



Greensleeves
Lawn Treatment Experts

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Franchise Prospectus

About Us

Established in 1998 Greensleeves has quickly become one of the most successful franchises in the sector, showing good growth each year as more customers and prospective franchisees discover the value of our service.

The revenue generated by Greensleeves in the past year has increased by over 20% despite the current economic climate. With over 15 years experience we now believe we have the perfect franchise package, offering everything for the initial business set up and marketing to on going support throughout your time as a Greensleeves franchisee.

We have huge customer demand for our service – many of our new customers are generated largely by personal referrals from existing satisfied customers – as a result we need more franchisees to roll out our high quality service across the country. Our vision is to create 125 franchises across the UK that offer a quality service with guaranteed levels of customer satisfaction and retention.

Business Concept

Greensleeves offer an all year round cost effective lawn care service which is accessible to everyone in the UK. The main focus is to treat each lawn five times throughout the year to generate a flourishing healthy lawn. Our lawn treatment program can include:

- ✓ Scarification
- ✓ Aeration
- ✓ Overseeding
- ✓ Weed Treatment
- ✓ Moss Treatment
- ✓ Fungicide
- ✓ Total Weed Control
- ✓ Insecticide
- ✓ Renovation
- ✓ Hydration

Customer service is crucial in the running of our business as we rely on repeat business and referrals to grow. Not only are our service levels to our lawn customers better than our competitors but our service to franchisees, is we believe, also the best in the sector.



“Greensleeves offer an **all year round** cost effective lawn treatment service which is accessible to everyone in the UK”

The Market

The potential in lawn care is enormous. It is estimated that 60% of the 20 million homes in the UK could benefit from our lawn care service, that's a potential customer base of 12 million.

Each franchisee is allocated a unique postcode area with a minimum of 80,000 potential customers which is a considerably larger area than offered by any of our competitors. This means that attracting just 2% of these will give you 1600 customers, enough for a successful business with a healthy income.



The Support

Greensleeves will ensure you have all the support you need to start up and run your business successfully.

We have a business support network in place that will make sure you have all the assistance you need from day one. We will provide you with a marketing package that will deliver sales leads in order for you to get your business up and running. In addition we will provide the following all year round support:

Head Office Support – At our head office we have highly experienced staff that will be able to assist you with all your queries and ensure you have all the assistance required to make your franchise successful.

Business & Financial Planning – We offer business and financial planning assistance which is tailored to grow your franchise at a healthy rate whilst also making sure you remain in complete control at all times.

Accounts – We have experienced staff and advisors in place at our head office they will assist you with invoicing, credit control and debt collecting reducing the time you spend dealing with administration and allowing you to get on with the day-to-day running of your business.

Marketing – Marketing is proven to improve businesses, this is why we invest in it heavily in order to increase your chances of success. Initially to get your business recognised in your area we will spend around £7,000 of the franchise fee on various marketing activities, this will include leaflet distribution in addition to providing you with a number of leaflets for local use.

That is not all, in addition we retain three stand alone marketing agencies, each specialising in their own field, working at head office level to promote the Greensleeves brand and assist franchisees in growing their businesses. They cover Offline and Online Marketing, Search Engine Optimisation and Social Media Marketing. Furthermore our dedicated Franchisee Manager is on hand to work with our franchisees in all aspects of their business growth and development.

We are constantly reviewing our marketing activity, researching and testing new products to determine the most cost effective method of acquiring new customers. We will communicate these results to you on a regular basis.

Regular on the Job Training – After the initial training period we will maintain support through face to face on the job meetings to make sure you are comfortable with all the techniques and practises and to help you with any issues that may arise.

Business Support – We will provide all the essential support required to assist your business including; insurance, purchasing, marketing and business planning.



Greensleeves franchisees on Court 19, Wimbledon at the Greensleeves Summer Conference with Neil Stubley, Head Groundsman at Wimbledon.





“You will learn about our lawn treatment services in addition to general business methods and dealing with customers”

Training

To ensure you are fully prepared for all situations we provide you with 14 days comprehensive training carried out by the people who really know and are involved in lawn care on a daily basis. You will learn about all of our lawn care services and the different treatments available, in addition to general business methods and dealing with customers. You will also be supplied with bespoke software for invoicing, business management, marketing, business development and turf science.

One of our priorities is health and safety, we teach you everything you need to know in order to keep you and your customers safe, this includes a nationally recognised qualification PA1/PA6a. We also include briefings on machine safety and demonstrations on how to use and store chemicals safely. Throughout the year we also hold seminars on relevant topics to keep you up to date with all modern technology and techniques. This improves quality and efficiency ensuring the best possible service for our customers.





