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roven franchise
opportunity with the
leading lawn care
provider



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TRUGREEN
Professional LawnCare

Lawn is never JUST a lawn

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A *Servicemaster* BRAND



Our **TRUGREEN** Franchise Story

ServiceMaster was first established in the United States in 1929 as a small one man business in the Chicago area. The business had a carpet cleaning plant but introduced the innovation of cleaning carpets onsite at customer's houses. Rapid growth followed over the next 20 years and in 1949 the company began expanding across the USA through franchising.

TruGreen first started treating lawns over 40 years ago in the United States and ServiceMaster introduced the professional lawn care franchise opportunity into its UK business back in 2003. Since then, we've been busy **transforming the lawns** of UK homeowners across the United Kingdom from Land End's to John's O Groats and everywhere in between. Our Franchise Support Centre is conveniently located in Leicester and houses an

experienced support team with professionals in lawn care, marketing, finance, IT and business development to help our growing network of lawn care franchise owners.

TruGreen franchise owners carry out year-round treatment programmes to thousands of happy customers across the country. Providing a **superior service**, backed up by **unrivalled technical support** and an **award-winning marketing** team, TruGreen franchise owners generate fantastic returns on their initial investments with **exceptionally high profitability levels** in a business with **significant potential** to become a multi-van management operation within a short space of time. We invite you to read on to find out more about joining the TruGreen team...

Our Vision

GROWTH

- To grow rapidly

PEOPLE

- To be a great place to work

CUSTOMERS

- Best in class service

INVEST

- To be a great place to invest



Barrie Dixon
TruGreen South East Berkshire





Franchising with **TRUGREEN**

Our long history of providing professional lawn care for over 40 years has led us to be one of the world's leading lawn care companies.

Our unique history and experience in the lawn care industry, coupled with the **franchising expertise** from our parent company ServiceMaster, means that a franchise with TruGreen is a **significant opportunity** for anyone wanting to invest in their own future.

TruGreen franchise owners are uniquely supported and guided throughout their business journey by Brand Operations Manager, Steve Welch. Steve has over 30 years' experience within the turf industry and has managed sports grounds at a professional level allowing him to build up a vast experience and knowledge which in turn, represents a fantastic grounding to help lead our franchise owners to success.

Our **knowledge** of the franchise industry and Steve's **experience** in helping to grow and develop franchise businesses is a comforting factor when considering starting your own business. How to market your business, recruit staff, diagnose lawn diseases, operate technical equipment and use professional products correctly are things that every lawn care provider will come across.

With a TruGreen franchise, these questions, and the many others you'll have along your franchise journey, are all things we can easily help you with. With our **unique support structure**, TruGreen franchise owners are in business for themselves, but they are NEVER by themselves.

“Franchising remains one of the most successful forms of starting your own business, with extremely high success rates and much more security than starting out on your own without the proven system, support and brand.”

The British Franchise Association



Mike Lethbridge
TruGreen Newbury





Is a **TRUGREEN** franchise for you?

Perhaps you have a love of the outdoors or have an interest in horticulture? Maybe you are just fed up of the 9-5 humdrum of your office job? Have you always dreamt of owning your own business but are not sure you have the skills or have been afraid to take the plunge? We've listed a handful of qualities we feel are important when it comes to running a great TruGreen franchise.

Self-motivated
Determined
Good Communication
Fit and healthy
Enthusiastic
Love of outdoors
Prepared to work flexible hours
Ambitious





Matt Burre
TruGreen Lincolnshire





Why **TRUGREEN**?

Our tried and tested professional lawn care franchise combines effective management and proven marketing procedures to create a winning formula. Regardless of previous experience, our systematic approach to training, coupled with our ethos of marketing, sales and ability when it comes to developing your business, will give you the confidence to succeed with your own lawn care franchise.

Support

All TruGreen franchisees, regardless of their experience and skill are supported by industry expert Steve Welch, who has over 30 years' significant industry experience and whose focused approach to developing and growing the TruGreen brand benefits each and every one of our UK franchise owners.

Training

Your franchise journey starts with your comprehensive two-week training programme, led by Steve, and during which you'll learn everything about operating your new business. But it doesn't stop there, Steve provides regular ongoing training programmes and is on hand on a day-to-day basis to guide you to success.

