

Steven Bankler, CPA

Client Spotlight: SwimFreak



With a company name like SwimFreak, it would have been fitting for owner Anne Herzberg to grow up spending most of her time in a swimming pool. Quite the contrary, she grew up showing horses and eventually found herself making a splash with a swim shop called SwimFreak.

“I remember sitting in the stands at my daughter’s swim practice watching someone sell swimsuits out of their van in the parking lot,” said Anne. “I knew I could create something better.”

Inspired with a new idea, Anne found herself in the perfect situation to start a swim shop. She has a Bachelor of Science in Respiratory Care from the University of Texas Health Science Center in Houston with a specialty in pediatrics. Anne had just left the medical field after selling off her home infusion therapy business and was ready to move on to something new. She wanted to improve upon the parking lot sales she observed at her child’s swim practice, and instead, sell customized, monogrammed swimsuits in a store.

“My son, who was just 11 years old at the time, created SwimFreak’s logo, and the company hasn’t stopped growing from that point on,” said Anne.

Since 2008, SwimFreak has provided all the swim essentials, including suits, goggles, bags and pool equipment, to everyone from high school, club, synchronized swimming and water polo teams to individuals looking for the top brands and styles.

Her clientele varies in age, from 6-year-olds taking their first swim lessons to 80-year-old master swimmers competing against their peers. No matter

the age, she notices one definitive time every four years where sales spike. “We see an increase in sales during or right after the summer Olympics,” said Anne. “The Games and celebrity swimmers like Michael Phelps create buzz and new interest every time.”

“Many people shop for the best price online, but the reality is my team can usually tell someone’s size when they walk in the door,” said Anne. “That’s something you can’t get from an online vendor.”



In a process similar to wedding dress shopping, people can set up appointments with Anne and her staff, who select the best suits for the client’s specific body shape and exercise routine.

“We set suits aside that we think the client will like and will work best for them. This is one reason that we get so much repeat business. People have come to know we fit them correctly,” said

Anne.

SwimFreak has now expanded from just one full-time employee, Anne, to hiring on 9 part-time employees. The company has plans to open up a second location in the next year.

Anne’s husband, Mark, is a successful real estate investor and has been a client of Steve’s since the early 1980’s. Both professionally and personally they appreciate Steve’s pro-active tax planning. After President Obama’s re-election, Steve recognized a window of opportunity for unique tax saving strategies for clients like the Herzbergs.

SwimFreak is located at 2250 Thousand Oaks, Ste. 206, San Antonio, Texas 78232. For more information, contact their office at (210) 494-SWIM (7946) or visit www.swimfreak.com.