



## Mission Pools, Inc.



G. Bruce Dunn and Jeffery G. Dunn

**M**ission Pools, one of the largest independently owned pool companies in the country, was started in 1960 by the owner of a pump and filtration company who wanted to build himself a pool. After talking to numerous pool contractors, he felt none of them met the design and building standards he was looking for, so he decided his company, Webb Pump and Supply, would get into the business of building residential pools, starting with the one in his own backyard. The company was named after the street it was on, and Mission Pools was off and running.

Ten years later, Bruce and Jeff Dunn, both graduates

of California State University in San Luis Obispo, took over leadership of the company, and in 1975 it recorded its first million-dollar year. Remember, that was 1975, when pools cost just a fraction of what they do today — even the high-end ones Mission has a reputation for.

“We became known for handling the tougher design and construction projects, and quality home builders began to specify us,” says Bruce. “Then in 1978, we had a chance to buy the company, so we did.”

By the end of that year the two moved into commercial construction when they bought Aztec Pools in San Diego, where Mission opened a second office. Today, this division represents 45 percent of the company’s construction portfolio.

In 1981, the company opened another office, this one in the Orange County area. The business was growing rapidly, and the name Mission Pools became widely recognized for its quality design and construction. The name was so good, in fact, the company considered licensing it.

“Franchising the name was considered,” says Bruce, now Mission’s president. “But we felt the responsibility for construction belonged to Mission Pools and not an agent using the name.

“Like any organization, we rely heavily on the performance of our people in the field. Whether it’s sales, construction or support staff, they all are equally important in the recipe for success. Our goal of quality construction extends all the way from permitting to plastering.”

### MISSION POOLS, INC.

**Location:** Escondido, Calif.

**Principals:** G. Bruce Dunn, president; Jeffery G. Dunn, executive vice president

**Founded:** 1960

**Outlets:** 4

**Employees:** 192 year-round, 192 in-season

**Products Sold:** custom gunite pools/spas, commercial pools/spas