

# INDEPENDENT BUSINESS

VS.

# FRANCHISING

– How to Choose –



Prepared by:

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





**An essential part of the American Dream is owning a business. Being your own boss, taking charge of your career, making decisions, and enjoying every success are incredibly appealing, and owning a business is the only way to make that happen.**

**As you pursue this truly American ambition, you may find yourself wondering if franchising is a good option for you. Further, you may even find yourself wondering what the difference is between independent business ownership and franchising, and how you can choose between them.**

**This ebook is designed to tell you the difference between these two strategies, and then show you the value of joining U.S. Lawns as a franchisee. Keep reading to learn what you need to know about owning a business.**

## WHAT IS THE DIFFERENCE BETWEEN INDEPENDENT BUSINESS OWNERSHIP AND FRANCHISING?

At the core, independent business ownership and franchising are quite similar. Both require ambition, a drive to succeed, and a readiness to work hard to achieve your goals. In many cases, “independent business ownership” is used interchangeably with “franchising,” but for the purposes of this ebook we want to make a few distinctions.

**Independent business ownership is** when you start your own business from the ground up. The name, logo, and services are all owned by you.

**Franchising is** when you purchase the right to use the name, logo, services, and other resources of an established brand.

Use these definitions to aid in your understanding of these two methods of owning a business.





## BUSINESS PLANNING

The key to any strong business is planning. It would be silly to think that a business owner can wing it and still succeed. The planning stage represents a key difference between independent business ownership and franchising.

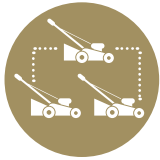


### INDEPENDENT BUSINESS OWNERSHIP

It goes without saying that starting your own business from the ground up means that you do not have a turnkey business at all. As an independent business owner, you are responsible for choosing your company name, logo, and products/services, but that's just the beginning. From there, you will need to spend time writing operations manuals, honing your best practices, and settling on the systems you will use to keep things running smoothly. In addition, independent business owners spend a significant amount of time researching technology and equipment to make sure that they choose the programs that make their businesses most effective.

This process takes quite a bit of time and energy. It is important to be thorough when you make your business plan and choose the policies and procedures that make your business tick. The more thorough you are during this stage, the more prepared you will be to run your business.

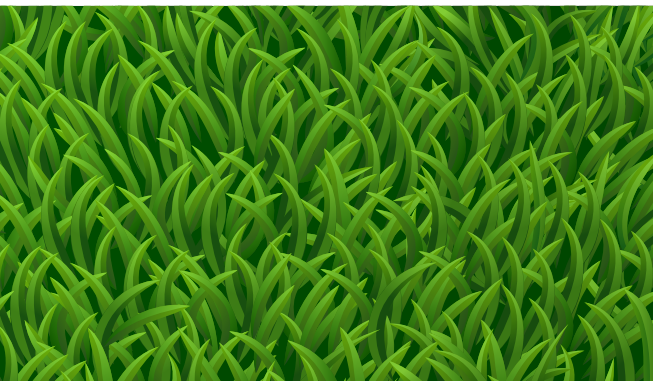
Even then, there is still a lot more planning left to do. You have to choose premises, find customers, hire employees, invest in equipment, and so much more.



## FRANCHISING

A huge difference between independent business ownership and franchising is this essential planning stage. When you invest in a franchise, you do not need to go through all the work of researching technology or writing operations manuals because it is all done for you. The franchisor has taken the time to do all that work already, so things go more smoothly from the start.

Investing in a franchise means you can skip ahead several steps to start finding customers sooner.



## U.S. LAWNS

At U.S. Lawns, we take great pride in our brand and the outstanding company that we have created. We have been in business for over thirty years, during which time we have proven our business model with hundreds of franchises in nearly every state in America.

When you join our team as a franchisee, it will be easy to see why we are the #1 commercial landscaping franchise. We have streamlined our processes, policies, and operations, so that each franchisee can offer the same quality to their clients. Our two biggest goals are 100% client retention and 100% franchisee satisfaction, and we achieve these things simultaneously by providing outstanding systems from the beginning.

