

Swim Lessons That Aim to Save Lives



The Hudson Valley Swim concept started in the backyard pool of founders Jeff and Joan Gartner while their children were receiving private swim lessons. Jeff noticed the care and attention the instructor was giving his children and knew there was a business to be had there.

The Gartners founded Hudson Valley Swim in 2003, focusing on small class sizes for infants to adults. They began their classes in local pools until they settled at their main location in Newburgh, New York. Since then, the company has grown immensely and expanded to multiple facilities in the area. Even with their expansion, demand for the brand's unique style of swim instruction continued to grow.

In February of this year, the Gartners launched Hudson Valley Swim franchises and have already signed on their first franchisee in Tampa, Florida. While Jeff is excited about

the success of his business, he believes his company is about something bigger. "We do what we do because swim lessons save lives," said Jeff. "And that's the core principle of our program."

Hudson Valley Swim sets up their franchisees to run a low-cost, high-profit business by guiding them through everything from day-to-day business practices to their signature swim lesson techniques and terminology. Franchisees need not have any



"A franchisee has to really view themselves as providing a critical service to their communities," said Jeff. **"There's nothing more satisfying than watching or having a parent send a video of their kid who was afraid to even get in the water and then later working on stroke mechanics once they overcome their fear."**

Kelsi Trinidad



swim experience and do not need to build a pool. This keeps overhead costs at a minimum and accessible to people from any background. The company also will assist with hiring swim instructors to ensure they have the training and tools needed to be representatives of the franchise and the brand.



hvs swim.com/franchise-info.html