



PurAqua started 25 years ago distributing pool chemicals. They have since evolved and diversified by launching companies that provide commercial services and parts and equipment distribution. When the company's founder, Don Baker, began researching succession plans, he decided PurAqua would become employee-owned through an ESOP.

**PurAqua Products,
Rock Hill, South Carolina**

**President/CEO:
Shawn O'Sullivan**

**Number of Employees:
42**

**FY '23 Sales:
16.8M**

- After beginning to play the GGOB in May 2023, they applied for and won the Best Places to Work award in South Carolina.
- The company established an ESOP in 2019, and its share price has appreciated over 142%. They now have 30% of the business in the ESOP and aim to become 100% ESOP-owned.
- Their retention rate exceeds the industry average: the turnover standard is 34%, and theirs is 9.75%.