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## A 50-Year Legacy of Innovation & Exceptional Customer Service

This is your chance to join a family-run  
franchise in an evergreen industry.

# About Us



First  
franchise  
in 1967

## Planting the seeds of a legacy.

The Lawn Doctor name has been synonymous with excellent customer service and innovative lawn care for more than 50 years. Bob Magda and Tony Giordano, the founders of Lawn Doctor, started the business in Matawan, New Jersey because they saw not only a desire for beautiful lawns but homeowner frustration at having to spend time and money, without achieving a lush green lawn.

Bob and Tony knew that having the right equipment was critical to lawn care. They weren't satisfied with anything available on the market, so Bob set up a "factory" in his basement to build exactly what they needed. For over a decade, Tony ran the business side, while Bob used his design skills to advance the company's technology. Lawn Doctor was an early adopter of the franchise model, selling its first franchise in 1967.



## We started growing like weeds.

In 1983, Russell Frith, after spending years working for Lawn Doctor, was promoted to president and CEO. Under Russell's 25-year leadership, the company became one of the most successful franchise companies in the United States earning titles such as One of America's Best Franchises by Success Magazine, #1 Lawn Care Franchise by Entrepreneur Magazine, and World-Class Franchise by Fran Survey (2007).

Today, Lawn Doctor's leadership is in the capable hands of Russell's son, Scott Frith, who grew up living and breathing the brand, doing everything from treating lawns to preparing vans for new franchise owners, to eventually leading the marketing department. In 2011, Scott became president and CEO and since then has grown the franchise to nearly 600 locations serving over 40 states nationwide.

With corporate headquarters and manufacturing facility still in New Jersey, Lawn Doctor values its roots and family legacy while continuing to innovate lawn care for the betterment of its franchisees nationwide.

*"The value of relationships is something I learned from my father early on. You can take the most convenient path, or the one that's most advantageous under a particular set of circumstances at that moment, or you can do the right thing for all the people involved. Opportunities come and go, but character is lasting."*



**Scott Frith**  
President & CEO



# What We Do

## We facilitate growth – of lawns and families alike.

At the end of the day, we help families spend more quality time together, and outdoors. As our founders discovered, no one likes taking care of their yards or they end up wasting time and money without getting the results they want.

That's where Lawn Doctor comes in.

Our franchisees provide comprehensive lawn care services so that families can spend Saturdays doing something fun together instead of toiling away at yard work. Our services not only give families more free time, but also create beautiful yards for outdoor activities. Our mosquito and pest control services further improve and protect our customers' outdoor experiences.



*"I couldn't ask for a better situation for raising a family, taking care of a family and having the ability to prioritize between personal and business. The kids know they come first. I truly feel like one of the luckiest people on the planet. Everyone wishes they had a business like I do."*

**Brent Harl**, Multi-Unit Franchisee, Colorado

## We innovate constantly, keeping our franchise a step ahead.



### Proprietary Equipment

We developed our proprietary Turf Tamer® equipment in the 1960s and have been perfecting it ever since. Our Turf Tamer line of application equipment delivers the right product in the right proportion every time, no matter how fast the operator moves, which means our customers get the results they want, and our franchisees increase productivity and profitability by reducing labor expenses.



### One-of-a-Kind Lawn Treatments

Through extensive research, we have developed specific fertilization compounds to support the healthy growth of common turf types like Kentucky Bluegrass, Ryegrass, Fine Fescue, and Bermuda. Our passion for beautiful yards means that your customers can sit back and enjoy their gorgeous, soft grass.

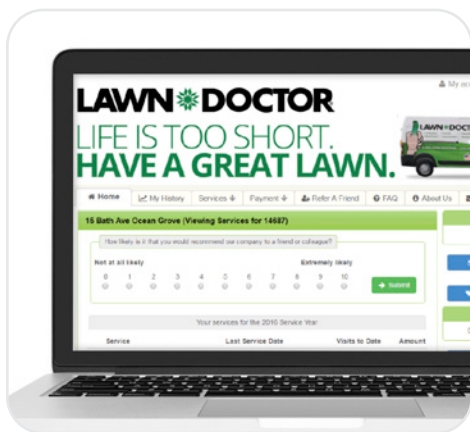
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## Mosquito and Pest Control Service

In addition to helping homeowners achieve beautiful yards, we developed pest-control services to keep mosquitos, ticks and other pests away from your customers' families. These treatments can often be administered during the same visit for lawn servicing, which means that you can provide an additional service without doubling the work.



