

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 11 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: **11**
- ✓ 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 aquatics services, including pool management, lifeguard staffing & training, and pool maintenance solutions.
- 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 new pool construction, renovations, and custom finishes, providing turnkey or customized solutions tailored to client needs.
- Service areas include Arizona, Florida, Georgia, Maryland, North Carolina, South Carolina, Texas, 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.



MEDIA CONTACT

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