

# Silver Bear Swim School Utah

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Interview Date: September 2022

In November 2021, we published a TMI spotlight on Silver Bear Swim School in Nevada. In that interview, Tim Hall shared that he found the TMI equipment **“so indispensable to my facility operations that I have mandated TMI equipment on all future franchised Silver Bear Swim Schools.”**



This month’s spotlight is on one of Silver Bear’s new franchises – Silver Bear Swim School Utah. They have been operational since April of this year and are going great guns. We sat down with Devon Millington, co-owner with his wife, Tynette, to discuss his experience so far and how he arrived here.

Devon is a Behavioral Scientist and his wife a CPA, so we were curious as to how they ended up starting their own swim school. Devon had worked with Silver Bear in Nevada when he was an undergraduate and found it to be one of his most enjoyable jobs. When he and his wife looked at the market in Utah, they realized there was a great need for a swim school in the local area and he called Tim to get advice. When he found out that Tim was franchising, it was a “no-brainer” that they would work together.

Devon knew nothing about pools so was happy to get access to the team that Tim has used for his two swim schools and direction from Tim as to which equipment mix would be the best fit for a swim school. Tim immediately introduced Devon to Timothy as using TMI equipment was mandated in the franchise agreement and that gave us the advantage of working with Devon from the design phase onwards. Devon explained that even though this project was outside of his realm of previous experience, he had the right team in place and that gave him the comfort to make the investment and move forward. TMI provided strong equipment direction, and along with his architect and builder had a strong team and, of course, a good franchise. All these together were a recipe for success.



*“What I liked about the TMI model is that I had access to Timothy’s good advice, over a year prior to ordering equipment and he didn’t charge for his consultations. He sold me on his knowledge and experience before I had to pay for anything, and when he recommended something, such as the Defender Filter, I felt I could trust it. The TMI equipment is easy to run and the controller easy to operate. I really like the salt system because the pool doesn’t smell like chlorine as a liquid chlorine pool would. The water clarity is so good that my under-water visibility is more like 40ft versus the regular 8 – 10 ft. We get between 900 and 1,000 kids per week through this pool so being able to maintain this level of clarity is phenomenal. I put it down to the TMI equipment mix together with the Defender Filter. Even when my pool is cloudy, which isn’t often, it still has higher clarity than the average HOA pool out there. We regularly get compliments about our water.”*

*“If you are opening a swim school, spare nothing to create the best pool environment. When clients are considering joining your school, you get one quick snapshot which creates their first impression and that is the quality of your water and indoor air quality. Of course the quality of programming is also important, but the appealing environment must come first. That emotional experience is part of the TMI equipment as it is at the heart of what gets you that saleable optic. Add to that the quality of support - I haven’t had a problem yet that hasn’t been fixed in a good time frame working with TMI.”*