

WHY LANDSCAPING COMPANIES STRUGGLE TO BUILD LARGE-SCALE BUSINESSES, AND HOW U.S. LAWN CAN HELP YOU BRIDGE THAT GAP



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 **U.S. LAWN[®]**
Your Turf. Our Lawn.

Owning a landscaping business is a dream come true! You get to spend your time outdoors, you're constantly in motion, talking to new people and working in new spaces virtually every day. There can be no doubt that owning a landscaping business is never boring, which is what draws people to this career.



The one problem that many landscaping companies have is building a scalable business. In this highly fragmented industry—meaning that hundreds or thousands of small companies make up the market, rather than one company dominating it—there is a lot of room for companies to grow, but most don't know how.

Enter U.S. Lawns. We are the #1 landscaping franchise in America because we know the strategies and tools to build a large-scale business. Just take a look at some of our credentials:

- We have franchises in 42 states
- We have been in the landscaping business since 1986
- We are ranked by Entrepreneur, Franchise Business Review, and Success Magazine as leaders in our industry
- We are in the top five landscape companies by Lawn and Landscape

Becoming a U.S. Lawns franchise owner gives you access to our experience and tools, all of which help you build a big business. Keep reading this ebook to understand what makes a business large-scale and the many ways U.S. Lawns helps you get there.

HOW DO THE TOP 1% OF COMPANIES SET THEMSELVES APART?

U.S. Lawns is one of the top companies in the landscaping industry, and in our thirty years in business we have learned what it takes to keep ourselves and our franchises in the top. These are the top five traits of market leading landscaping companies:



STRONG LEADERSHIP

Owners and managers make the world go around. Good leadership is essential in a strong business because the right owner can motivate employees and build the infrastructure to keep the business thriving.



AN EFFECTIVE BUSINESS MODEL

As a business owner, it is critical that you have a strong business model. Following your business model keeps you on the right track and prevents you from wasting time on things that hold you back.



THE RIGHT CUSTOMERS

In landscaping especially, the customers that you work with make a significant impact on your company's bottom line. Working with small scale clients just doesn't cut it if you want your business to grow.



EFFICIENT SYSTEMS AND OPERATING PROCEDURES

Just like the business model, using efficient systems and operating procedures keep you on a constant path for growth. Using tried and true practices and philosophies can make all the difference—which is exactly what you do when you join U.S. Lawns.



DEDICATED AND COMPETENT EMPLOYEES

Your biggest asset as a business owner is a team of qualified, trustworthy employees who are as dedicated to your company as you are. Finding and retaining good employees is an art that is well worth your time to learn.

STRONG LEADERSHIP

At the core, a business owner needs to be able to lead and manage a team. You share the company's vision and set the tone for how your employees work together and with clients, and being an effective leader can make a big difference in your business. Over 50% of people who quit their jobs leave because of a boss or manager¹, which goes to show how important quality leadership is.

Equally important as being a good leader is being able to build an infrastructure for your business. A company with a strong infrastructure is set up for growth at any stage, and U.S. Lawns helps franchisees set up and implement this infrastructure with our comprehensive franchisee training.

Our training is thorough and ongoing, to give you all the support you need as you open your business and throughout the life of your career with U.S. Lawns.

Orlando Training: You will start your journey as a U.S. Lawns franchisee with a week of in-class training at our headquarters in Orlando, Florida. Here you will learn everything it takes to operate your business, including:

- Leadership best practices
- Landscaping and snow/ice management services
- Systems for sales, marketing, bookkeeping, and recruiting
- Using U.S. Lawns' tools

Development Team: When you join our franchise network, you will be assigned to our Development Team to assist you with all aspects of building and growing your business. Our Development Team has a combined **110 years of experience in the landscaping industry**, so take advantage of their expertise!



Online Portals: We are firm believers in ongoing education and improvement, which is why our franchisee training doesn't end when you open for business. In addition to the continuing support you receive from our team of advisors, we have online portals that provide **training, information, and resources** that you can take advantage of whenever you need.

AN EFFECTIVE BUSINESS MODEL

Starting your own business from the ground up requires that you go through the work of creating a business plan, choosing the services you will provide, developing standard operating procedures, determining best practices, and so much more. There is a lot of legwork that goes into starting a business before you can even begin working.

Investing in a U.S. Lawns franchise, on the other hand, means you are investing in a turnkey business that has been tested over a period of thirty years. We believe there is no reason to try to reinvent the wheel, and our franchisees benefit from our decades of experience in landscaping. Our business model is to work exclusively with commercial clients by providing radically personal service. In other words, we understand the needs of our customers and we deliver upon those needs. We do that by offering year round grounds care, including full service landscape maintenance and snow/ice management services during the winter.

The best part? Our business model is built on strong values and a commitment to both our customers and our franchisees: 100% client retention and 100% franchisee satisfaction.