Marketing

The award-winning marketing team includes field-based marketers, PR, communications and digital experts, all readily available for practical advice throughout your franchise journey. The team is on hand to visit you at your premises and will guide you through formulating your local marketing plan, using the vast range of marketing collateral and tools available.

Other reasons why individuals have chosen to invest in a TruGreen franchise in the UK;

-  Use of a recognised brand and reputation
-  Huge potential in a large, fast growing industry
-  On-going support (including field support) in marketing, operations, compliance, IT and sales
-  Access to advice on HR recruitment, employment issues and Health and Safety
-  Buying power for products, equipment, insurance, technology and telesales



Martyn Horton
TruGreen North Essex and East Hertfordshire





Support

TruGreen Brand Operations Manager, Steve is joined by a team of senior management professionals, all with **considerable experience** within the franchise industry. They are committed to **continually improving** and **developing** the systems and support offered to all of our TruGreen franchise owners.

The team is built on a strong foundation of **relationships** and **partnerships** that stress the importance of helping each other develop. With many key members of the support team working towards their Qualified Franchise Professional (QFP) accreditation with the British Franchise Association (bfa), you can be sure that you've

got a **great team** at your disposal and all focused on helping you to grow a **successful** business.

In addition to our **unique support team** at the Franchise Support Centre and the advice and training that we offer, there's the whole TruGreen franchise network to help you along your way. No matter what your query or question regarding your franchise journey, you can be sure that there's someone on hand who's been there and worn the t-shirt and who can offer you practical and real life advice.



“The support really helps me run my business successfully. There is always someone on hand to speak to, whether it's Steve the brand operations manager or someone from marketing to help me grow my business.”

TruGreen North Essex
and East Hertfordshire

TRUGREEN

Professional Lawn Care

Professional lawn care services in

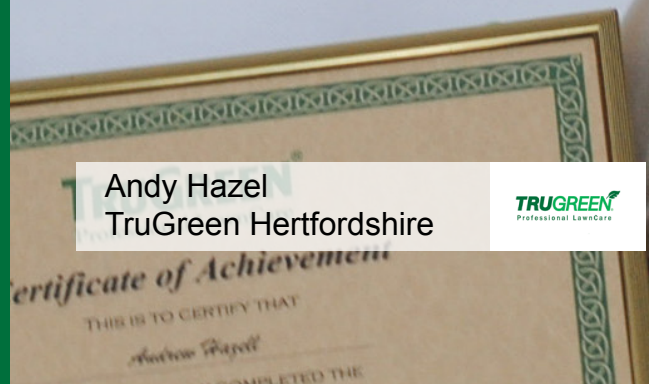
Professional Lawn
Care



Moss &
Control



Pest &
Control



Andy Hazel
TruGreen Hertfordshire



TRUGREEN
Professional Lawn Care



Training

Your journey to **lawn care greatness** begins with a comprehensive two-week training programme at our centrally located Franchise Support Centre. This mix of classroom and practical training fully equips you with the technical knowledge needed to run your own lawn care business. You'll also undertake your spraying certification and will spend time assessing and treating lawns under Steve's expert guidance. Upon "graduating" and becoming an official TruGreen franchise owner, Steve will then be on hand at your business premises to help with machinery set up and guidance with the Brand Management Software.

You'll spend time both during your initial training and throughout your franchise journey with our **field-based** marketing development team. They will guide you

through developing a local marketing plan utilising the tools and collateral available centrally in addition to showing you how to utilise all of the digital platforms available. Furthermore, guidance on HR matters (for when you recruit your first TruGreen technicians), accounting and IT is all readily accessible whether you're a fledgling or established business owner.

Throughout the year, there are **regular training programmes** and **regional seminars** that we encourage franchise owners to attend in order to top up their skills and pick up new ones to support their lawn expert status. Access to training of this type is a **significant benefit** to being part of a franchise brand such as TruGreen.



