

KNOW YOUR IDENTITY

The Value of the U.S. Lawns Brand DNA



IMPROVE YOUR COMMUNITY. IMPROVE YOUR LIFE.
YOUR TURF. OUR LAWN.

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

Many business owners struggle to form an identity and a belief system. Who am I? What does my business represent? Not having answers to these questions can make for chaos within a business, and for an unsteady mission and goals.

At U.S. Lawns, we've built a firm foundation and developed a strong brand message. This certainty about our identity helps us to make it clear what we stand for to anyone we interact with, from franchisees to employees to customers. As such, all of our company's actions must represent and align with our Brand DNA, the values and mindsets that define our goals as a business.

In this eBook, you'll learn more about the factors that make up our brand DNA and how they impact our franchisees.



THE SIGNIFICANCE OF OUR IDENTITY

At U.S. Lawns, we have a clear vision of who we are, and we strive to pass that vision along to our franchisees at the local and national level. Our mission statement hasn't changed since 1986, but it's our Brand DNA that really defines us.

We feel that it's important for our franchisees to keep our Brand DNA in mind in everything they do. At U.S. Lawns, every decision we and our franchisees make should be related to and influenced by our Brand DNA. By taking care to attend to this set of core values and principles, we can ensure cohesion across our company.

Let's take a closer look at some key factors of our Brand DNA.

BRAND DNA

BRAND VISION

Our brand vision is simple- we strive for the total satisfaction of everyone we work with. As franchisors, we strive for 100% franchisee satisfaction. It's important to us that our franchisees feel that they are growing their businesses and achieving their goals. That's why we're thrilled to offer comprehensive training and ongoing support to our franchisees.

Our franchisees should have a similar outlook. They strive to achieve 100% customer retention among the clients that they work with. By providing

excellent service at reasonable rates, our franchisees are empowered to retain all of their customers.

We believe that when our franchisees are satisfied, their customers will be satisfied. Thus, the strategic operations goal of the Brand Vision portion of our DNA is to become the number-one grounds care provider for branded multi-property accounts. We believe that this goal is entirely within reach when we all work together to ensure franchisee and customer satisfaction.



BRAND EXPERIENCE

At U.S. Lawns, we want our franchisees to feel empowered. When you franchise with U.S. Lawns, you're not simply working for "the man" at a corporate job, punching a time clock and working for someone else's gain. You'll become a true entrepreneur, assuming the risks of running a business along with the support we're proud to provide. When you take on the role of a U.S. Lawns franchisee, you'll also create a distinctive experience for the customers you serve.

U.S. Lawns customers should feel that they simply don't need to worry about their lawn maintenance. They should



understand that our crews are so well-trained and efficient, that they often won't even see them at work. This will free them up to enjoy the beauty of their landscape without the stress and hassle of working with a grounds crew. They should also understand that should any additional needs arise outside of their regularly scheduled maintenance, that they can easily reach us to schedule a time to address their needs as soon as possible. Thus, our customers to enjoy a brand experience that's truly simple and hands-off.



BRAND PRICING

Price is an important consideration for everyone at U.S. Lawns, from our franchisees to our customers. From a franchisee standpoint, our buy-in costs are relatively low (between \$41,800-\$81,300). We help our franchisees to keep their costs low by not requiring them to lease a retail storefront and by decreasing our royalty fees as their revenue increases! These are just two reasons that U.S. Lawns is able to offer competitive pricing to our franchisees.

Our brand's competitive pricing also extends to our customers. At U.S. Lawns, we offer comprehensive landscaping maintenance services. While cheaper options may be available, the quality, breadth, and precision of our services make ours a valuable investment. When customers consider the bang for their buck, they understand that our pricing is actually very competitive, which is an important strategic goal of U.S. Lawns.



“U.S. Lawns buy-in costs are relatively low (between \$41,800-\$81,300).”



BRAND EMOTION

At U.S. Lawns, we're more than just a corporate shell. We take a great deal of pride in being involved in something bigger than ourselves, and we're fiercely loyal to our brand. Of course, we expect our franchisees to share this outlook. By taking pride in helping to beautify their community, our franchisees are personally invested in the work they do.