THE RIGHT CUSTOMERS

Finding the right customers for your landscaping company is absolutely essential in building a large-scale business. Small landscaping companies that don't scale into larger businesses are missing the clients that really bring in significant revenue opportunities: commercial clients. That's one of the reasons why we work solely on commercial properties and do not spend any time working with residential clients.

Check out this comparison between commercial landscaping clients and residential landscaping clients:

COMMERCIAL	RESIDENTIAL
Few large accounts that generate higher revenue	Lots of small accounts that generate lower revenue
Ongoing relationships with seasonal or multi-year contracts	Scheduled on a month by month or cut by cut basis
Landscaping costs budgeted in and are less likely to cancel	Landscaping costs are a luxury that can be cancelled at any time

With commercial clients, it takes fewer contracts to earn the same income as a high number of residential clients. There is a lot more opportunity in commercial landscaping than residential.





EFFICIENT SYSTEMS AND OPERATING PROCEDURES

Yet another perk of becoming a U.S. Lawns franchisee is that you benefit from the research and development we've put into finding the systems that work. The systems and operating procedures that we use have been tested in the field by our franchisees in diverse markets across 42 states, so we know they work virtually anywhere.

We have hundreds of tools that our franchisees can use for every aspect of their businesses. Here are just a few of the tools that we use to help you build a large-scale business.

ROADMAP

Our decades of experience have showed us how to steer our franchisees in the right direction. The roadmap is a special tool accessed on our online franchisee portal that shows you the steps to get your business from one stage to the next. Based on your monthly revenue, you will see the steps you need to take to continue to grow your franchise.

SALES BULLPEN

Simply put, there is no way to grow your business without adding customers, so finding customers and drumming up business is critical. We created our sales team, AKA the Bullpen, to make this easier on our franchisees and help them gain new customers.

The Bullpen's aim is simple: to get you appointments with prospective commercial clients in your market by doing these 3 things:

1. Finding commercial clients
2. Calling to determine if these prospects are interested in a new landscaping company
3. Setting up appointments for you

Once the appointments are set, all you have to do is show up and demonstrate why that client should hire you.

MARKETING SUPPORT

Another important way to expand your business and bring in new customers is through marketing, but effectively marketing takes practice and finesse. At U.S. Lawns, we have marketing experts who work tirelessly to create marketing materials that our franchisees can use.

We have both print and digital resources that are premade and ready to customize for your territory. Each of our marketing resources is easily available on our online portal exclusive for franchisees.

PROPRIETARY PRICING TOOL

Accurately pricing the jobs that you propose not only ensures you get the job, but it also builds credibility with your customers. When your customers know they can rely on your price estimates, they understand that you and your business are trustworthy. Our proprietary pricing tool allows you to price each job accurately, ensuring that your profit margins, labor costs, and equipment are all covered.

600+ TOOLS

We have well over 600 tools and resources that make owning a franchise simple and streamlined. A few of these tools include:

- Customer portal for online bill pay
- Business portal for ongoing education
- Purchasing partnerships for equipment, vehicles, landscape materials, business services, and more



DEDICATED AND COMPETENT EMPLOYEES

Recruiting and hiring employees can be time consuming, but creating a team of hard working and smart people is essential for your business. Even more important than hiring the right people is keeping the right people, as a high rate of turnover can be expensive and annoying. To keep your employees on board with your landscaping company, you need to treat them with respect and provide a career path for them, which is something you simply cannot do if your business is not scaling for growth.

In addition to providing a career path, U.S. Lawns helps combat turnover with our Best Place to Work Initiative. Starting from day one, you will show your employees why working for U.S. Lawns is such a great career move because our company culture is one of a kind. We are a brand built on values, and communicating that to your employees from the start through orientation and thorough training (assisted U.S. Lawns tools) sets them up for success.

DO YOU HAVE WHAT IT TAKES TO BE A U.S. LAWNS FRANCHISEE?

Now that you know all the ways that we help our franchisees stay on the path to scaling their businesses, assisting and providing resources every step of the way, you are probably itching to get started. That's natural! The next step is to determine if you have what it takes to be a U.S. Lawns franchise owner.

Of our hundreds of franchisees, we have noticed that the ones who scale their business most easily and lead their franchises well have the following traits in common:

- Personal skills
- Self-motivated
- Self-aware
- Hard working
- Able to prioritize and delegate
- Effective management and leadership





Many prospective franchisees worry that not having experience either owning a business or in the landscaping industry will keep them from becoming franchisees. Though experience is always a benefit, U.S. Lawns has enough training and tools to make experience unnecessary. We train each of our franchisees thoroughly on every facet of ownership, so you will learn the skills you need with the tools and systems we have in place.

Are you ready to join U.S. Lawns?

Visit us at www.USLawnsFranchise.com
to get the process started!