Darren White
TruGreen West Yorkshire





Marketing

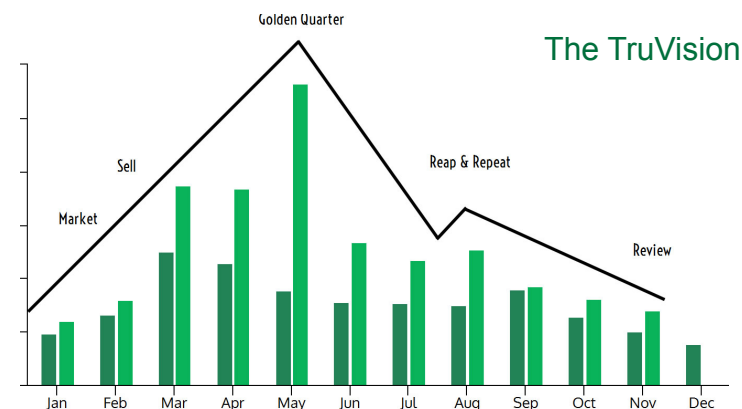
Our **award-winning marketing** team has been developed to offer a unique level of marketing support to our franchise owners. We have PR, communications, social media, digital and field-based experts readily available for you to call on for assistance.

Your TruGreen lawn care franchise investment includes a **full Marketing starter pack** (you can enhance this if you wish for an additional cost, please ask for more details). This kit includes **everything** you need to launch your business and start attracting customers.

We'll also help you with your business launch. PR, an online advertising programme and **targeted** leaflet campaign to homes within your territory are all included and are planned in conjunction with you prior to you starting your business.

Our **field-based** marketers will visit you within your home or business premises to help implement your local marketing plan which may involve directory entries, local magazine advertising, strategic partnerships and direct mail programmes. We'll also assist with the **digital** side of marketing your business with your website, making sure you make the most of the benefits of video content and local social media opportunities.

Each franchise contributes towards a National Promotion Fund which is used to **build brand awareness** and raise the profile of TruGreen at a national level. Initiatives funded from this fund include central online advertising programmes, website development, subsidised programmes and a host of additional promotional material, all co-ordinated centrally and in conjunction with the network's feedback.





Michael Beecheno
TruGreen South Epsom and Bromley





Ask Steve Welch

Why should I choose TruGreen above other lawn care franchises?

As one of the fastest growing lawn care franchises with a highly effective and proven model, you can achieve continual and sustained growth in your business. Our unparalleled level of ongoing support provides you with everything you need to succeed, from operational, technical and marketing, through to sales, accounts and IT; we have all angles covered.

How long is the Franchise agreement?

The franchise agreement is for a five year period, in which time we will work with you in allowing for your goals and expectations to be met. Prior to the end of the agreement and providing that both parties are happy with the progress of the business, this will be renewed **free of charge** for a further five years.

What level of support can I expect after I have started operating my franchise?

Additional training, support and business advice is available whenever you need it. With regional meetings, refresher courses, as well as one to one training during monthly site visits, regular phone advice and technical updates which are available whenever you need them, you will never be on your own.

What will allow me to achieve a sustained level of income and growth?

This will be achieved through following the franchise model and by having a focused approach to your marketing. By increasing awareness and enquiries you will maximise the number of customers you acquire, to achieve sustained growth. A typical TruGreen business operates at 70% gross profit, so there is no upper limit to what can be achieved, simply follow the tried and tested methods.

What type of person makes the perfect TruGreen Franchisee?

You will need to be self-motivated, and be able to follow a system. You will also need to possess good communication skills in dealing with enquiries and acquiring customers. An enthusiastic approach to being outdoors and a good level of fitness along with being prepared to work flexible hours with a strong desire to grow your business are other essential characteristics.



Steve Welch
Brand Operations Manager





A day in the life of...

Ever wondered what the day in the life of a TruGreen franchisee would be like? We asked an existing TruGreen business owner what happens in the day to day running of their business.

Richard Hodson - TruGreen Arden



6:30am

I'm awake so I enjoy a cup of tea in bed. This simple pleasure is one I never had in the past, as I was so anxious to get to work. Working from home has numerous benefits; one of these being not having to travel to your workplace.

7:45am

I check my schedule and set off for the day.

9:00am

I start work and given the seasonal nature of lawn care, my workload is quite varied over the course of a year. The spring and autumn are especially busy.

10:00am

A typical spring day will consist of seven to ten appointments, where I will put down a moss control or spring fertiliser and spray a weed control according to what type of weeds are present. The phone is busy in the spring with new enquiries so these need to be treated with some urgency and appointments made.

