

JACUZZI® HOT TUBS

# 2023 WORLDWIDE DEALER OF THE YEAR

MidnightSUN  
HOT TUBS • SALES • SERVICE



## “They truly are Ambassadors of our Brand”

What is considered when Jacuzzi looks to honor their “Dealer of the Year”?

- **Promotion and event aggressiveness**
  - This year their Team participated in every Jacuzzi factory promotion and added new on and off-site events to their already busy schedule
- **A superior market share**
  - In a year where many hot tub retailers remained stagnant, Abbey & Phil opened their 3rd location in July in a large market that was an immediate success
- **A focus on improving all aspects of their business**
  - They are at the forefront of using Jacuzzi’s vendor partners for their website and lead generation, and the proof is in the pudding with a web lead close rate this year of 23.6%
- **Passion**
  - Abbey & Phil’s love for Jacuzzi runs deep and they always come to us with “what can we do to be better?” regardless of their success

In business since 1994, we had the pleasure of welcoming them exclusively into the Jacuzzi Family in 2013. When Abbey & Phil came on board, we knew they would be a good addition to the family, but they have been more than just a “good” addition. Abbey & Phil have become shining examples of operating a company that knows how to achieve great things and set a great example for the hot tub industry.



### Midnight Sun achievements with Jacuzzi Hot Tubs:

- 2-Time Gold Club Award Winner
- 3-Time Silver Medallion Award Winner
- Winner of the Exceptional Customer Service Award all 10 Years with Jacuzzi
- And now a recipient for the first time of the Dealer of the Year Award

“Their passion and drive are unmatched, and they are always seeking ways to improve their business.”