Jr.**  
68090 Bella Vista Road  
Cathedral City, CA 92234  
☎ (760) 641-0740  
✉ fredrockone@icloud.com

## Objective

Motivated and reliable Pool Maintenance Technician with hands-on experience in residential and commercial pool care. Skilled in routine servicing, troubleshooting, and specialized tasks including acid washing. Dedicated to ensuring clean, safe, and fully operational pool environments for clients.

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## Professional Experience

### **Fred Rock Pools Inc. – Cathedral City, CA**

#### **Pool Maintenance Technician**

*November 2022 – Present*

- Perform routine cleaning services including skimming, vacuuming, brushing, and filter maintenance.
  - Test and balance water chemistry for safe and optimal pool conditions.
  - Conduct acid washes to restore pool surfaces and improve appearance.
  - Identify and troubleshoot equipment issues such as pump or filtration failures.
  - Assist with minor pool plumbing and system repairs.
  - Provide friendly and informative customer service to residential and commercial clients.
  - Keep detailed service logs and communicate regularly with management regarding pool conditions.
- 

## Education

### **Rancho Mirage High School – Rancho Mirage, CA**

*High School Diploma, 2024*

## Skills

- Pool water chemistry & balancing
- Acid washing and surface restoration
- Pool vacuuming and debris removal
- Filter cleaning and maintenance
- Equipment troubleshooting and minor repairs
- Routine pool servicing and inspections
- Knowledge of pool safety protocols
- Reliable time management and route efficiency
- Strong communication and customer service
- Basic plumbing related to pool systems



**Saul Chavez**  
31190 Avenida El Pueblo  
Cathedral City, CA 92234  
☎ (442) 218-6368  
✉ [anjdelivery@gmail.com](mailto:anjdelivery@gmail.com)

## Objective

Experienced and versatile professional with a strong background in sales, management, and pool maintenance. Proven success in overseeing commercial pool operations and managing teams, projects, and client relations. Seeking opportunities to apply leadership, technical, and customer service skills in a dynamic and results-driven environment.

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## Professional Experience

### **Fred Rock Pools – Cathedral City, CA**

#### **Sales, Pool Technician, Pool Maintenance, Site Supervisor**

*April 2018 – Present*

- Supervise teams in the daily maintenance and servicing of commercial and residential pools.
- Ensure compliance with health and safety standards in commercial pool environments.
- Manage schedules, assign routes, and oversee quality control for all service technicians.
- Maintain client relationships and assist with sales of new maintenance packages and equipment upgrades.
- Perform technical services including chemical balancing, equipment repair, and troubleshooting.
- Conduct staff training on best practices and safety procedures.

### **Owner – The Block Bar and Grill – Cathedral City, CA**

*September 2012 – March 2018*

- Oversaw all aspects of restaurant operations, including staffing, budgeting, vendor relations, and customer satisfaction.

- Developed marketing strategies and community partnerships to drive business growth.
- Managed payroll, inventory, and compliance with health and safety regulations.
- Built and led a cohesive team to provide excellent service in a fast-paced environment.

### **Manager – A & J's Moving and Delivery – Cathedral City, CA**

*April 2003 – June 2012*

- Managed moving crews and delivery schedules across the Coachella Valley region.
- Handled customer service, scheduling, conflict resolution, and logistics coordination.
- Ensured safe handling of items and client satisfaction during relocation projects.

### **Sales Representative – United Rentals – Palm Springs, CA**

*February 1996 – February 2003*

- Provided equipment rental solutions to commercial clients in the construction industry.
- Built a loyal customer base through exceptional service and consistent follow-up.
- Coordinated deliveries and returns with dispatch and logistics teams.

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## **Education**

### **Mt. San Jacinto High School – San Jacinto, CA**

*High School Diploma, June 1992*

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## **Skills**

### **Management & Leadership:**

- Team supervision and staff development

- Route scheduling and task delegation
- Client relationship management
- Commercial pool compliance and safety oversight
- Budgeting and cost control
- Operations and logistics management
- Performance monitoring and quality assurance

**Technical & Industry-Specific:**

- Pool chemical testing and water balancing
- Equipment installation and troubleshooting
- Commercial pool system oversight
- Filter, pump, and heater maintenance
- Knowledge of pool safety and regulatory compliance
- Sales of pool services and equipment upgrades



# Magdalena V. Rojo

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## PROFESSIONAL SUMMARY

Administrative professional with a history of meeting company goals utilizing organized practices. Skilled in working under pressure and adapting to new situations and challenges to best enhance the company brand.

## SKILLS

- Customer Relations
- Team building
- Exceeding sales goals
- Workflow Planning
- Stock Management
- Special Assignments
- Problem-Solving Strengths
- Profit and Loss Control

## WORK HISTORY

### OFFICE MANAGER

05/2015 to CURRENT

#### Fred Rock Pools, Inc. | PO Box 790

- Maintained computer and physical filing systems.
- Created, maintained and updated filing systems for paper and electronic documents.
- Updated reports, managed accounts, and generated reports for company database.
- Coordinated special projects and managed schedules.
- Process weekly payroll, payroll taxes & monthly reconciliation in quickbooks
- Record keeping, bookkeeping, QuickBooks knowledgeable
- Developed and maintained successful relationships with vendors, suppliers and contractors.
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### STORE MANAGER

11/2009 to 05/2015

#### Tween Brands Inc. Justice | Palm Desert, CA

- Managed inventory control, cash control, and store opening and closing procedures. Store 458 was awarded #1 in shrink control in the district in 2011
- Managed store employees successfully in fast-paced environment through proactive communication and positive feedback and role playing with sales associates and lead staff,
- Completed point of sale opening and closing procedures.
- Rotated merchandise and displays to feature new products and promotions.
- Maintained proper product levels and inventory controls for merchandise and organized backroom to facilitate effective ordering and stock rotation.

- Assisted with hiring, training and mentoring new staff members.
- Maximized sales to exceed monthly goals & continuously hold #1 store in district
- Minimized shrinkage through excellent customer service and adherence to standard practices.

#### **ASSISTANT MANAGER**

*01/1996 to 03/2000*

##### **Vons Palm Springs, CA**

- Supervised day-to-day operations to meet performance, quality and service expectations.
- Completed regular inventory counts to verify stock levels, address discrepancies, and forecast future needs.
- Offered hands-on assistance to customers, assessing needs, and maintaining current knowledge of consumer preferences.
- Helped with planning schedules
- Developed loyal and highly satisfied customer base through proactive management of team customer service strategies.
- Mentored team members to enhance professional development and accountability in workplace.

#### **EDUCATION**

##### **High School Diploma**

*06/1994*

**Palm Springs High School, Palm Springs, CA**