

How to Convert Your Current Lawn Business to a U.S. Lawns Franchise



If you currently run a lawn or landscaping business, you know that keeping things running smoothly while also meeting your goals for growth can be difficult. U.S. Lawns has helped numerous independent business owners like yourself to simplify their operations and increase their profit margins by transitioning them to U.S. Lawns franchisees. Our goal is never to encroach on your independence, and our franchisees still enjoy the freedom to make many decisions on their own. However, by adopting our time-tested systems, our franchisees find that they have more time to focus on the things that matter most to them. Here is a high-level overview of some of the key steps in the process of converting your independent landscaping business into a U.S. Lawns franchise.

DO YOUR RESEARCH

Converting your independent landscaping business to a U.S. Lawns franchise is a big decision. The best place to start is on our website, where we outline many important parts of the investment including:

- Available territories
- The training and support you can expect
- Estimated costs
- Our brand philosophy

Take some time to read through our website carefully, and if it sounds like a good fit, reach out to us and tell us about your landscaping business!

CONTACT US

Contacting us is simple – just fill out one of the [simple forms](#) on our site. We'll be in touch soon to set up a time to talk about the possibility of converting your business to a U.S. Lawns franchise. We'll be interested in learning more about you: what kinds of services you currently provide, who your customers are, why you're interested in franchising, and so forth. We'll also give you more information about us, what we're looking for in our franchisees, how much you should expect to invest, and so forth.

If it seems like we'd be a good fit, we'll send you a copy of our FDD which provides more information about the investment. There, you'll get concrete numbers on fees, royalties, resources, and virtually everything else you need to know about partnering with us. We want to be sure you have a thorough understanding of the FDD, as we'll both be expected to adhere to its terms should you become a franchisee. We'll make sure you have at least two weeks to review it (with an attorney if necessary) and we'll be sure to answer your questions when they arise.

Once you've thoroughly reviewed the FDD, and we've reviewed your background, we'll invite you to our office in Orlando, Florida to meet our leadership team and mutually decide if converting your business to a U.S. Lawns franchise is the right move. If so, you'll be presented with a franchise agreement.



SIGN A FRANCHISE AGREEMENT

When you sign your franchise agreement, you and your business will officially become part of the U.S. Lawns team. A deposit on your initial franchise fee will be due at this time, as it will help us to offset some of the costs associated with your onboarding. Many of our conversion franchisees have reported that the value of the resources and support they enjoy more than make up for this initial expense.

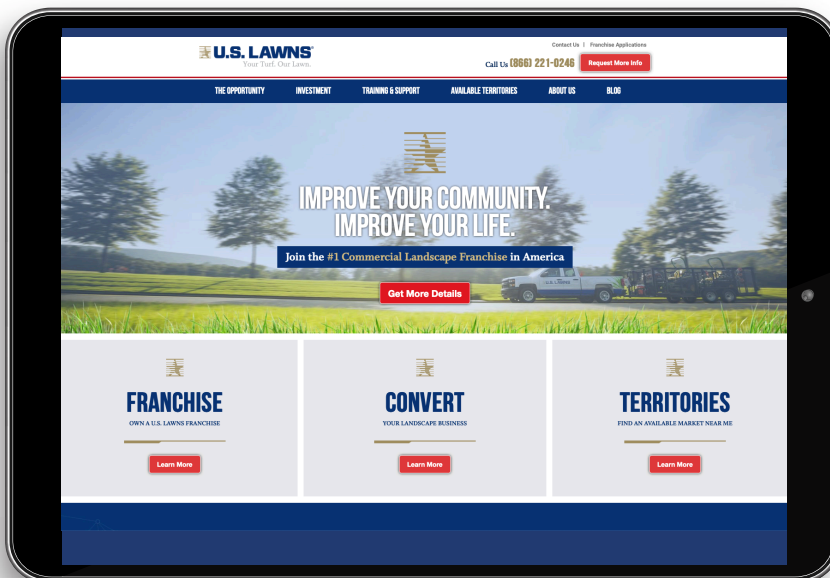
Now that all the paperwork is in order, we'll be able to hit the ground running, implementing meaningful changes in your business to help you achieve the results you want.