We want our customers to feel similarly invested and at peace when they hire a U.S. Lawns franchisee to handle their regular landscaping maintenance. We

hope that they walk away from their contract signings with peace of mind and the knowledge that they've not only hired a landscaping company, but a new friend to stand by them and to keep their business looking beautiful and professional. Making their lives easier and helping them be successful in their position.

With this in mind, we want our franchisees and their customers alike to have confidence that they've made the right choice, and that they will receive the best products and/or services available.

BRAND MESSAGE

Our franchisor operations message is “We improve our communities in ways everyone can see.” We take a lot of pride in the fact that our U.S. Lawns franchisees are actively beautifying their communities every day. A well-landscaped lawn benefits more than just the business whom it belongs to; beautiful landscaping benefits an entire neighborhood! Adjacent business owners and homeowners will appreciate the well-manicured lawns we maintain, and the neat appearance will elevate the appearance of the whole area.

Our franchisee operations message is “National strength, local commitment, and the power of the network.” When franchisees are committed on a local level and draw strength from our brand at a national level there is no problem they can't solve. One of the benefits of franchising with U.S. Lawns rather than starting an independent landscaping company is the power of our support system. You'll never have to work alone when you're able to rely on this support system for information, ideas, and resources.



BRAND PROMISE

At U.S. Lawns, our franchisor operations promise is “We guarantee your success, and we’ll be there to help you achieve it.” We are invested in our franchisees and want to see them grow their franchise locations into strong businesses. As a franchisor, we do everything we can to support our franchisees as they grow. Just ask us about our dedicated franchise support team and the purchasing power you’ll enjoy as a member of a major national brand!

Our franchisees also make a promise: “To be there, be responsive, be excellent, and be a friend.”

Franchisees make this promise to the businesses they serve. By being present when needed, being responsive to feedback or unexpected issues, providing excellent service consistently, and being invested in our work as a friend to our customers, our franchisees will be able to provide top-notch service that satisfies their customers.

By upholding this promise, our franchisees can help to realize the brand’s vision of retaining 100% of our customers.

Finally, from a strategic standpoint, our promise to our customers is, “We’ll respect and care for your brand, your grounds, and your company.” We take the utmost pride in knowing that our customers trust us with their landscaping needs. Respecting and caring for their grounds demonstrates how we care for their brand and their company, as well as our dedication to helping them thrive with excellent professional maintenance.



BRAND POSITION

We take great pride in the work we do for communities across the country. That's why our message to franchisees is "Improve your community, improve your life." When our franchisees begin beautifying their communities by providing landscape services to the businesses in their area, they will also improve their own lives. Appreciating the value of a well-landscaped community instills a sense of pride, and running a thriving franchise instills a sense of entrepreneurship and independence.

Our franchisees apply the motto "Your turf, our lawn" in their daily operations. This quote sums up our attitude towards our customers. We're working on their turf, but the lawn is completely our responsibility. Under this mindset, customers gain confidence their grounds are being cared for by a professional grade company.

Our strategic promise is "Conserving the nature of your brand." As a company, we believe that by

providing excellent landscaping services to the clients we work with, we can help them to preserve the "nature" of their brand both literally and figuratively. By taking care of the natural elements on their property, we can help the brands we service to put their best foot forward and make an excellent impression on their own clients and visitors.



IN CONCLUSION

This has been a short look at some of the key features of our brand DNA. If you're thinking of franchising with us, review these features carefully and consider the following questions:

Do you know who you are?

Can you represent these values?

If you're not sure, you may want to carefully consider whether U.S. Lawns would be a good fit for you. Reach out to our team today and let's set up a time to talk about our shared values. When you franchise with us, you'll see firsthand our DNA in action.





U.S. Lawns is all about giving opportunity, serving our communities, improving our franchisees' lives financially, and helping them to achieve a work-life balance. If this sounds like something you'd be interested in, reach out to us today [online](#) or by phone at **(866)-586-5068**.



www.USLawnsfranchise.com