By mid to late spring and early autumn we are scarifying and seeding lawns, which is quite heavy-duty work and the work is more labour intensive. Given the increased workload I may take on additional labour during these periods. My hours of work rise and fall with the seasons. I often work beyond 12 hours a day, six days a week at busy times; this drops to maybe several hours a day in the quieter periods. I enjoy and appreciate the ebb and flow of seasonal working.

6:00pm

Once home, I prepare invoices, new quotes and deal with other tasks such as banking, monthly accounts and quarterly VAT returns, etc. – there's always something to do and I frequently don't shut down the computer until 9.00pm or much later if I'm home alone. I enjoy all of this – I am a 'Jack-of-all-trades' by nature and I love being involved in every aspect of the business, with the exception of IT of course!



What our franchisees say...

We know that investing into a business is a big decision and you need to be confident in the choice you're making. We've gathered information on a couple TruGreen success stories so you can get a better idea of what it's like when starting yours.



Martyn Horton - TruGreen North Essex and East Hertfordshire

After looking at various different options, Martyn discovered TruGreen Professional LawnCare. This opportunity intrigued him and he began to look further into the lawn care industry, dedicating his time to researching all franchise opportunities available within this sector. After completing his market research, Martyn decided TruGreen would be the right franchise investment for him. Although it was not the management route he initially considered, Martyn decided it was a less risky option if he was able to build the opportunity into a management business after doing all the ground work himself first.

"Unlike other franchisors within the industry, with TruGreen I was able to choose an area where I was really able to put my local knowledge to work. I live at the centre of my area, which was not possible with other franchisors within the industry of lawn care."



Mike Lethbridge - TruGreen Newbury and Basingstoke

Mike began his TruGreen franchisee journey in February 2015 after deciding he wanted to operate his own business and be responsible for his own income.

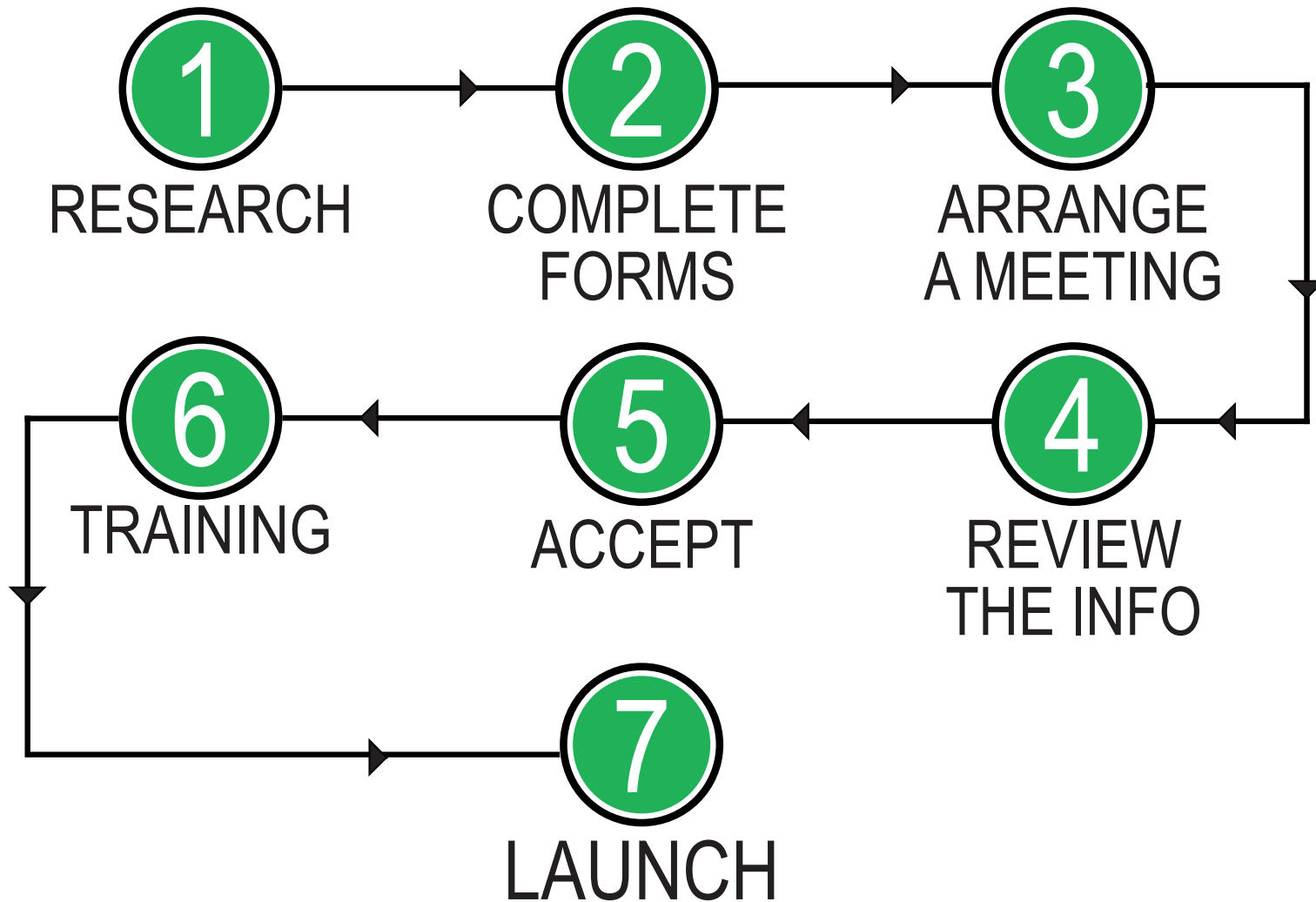
With a background in IT and financial services, Mike was able to transfer his skills in business management and customer services to the lawn care industry as a successful TruGreen franchisee. Within the first three months of owning his TruGreen franchise, Mike converted over 70 customers, meeting 60% of his annual customer acquisition target in his first quarter.

