



 Bethany Branscum · 30 Under 40 · November 4, 2024 ·  
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## Benny Romero, 21

*Vice president, Oconee Pool Service*

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Vice President

Oconee Pool Service

At just 14, Benny Romero started working as a lifeguard for AMS Pools in Suwannee, Georgia. Over the next few years, he steadily advanced from lifeguard to head guard, then to pool manager and finally to assistant area manager. In that role, Romero was responsible for overseeing 200 lifeguards and maintaining 12 large commercial pools, giving him his first real experience with pool maintenance, chemistry and equipment upkeep.

A pivotal moment in Romero's career came in 2020, during his final year of high school. He began helping his parents with their business in Lake Oconee, where he met his future

business partner. At just 18, Romero made the leap into residential pool service. He quickly learned the ins and outs of pool maintenance, repairs and construction. After a year of working together, Romero's efforts paid off when his partner offered him co-ownership of **Pool Tec**. By the time he turned 19, Romero was not only a pool technician but a business owner as well.

Since then, Romero has grown Pool Tec into a thriving business. The company now boasts four employees and over 100 pools on weekly service, and it continues to expand. He credits his success to his strong work ethic and his passion for the industry. His company became a Jandy warranty station, took on more equipment installations and increased its pool service clientele.

"I'm very grateful for the leap of faith I took when I was 18," he says. "If I hadn't jumped, I wouldn't have become the person I am now or had all the friendships I made along the way."

One of the things Romero values most about the pool industry is how welcoming it is. In 2021, he attended his first pool show at the International Pool | Spa | Patio Expo.



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Daniel Morris

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"I didn't know anyone in the industry or brands other than the equipment I had worked on," he says. "When I passed the Pool Nation booth, I saw a face everyone can recognize — Edgar de Jesus. He came up to me and introduced himself and from there, my career as a pool technician changed completely, and I wanted to be something more than just a guy who cleans pools."

Networking has fueled his desire to learn more and expand his role. Now, Romero enjoys working on pool repairs and renovations and even dabbling in professional backyard photography and videography.

Though still early in his career, Romero has big goals. He's eager to make a name for himself and help other pool professionals grow their businesses. He envisions expanding his services across North Georgia, and he's dedicated to bringing more hands-on training and networking opportunities to states like Georgia, where such events are rare.

"I want to make the next generation of pool pros welcomed like I was when I was 18," he says.

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