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## Building More Than Pools: The Story of Paradise Pools and Spa

Located in the heart of Florence, California, Paradise Pools and Spa has been providing top-quality pool and spa services since 1989. Co-owned by Jason Briggs and his business partner, Adam Morley, the company has grown from modest beginnings into one of Southern California's most trusted names in the industry.

From an early age, Jason knew entrepreneurship was his calling. "I always knew I wanted to be self-employed," he shares. "I come from a long line of people who are self-employed." After working part-time at Adam's pool cleaning company, Jason recognized a unique opportunity in the industry and seized it.

What started with a small crew and a handful of clients has grown into a full-service operation. It now maintains hundreds of residential and commercial properties. Paradise Pools and Spa offers a wide range of services, from routine maintenance to fully customized pool installations.

Over the years, the company has built a strong reputation as a one-stop solution in the pool and spa space. "We're one of the only companies that handle the entire process," Jason explains. "That adds a lot of value for our customers, compared to someone who only does construction, leaving the client to find a separate service provider."

This all-in approach is what truly sets Paradise Pools and Spa apart. The team doesn't just build or maintain pools. They guide clients through every step, from design to ongoing care. Jason, Adam, and their dedicated staff take pride in delivering seamless, end-to-end service with a personal touch.

Looking ahead, Jason and Adam are focused on continued growth while maintaining the high standards that have defined their

success. "We want to become a stronger company so we can deliver the best service possible and continue adding value for our customers," says Jason.

Even as the business continues to evolve, Paradise Pools and Spa remains grounded in its core values: reliability, craftsmanship, and customer satisfaction. Jason and Adam are deeply involved in daily operations, ensuring that every project, whether a routine cleaning or a custom luxury build, meets the company's high standards. Beyond their commitment to quality service, they also stay actively engaged in the local community, recognizing the importance of connection and strong relationships. From participating in pool association events and hosting drowning prevention seminars to sponsoring local little league teams, the company is dedicated to making a positive impact both in and out of the water.

To learn more about Paradise Pools, visit their website

<https://www.paradisepools.biz/>

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