



# LEARN FROM THE FRANCHISING EXPERTS

7 Pieces of Advice We Like to Give Our Franchisees

 **U.S. LAWN<sup>®</sup>**  
Your Turf. Our Lawn.



Are you thinking of starting a U.S. Lawns landscaping franchise of your own? If so, there are plenty of things you can do to help increase your chances of effectively growing your business. We've been helping our franchisees open landscaping businesses for 30 years, and we know what it takes to start a new franchise. In this eBook, we'll review a few common pieces of advice that we like to give our franchisees to help them get started off strong.



# 1

## TAKE INITIATIVE

One of the most exciting aspects of franchising is that you have control over your business. Your growth will depend on your ability to attract customers and develop lasting relationships. Unlike tedious corporate jobs, as your business expands, you'll be able to enjoy the fruits of your labors. That's why taking initiative is such an important part of being a successful franchisee.

One important way our franchisees can take initiative is by networking in their local business community. Because your clients will be the businesses in your area, putting yourself into situations where you can interact with business leaders is crucial. Local chambers of commerce are a great resource for meeting the business leaders that have the potential to become your clients. Another way our

franchisees can take initiative is by helping their clients develop comprehensive landscaping solutions. Listening to their needs and being sure to recommend all of the services that could benefit them, not just the services they initially think they need, is a great way to develop lasting relationships with your clients and grow your business at the same time.

These are just two ways that taking initiative has the potential to benefit our franchisees. The bottom line is that you need to put a good deal of effort into growing your business in order to reap the rewards, and going above and beyond is an important way to maximize your potential.



# 2

## FOLLOW THE SYSTEM

If you're looking to franchise rather than start your own business, one of the most significant benefits is the training, systems and processes you'll receive. You'll learn insider tips and tricks from our experts that we've developed after years in the industry. While we want our franchisees to take ownership of their businesses and feel free to make important decisions on their own, we have developed a number of key policies and procedures that we ask our franchisees to implement.

Adhering to these policies and procedures will help you avoid common pitfalls and stay on the right track as you grow your business. Why go it alone when you have the benefit of our years of experience to guide you? Sticking to the systems we've laid out will save you valuable time

and money, eliminating much of the hassle that goes along with running a business.



# 3

## READ THE FDD CAREFULLY

Perhaps the most crucial document you'll review along the way to becoming a franchisee of any franchised brand is the franchise disclosure document (FDD). The FDD is so important because it lays out the key pieces of information you'll need to understand in a standardized format that easily allows you to compare one franchise opportunity with another.

First, the FDD explains how our other franchises have historically performed. It's impossible to predict how any new franchise will perform, but reviewing this data, and speaking with other franchisees, will give you the most accurate picture of what you can expect as a new franchisee. In this way, the FDD helps you set reasonable expectations for the performance of your new business.

Next, the FDD clearly outlines what you can expect from us as a franchisor. At U.S. Lawns, we're proud to provide our franchisees with top-notch support,

some of which is detailed in the FDD. Having a good feel for what you're entitled to as a franchisee will give you a better idea of the ways we'll help you as you grow your business.

Finally, the FDD describes what you're expected to provide us with as a franchisee. The details of your initial investment will be disclosed, including your franchise fee and everything you'll receive for your investment. It will also cover important information on ongoing fees and royalties. Reading this information carefully will ensure that you know exactly what is expected of you as a franchisee.

A careful review of the FDD will help you manage your expectations and planning throughout the process of opening and running your new business. Take your time reading it and consult a franchise attorney if necessary to ensure you have a strong understanding of everything it contains.



## 4

## TAKE ADVANTAGE OF THE POWER OF THE NETWORK

Talking to other franchisees is a great way to glean powerful insight into what it takes to run a U.S. Lawns landscaping franchise. While you'll receive plenty of valuable information from us as your franchisor, other franchisees have been in your shoes and have undertaken the endeavor you're contemplating. Listening to them and learning about

their experiences is a great way to learn an insider's perspective. They'll not only be able to answer specific questions, they'll be able to let you know about any challenges they encountered and how they overcame them. Thus, relying on the power of our network of franchisees is an important way to grow your business.



# 5

## EXPLORE YOUR FINANCING OPTIONS

It's a common misconception that new franchisees need to pay their entire initial investment out-of-pocket. The reality is there are a number of financing options available to help franchisees cover the costs associated with their investment. Reach out to us to learn more about financing options available both in-house and through our third-party partners.



# 6

## RELY ON OUR SUPPORT SYSTEMS

At U.S. Lawns, we've developed strong support systems to help our franchisees as they grow their businesses. Be sure to utilize these to their full advantage in order to make the most of your investment.

One of the important ways we support our franchisees is by helping them develop targeted marketing campaigns. As any entrepreneur knows, promotion is key to growing a new business. Targeted marketing campaigns help spread the word about your new business to the people who will become your potential clients. It can cost independent business owners valuable time and money to develop these campaigns, but as a U.S. Lawns franchisee, you can rely on us to take the guesswork out of developing a strong marketing campaign. Whether it's by utilizing our database of potential customers, sending direct mailings, or digital marketing strategies, we know what it takes to get the word out about your new business and the services you provide.

We also support our franchisees by providing them with the IT infrastructure they'll need to operate their business. Why deal with the hassle of managing bookkeeping, keeping track of jobs, and communicating with customers all on your own when you can rely on our internal systems to simplify all of these jobs?

Finally, we support our franchisees through providing them with a comprehensive training program. In their training, our franchisees learn everything from how to adhere to our time-tested business model to quality control and office setup. Over five days at our home office in Orlando, Florida, you'll learn about all of this and more. Make the most of your training by paying close attention and asking questions whenever you have them! This valuable knowledge is at the heart of how you'll effectively grow your U.S. Lawns landscaping franchise.





# 7

## ADHERE TO OUR COMPANY VALUES

U.S. Lawns is a company with a strong vision, and we've developed a set of core values that help to guide us as we expand across the country. We ask that our franchisees adhere to our company values and keep them in mind in all they do.

For instance, we strive to always be there, be responsive, be excellent, and be a friend to our clients. We believe

that by embodying these traits, we can develop lasting relationships with our clients and help us meet our goal of 100% client retention. Along these lines, we also work to ensure that 100% of our franchisees are satisfied in their relationship with us as a franchisor. Helping to embody excellence in all that we do is an important way that we strengthen relationships with clients and franchisees alike.

These are just a few pieces of advice for our potential franchisees. Of course, there are many more tips to help you effectively grow your business. When you become a franchisee, we'll clue you in on plenty of actionable steps you can take to make your business as strong as it can be.

Contact us today to learn more about what it takes to become a U.S. Lawns franchisee and how we help our franchisees thrive!





[www.USBlawnsfranchise.com](http://www.USBlawnsfranchise.com)