REBRANDING

One of the first things we'll need to take care of is rebranding, letting everyone in your area know that you're now part of the U.S. Lawns brand. We'll work with you step-by-step throughout this entire process, helping you to secure the right vehicle graphics, new signage, U.S. Lawns uniforms, and marketing materials. You'll continue to own and operate your business, but you'll do so with the name and backing of one of the largest brands in commercial landscaping.

An exciting perk of partnering with U.S. Lawns is that we're a national brand. There are many benefits of being part of a large team like ours that independent owners simply don't enjoy. For one thing, we've already established a strong reputation for ourselves from coast to coast. Many prospective customers are already familiar with our name and good reputation, giving you an edge over the competition. Furthermore, working for a national brand is more appealing to many employees than working for a "mom and pop" operation. They know that U.S. Lawns can provide them with stability and opportunities for growth that many smaller businesses can't.



Don't let anxiety about the rebranding process keep you from making the switch – you'll be amazed at how easy it is to transform your business with our team of experts working with you.

ADOPT OUR SYSTEMS

The real benefit of switching to U.S. Lawns isn't just adopting our name, it's adopting our time-tested systems. Over more than 30 years, we've developed a wide range of processes that are designed to make your business run like a well-oiled machine. We're always working to identify and eliminate systems that cost you disproportionate time and money, and to implement new procedures that will simplify operations. For many conversion franchisees, these systems are the reason that they see their businesses turn around. One of our franchisees, Tom Curdes in Toledo, Ohio, reported that once he implemented our systems the improvement in his performance was "almost immediate." Here's a quick look at a few of the processes and resources you can rely on.

ACCURATE ESTIMATES

U.S. Lawns has developed a tool that allows our franchisees to give accurate estimates to property managers for their services. We've noticed that many independent operators price their services too low (losing money on the job) or too high (pricing themselves out of competition with other landscapers). Charging just the right price is key to keeping your profits stable, and our algorithm takes many factors into account like square footage, the type of work to be done, lawns vs. hardscapes, and so forth.

Keep in mind, U.S. Lawns didn't become the nation's largest commercial landscaping franchise by lowballing on every bid. We have something more to offer: a partnership in which we get to know our properties, providing them with regular maintenance in a variety of areas as well as access to in-demand products and services (like snow and ice maintenance soon after storms hit). This partnership has real value to our customers, and we've found that they're willing to pay a bit more to develop a relationship with a brand like ours that will help them keep their property looking great year after year.



BUSINESS COACHING

U.S. Lawns doesn't just give our franchisees a wide range of valuable tools, we give them the knowledge and insight to leverage them most effectively. Our franchisees work one-on-one with a business coach who will dive deep into their operations to analyze the bottom line, finding areas in need of improvement and maximizing the potential of areas of strength. Independent owners pay as much as \$150 an hour to work with a business coach, but this service is just one more valuable resource that's included when you become a U.S. Lawns franchisee.

TRUSTED SUPPLIERS NATIONWIDE

Because we've been in business for decades, we've developed strong relationships with suppliers across the country. Whether it's equipment like mowers, materials like soil, or even intangibles like insurance, we can help our franchisees get great prices on the things they need to run their business. Best of all, many of these suppliers are located near to our franchisees. In some cases, they can even walk into the same stores or dealerships they've used for years and enjoy better prices on the same things they've always needed.



MARKETING AND SALES SUPPORT

We already have a ready-made supply of marketing materials like radio, print, and digital ads that our franchisees can easily customize to suit their needs. Best of all, our years of experience in the industry have given us great insight into how to most effectively reach your target customers while simplifying things for our franchisees.

Our team will also help you get your foot in the door in commercial properties in your territory. Whether that be through our Direct Sales Dial-Up appointment setting service, our business developer program or by simply providing the sales coaching you need to take your prospecting skills to the next level.



REAP THE REWARDS

As you can see, there are many benefits to converting your business to a U.S. Lawns franchise. Working our system could dramatically increase your bottom line while also freeing you up – we have many more systems in place that are designed to simplify or eliminate administrative tasks. For our franchisees, this means they have more time to focus on growing

their business, spending time with family, taking vacations – you name it. With all of this to gain, why wait? [Contact us today](#) to learn more about what it takes to convert your landscaping business to a U.S. Lawns franchise.



www.USBlawns.com