## SUPPORT

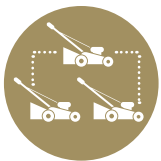
We don't want to sugar coat it: owning a business requires a lot of hard work. Even though it is the most rewarding work there is, all the responsibility of business ownership can be draining. That's why owners need support.



### INDEPENDENT BUSINESS OWNERSHIP

When you start your own business from scratch, you probably have support from the key people in your life. Your family and friends are probably interested in seeing you succeed and are willing to help you achieve your goals.

This moral support is valuable as you navigate the waters of business ownership and get accustomed to your new role as business owner.



### FRANCHISING

There is a huge difference in the support that you receive as an independent business owner versus a franchisee. It's true that independent business owners and franchisees alike get moral support from their loved ones as they wrestle with the various aspects of owning a business. But franchisees get an extra layer of support from the franchisor, who helps them from the start.

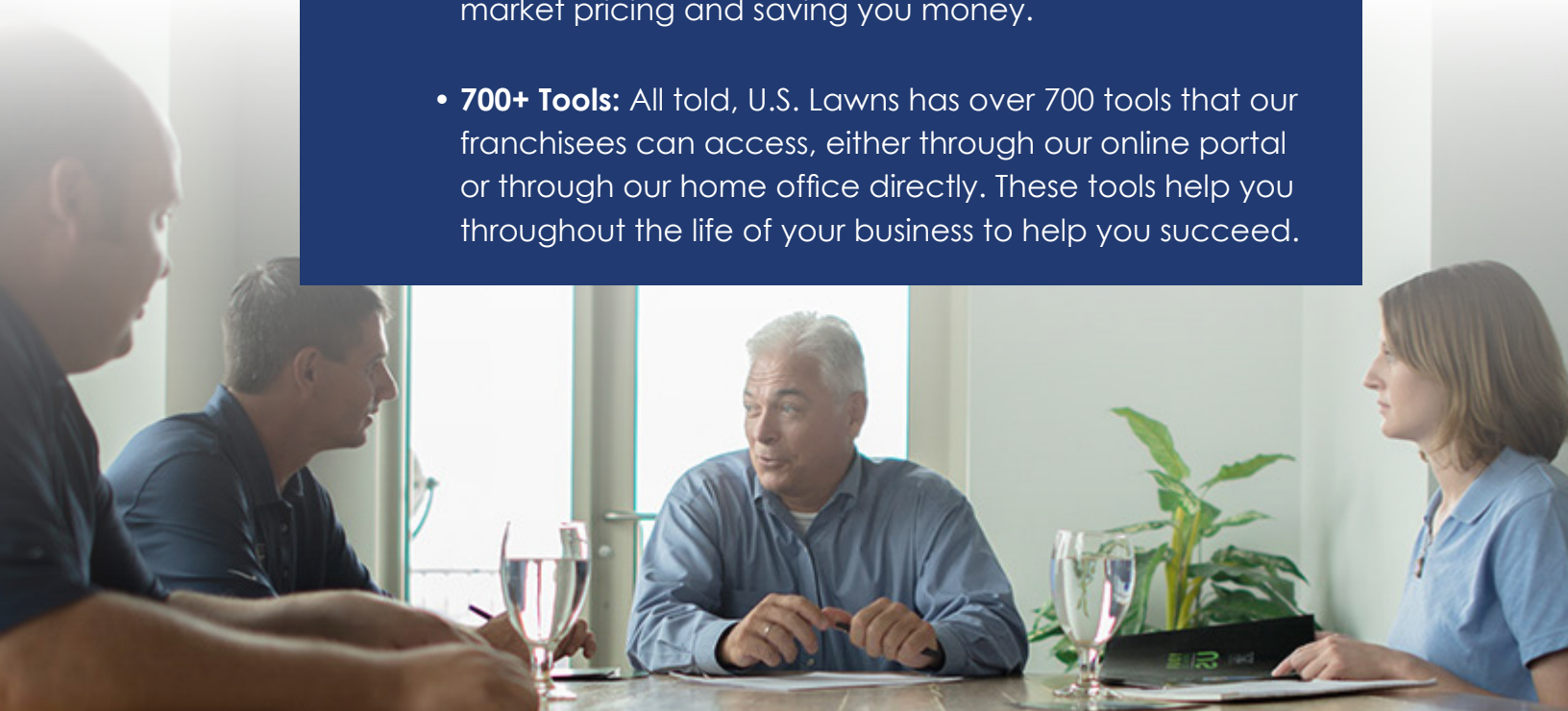




## U.S. LAWNS

As part of our initiative to have 100% franchisee satisfaction, we provide a vast number of support resources that help you through your career as an owner. Here are just some of the support resources that U.S. Lawns franchisees benefit from:

- **Roadmap for Success:** Because we have experience in scaling franchises into large businesses, we can help each franchisee grow. Our Roadmap for Success tells you when and how to expand, based on the hundreds of franchises that we have worked with.
- **Marketing Materials:** Our marketing team works tirelessly to help raise brand awareness both locally and abroad, which helps you bring in customers. We make the materials on a corporate level, and then work with you to determine the strategy that will work in your market.
- **Partnerships:** As the largest commercial landscaping franchise, we have been able to form partnerships with industry experts, vendors, and suppliers providing best in market pricing and saving you money.
- **700+ Tools:** All told, U.S. Lawns has over 700 tools that our franchisees can access, either through our online portal or through our home office directly. These tools help you throughout the life of your business to help you succeed.



## TRAINING

Preparing to own a business is no small feat. Training is an important part of any career, as learning relevant tools and skills will help you thrive.



### INDEPENDENT BUSINESS OWNERSHIP

If you are starting your own business you will have virtually no training at all. You can use your previous work experience to your advantage, utilizing the skills you learned in your past career. In addition, virtually every major community in the United States has access to a Small Business Development Center, or SBDC, where you can learn generic business skills.