In the early years of operating his business, Mike hopes to have a multi-van operation and add another nine members of staff to his team. He already employs one team member who has been through official training with TruGreen, after only a few months of owning TruGreen Newbury and Basingstoke.



What happens next?

Like what you see? Keen to get started? Find out the steps involved in becoming a TruGreen franchisee.





What your investment includes...

The cost and likely return on your investment are key questions that you're going to want answers to. What do you get for your money? What other fees are involved? Do I need to pay for any additional equipment or marketing kit? Read on for the answers to these important queries...

Custom territory	✓
Marketing starter pack	✓
Up to a years' supply of equipment and products*	✓
Vehicle wrap	✓
Two week training programme	✓
Operations manual	✓
Total cost	£28,000**

*Products will be distributed in one delivery slot upon receipt of investment monies. The one years' worth of products is calculated based upon estimated consumption and business growth. Actual consumption and growth may vary and therefore you may need to order additional products at your own cost. **This amount excludes VAT. VAT will be charged at 20%

Management fees: 10%

The monthly royalties are 10% of gross sales. These royalties are an investment which allow us to stay current on technological advances, enabling us to extend our products and services to other regions. As our brand strengthens, higher business and profits are realised, resulting in a win – win situation for us and our franchisees.

Marketing fund: £35

Each franchise territory contributes towards a National Promotion Fund which is used to build brand awareness and raise the profile of TruGreen at a national level. Initiatives funded include central online advertising, website development, subsidised programmes and a host of additional promotional material, all co-ordinated centrally and in conjunction with network feedback.

Finance available: 70%

As a bfa-registered franchise, all the major banks will fund your investment (subject to status). They currently offer up to 70% financing of the initial fee and equipment package plus an overdraft facility to cover the VAT, subject to credit approval. We can assist you with your business plan and if required and can present this to our banking contacts to help raise the necessary finance.



Some big numbers to think about...

We understand that when your considering buying a franchise and making a significant investment into your future, there's some big numbers involved. With that in mind, here's some of our big numbers that demonstrate the potential a TruGreen Professional LawnCare franchise could deliver for you....

£30K

£30,000 per annum is the average turnover that our franchisees achieve in their first year of operation. Subsequent years are dependent on building on the existing customer base and retaining and developing an assistant to help you take your lawn care business to the next level. Multi-vehicle operations are highly achievable within a very short space of time, making a TruGreen franchise a significant investment opportunity.

TruGreen franchise owners enjoy exceptionally high gross profit levels and 70% is very achievable. This is one of many reasons why the TruGreen franchise model is so attractive and represents a fantastic opportunity.

70%

90%

Our franchise owners typically achieve a very high rate of conversions as a result of the high value our customers see in the customised lawn care services we provide. It is not unusual for 90% of customer quotations to be converted into actual paying customers because they recognise the strength in the TruGreen brand.