Start Up Costs

The initial investment required for a Greensleeves franchise is £24,950 +VAT. This cost will include:

- ✓ Franchise licence, training, accreditation and on going business support
- ✓ Unique postcode area with enough potential to create a multi-van business
- ✓ Full turn-key equipment package, including machinery, vehicle deposit, signage, software, stationery and initial stock – everything you will need to get started on day one
- ✓ Marketing launch program, 10,000 leaflets for local use to attain the first 100 customers, website and search engine optimisation

Franchise fee

There will be an ongoing franchise fee which equates to 7% of monthly turnover plus a 2% contribution to global brand marketing costs.

Financial Projections

The figures below speak for themselves, you will soon be bringing in revenue, the more effort you put in the more you will get back, it really is up to you.

The following projections have been produced to assist you in developing your own business plan and forecasts. They are solely for guidance and they will depend on your individual ability and commitment to your business.

Sales*	1st year	2nd year	3rd year	4th year	5th year
Treatment Sales	£30,800	£67,970	£107,170	£146,370	£185,570
Extra Services	£17,063	£34,125	£51,188	£68,250	£85,313
Total Sales	£47,863	£102,095	£151,959	£206,089	£260,218
Costs	1st Year	2nd Year	3rd Year	4th Year	5th Year
	£17,109	£54,129	£91,340	£137,274	£174,688
Net Profit	£30,754	£41,315	£53,146	£66,412	£83,360

* The above figures are based upon sales of 350 new customers per year

“Greensleeves is one of the largest and fastest growing lawn treatment providers in the UK. These are exciting times for us and our franchisees and you can be part of the success story”





“We are confident that our product and service is by far the best, we regularly win business from existing lawn treatment companies”

Why Choose Greensleeves?

Greensleeves is a nationally recognised lawn treatment business and as the lawn care market is booming in the UK, it is not surprising that a number of competitors exist within our market. This does not present us with a problem as we are confident that our product and service is by far the best. We regularly win business from existing lawn treatment companies but very rarely lose any to them.

Greensleeves is one of the largest and fastest growing lawn treatment providers in the UK. These are exciting times for us and our franchisees and you can be part of the success story. Take a look at what our franchisees have to say on the next page.



In December 2014 Greensleeves successfully passed the assessment criteria and became the first UK national lawn care company to be awarded with the highly sought after Which? Trusted Trader accreditation.

At the moment all the lawn care providers combined are still only scratching the surface of a huge market – there are literally millions of new customers out there. We believe we provide the best platform for new franchisees to launch their business, providing first class training and support to enable you to maximise your earning potential.

Your Next Step...

Before deciding, research the market and see what our competitors are offering – we are confident that our systems will come out on top. Here are the things we feel you should consider:

- ✓ Provides outstanding training and ongoing support
- ✓ A launch package is designed to get your business quickly up and running in the first few months and our ongoing marketing support to ensure further growth
- ✓ Territory size concentrates on potential customers not geographical area, providing opportunity for multi teams within your business
- ✓ Outstanding customer service and strong branding with an excellent reputation. More than 50 per cent of our new customers come from recommendations as your business matures

We recommend that you come and spend a day with us to get a greater understanding of our ethos and our business. We can then discuss how joining us could work for you.



Testimonials

Don't just take our word for it, below are a selection of testimonials from some of our franchisees.

200+

customers

In the first three months of trading i gained over 200 customers delivering 30k worth of business to my books.



John Bushrod - Anglia

“ We found Greensleeves to be very approachable and flexible throughout the joining process. Their staff were always available to answer and deal with the many questions we had and they were and still are extremely accommodating and accessible at all times. ”

1000+

customers

By year 4 I had over 1,000 customers and 2 employees. I regularly invoice £10k per month achieving 35%+ net profit.



David Mason - South Lincolnshire

“ The initial support and training were excellent and the ongoing support is there for you, but not invasive. In particular David Truby and Phil Paddock, have been great and are, just as they appear to be, passionate and professional, with a desire to help you build the business and brand. ”

35%+

net profit

Taking on an existing business was challenging, however 18 months on I now have 600 customers and 35%+ net profit.



James Crossman - Wetherby

“ The Greensleeves business model is solid and combined with the experience and personalities of the head office team I knew that a Greensleeves lawn treatment franchise was for me. I love being my own boss and the satisfaction I get from transforming a customer's lawn is fantastic. ”

£30k+

income

Within year one, I had recruited 250 customers providing me with over 30k of regular annual income.



David Fortune - Enfield

“ I wanted a professional company that would leave me alone to get on with it but always be there to offer support when it was required. With the openness and honesty of David Truby and the passion and enthusiasm of Phil Paddock I knew that Greensleeves was a firm I could work with. ”





Greensleeves Lawn Care

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