

The Amenity Collective, a wholly owned subsidiary of FirstService Corporation (NASDAQ: FSV), is North America's leading provider of single-source solutions across the aquatics, fitness, and recreation industries.

With over 40 years of expertise and a hospitality-centric approach, the company generates \$400M+ in annual revenue and operates 12 brands across the United States and Canada. Backed by a dedicated team of 1,400+ full-time and 10,000+ seasonal team members, The Amenity Collective delivers customized services—design, staffing, construction, consulting, and operations—to supercharge long-term success for clients and their aquatics, fitness, and recreation spaces.

## KEY FACTS

- ✓ **Founded: 1984**
- ✓ **Brands: 12**
- ✓ **U.S. + Canada Markets: 47**
- ✓ **Full-Time Team Members: 1,400+**
- ✓ **Seasonal Team Members: 10,000+**
- ✓ **Annual Revenue: \$400M+**

## EXPERTISE

- ✓ **Staffing**
- ✓ **Construction**
- ✓ **Aquatics**
- ✓ **Fitness & Recreation**
- ✓ **Design**
- ✓ **Consulting**

## EXECUTIVE LEADERSHIP



**Chief Executive Officer**  
Brian Sheehan

*Brian defines the company's present reality, casts its future vision, and rallies the team through strategy, culture, and innovation with a focus on sustainable growth and financial optimization.*



**Chief People Officer**  
Brianna Schweizer

*Brianna leads comprehensive talent acquisition and retention strategies, as well as all aspects of human resources, ensuring alignment with the overarching goals of executive and platform leadership.*



**Chief Finance Officer**  
Robert Szabo

*Robert guides financial strategy to ensure long-term fiscal health by empowered financial operations, fostering processes that drive growth and profitability across the company and its brands.*

# FOCUS AREAS

## COMMERCIAL AQUATICS

- Specializes in aquatic solutions, including management, maintenance, and renovation & repair.
- Service areas include Florida, Georgia, Maryland, Massachusetts, New Jersey, New York, North Carolina, Pennsylvania, Tennessee, Texas, and Virginia.
- Oversees the management of 3,000+ pools annually, including the staffing & training of 7,000+ seasonal lifeguards.

## FITNESS & RECREATION

- Delivers single-source solutions for amenity spaces and fitness centers, offering facilities management, fitness equipment distribution and installation, concierge services, & consulting.
- Services areas include 13 U.S. states and four Canadian provinces.

## RESIDENTIAL AQUATICS

- Offers comprehensive pool maintenance solutions, including routine cleaning, chemical balancing, equipment installation & repair, and preventative services.
- Services areas include Arizona, Florida and Texas.
- A top three pool service provider in the U.S., as recognized by Forbes, Jandy, and Pool & Spa News.

## CONSTRUCTION

- Specializes in pool construction and renovation, hardscapes, softscapes, and outdoor living & entertainment.
- Service areas include Arizona, Delaware, Florida, Georgia, Maryland, North Carolina, South Carolina, Texas, Tennessee, and Virginia.

## INTERNATIONAL RECRUITMENT

- Provides seasonal staffing solutions for H-2B and J-1 visa programs.
- Collaborates with overseas recruitment partners and U.S.-based host companies across construction, food & beverage, hospitality, and aquatics management.
- Facilitates 10,000+ annual visas through global recruitment programs.

## THE AMENITY COLLECTIVE



MEDIA CONTACT

**Conor Goodwin**  
Director, Marketing & Communications  
[cgoodwin@amenitycollective.com](mailto:cgoodwin@amenitycollective.com)