### FRANCHISING

Typically, when you join a franchise system, you receive thorough training on everything from the industry to the brand to the services you will offer. This training is helpful to everyone, especially people who want to own a business but have never done it before. With proper training, even someone who has worked in a corporate setting all their life can be an amazing franchise owner.

#### U.S. LAWNS

We cannot emphasize enough how important training is in our brand. We are firm believers that well-trained franchisees make strong business owners, and it is our responsibility to ensure that each person gets the education they need. Our training program is top in the industry, and we work hard to keep it up to date and effective.

Just as important as training our franchisees is giving them the tools to train their employees. That way, you (the owner) can focus on expanding your business while your well-trained and competent employees meet your clients' needs.



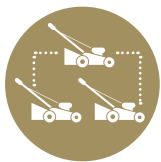
## NETWORK

Experts agree that networking is one of the most important things you can do for your career. Having a network of people to learn from and work with can make a huge difference in your career trajectory. Regardless of what you do for work, you should always be prepared to add to your network.



### INDEPENDENT BUSINESS OWNERSHIP

As an independent business owner, your network of people — coworkers, clients, acquaintances, friends, family — comes with you wherever you go. These are no doubt valuable connections, and they can help you with anything from finding an accountant to getting a good deal on uniforms. No matter where your career goes, fostering these connections will help take you far.



### FRANCHISING

The main difference with franchising is that you get an automatic network through the franchise brand, in addition to the connections you already have. Joining as a franchisee adds to your network by the hundreds when you account for your fellow franchise owners, the home office employees, and any connections that the franchisor has.

### U.S. LAWNS

As we have already mentioned, the U.S. Lawns network is vast. Hundreds of franchisees in over 40 states, plus our home office and industry partnerships, are all part of your network when you join us. These connections are invaluable when you have a question, want to voice a concern, or have an exciting idea to bounce around.



As you can see, although independent business owners and franchisees both get to enjoy owning their own businesses, franchisees have decidedly more resources and tools to lead them to success. Hard work and a willingness to learn go a long way in the franchise world, and at U.S. Lawns we help you go far.

Visit us at [www.USLawnsFranchise.com](http://www.USLawnsFranchise.com)  
to learn more about getting started!

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