## Cutting Edge Technology

Think a lawn care business is a pretty low tech? Think again. We utilize the best technology available to make it easier for our franchisees to attract, convert and maintain customers. From real-time lawn measurements and quotes, to scheduling and daily route production, Lawn Doctor has made substantial investments in customized systems that will save you time and money, while providing your customer with one of a kind experiences. We'll take care of the technology while you seize market growth opportunities.



*"When my son was 5 and we were first starting, he would come out in the truck with me. Not only was it a great way for us to spend time together but our customers loved it too. As I talked to the customer, my son would measure the yard. It showed our customers that this is a family business, not some big anonymous corporation."*



**John Demeyer**  
Franchisee,  
Connecticut



# Why Lawn Care



34.5 million households hire lawn services

## In our industry, growth is inevitable.

There is significant demand and future growth on the horizon for lawn care services. Homeowners acknowledge that maintaining a lawn by themselves is becoming increasingly difficult, and 34.5 million households currently hire at least one type of lawn and landscape service.

Lawn Doctor's annual service programs are highly sought after and provide a continuous revenue stream. With Lawn Doctor, franchisees don't have to acquire a new customer every time they want to generate revenue. We offer a wide array of services that customers need year after year, and this source of recurring revenue is one of the biggest advantages of the lawn care industry. One given is that lawns will continue to grow!

## Lawn care industry statistics:

**\$80+ billion**

industry with an annual growth of 4.8%\*

A well-manicured lawn can  
**add 11%**  
to the perceived value of a home

**21%**  
of homeowners loathe yardwork, or are intimidated by it\*\*

**75% of Americans**

think it's important to spend time outside in the yard

Homeowners are willing to pay up to  
**\$2300**  
for specialty lawn care services annually\*\*\*

**42%**  
of homeowners hire lawn service companies because they don't have the knowledge, skills or physical ability\*\*\*

\*<https://www.landscapeprofessionals.org/nalp/media/landscape-industry-statistics.aspx>

\*\*Harris Poll Survey.

\*\*\*[https://www.landscapeprofessionals.org/images/research\\_part2\\_lg.jpg](https://www.landscapeprofessionals.org/images/research_part2_lg.jpg)

# Why Lawn Doctor

## Our quality is unmatched and customers love us.

Lawn Doctor has the highest industry-wide customer retention rate, 82%. Our focus on advanced technology and superior service enable that number to continue to grow. This kind of customer retention gives our franchisees time to expand their business instead of trying to replace customers.

## Recognized Industry Leader



Ranked on  
Entrepreneur  
Magazine's Top 500



Cutting  
edge  
marketing  
programs



## Benefits of Ownership

- **Low cost to enter and generous financing options**
- **Variety of ownership models available including single unit and multi-unit with potential to evolve to a semi-absentee model after the business is established**
- **Recurring revenue**
- **Flexible schedule**
- **Never a need to enter customers' homes which allows for schedule flexibility and reduces insurance requirements**
- **Pride of offering high-quality services at a fair price**
- **Friendly and supportive corporate culture**
- **50-year history of innovation**

## Training and Support

- **Cutting edge marketing programs to attract customers and raise local brand awareness**
- **Onsite training on equipment, materials, and Lawn Doctor lawn care**
- **Comprehensive training and support programs to help you grow your business**
  - **Off and running:** Our RAMP team is dedicated to supporting new franchise owners and will begin working with you from the very beginning of your journey. The RAMP program includes assistance with licensing, training, community engagement, business planning, sales, marketing, agronomy, equipment, staffing, continuing education and much more. You will receive several onsite visits from RAMP team members during this exciting and important first year as a Lawn Doctor owner.
  - **Ongoing support:** The transition from the RAMP team to a dedicated Regional Business Consultant (RBC) begins after your first year in business. RBC's will optimize your operating plan performance, identify new areas for growth opportunity and help you to develop new skills as you continue building your business in the years to come. The opportunities to learn are endless with:
    - Quarterly regional business meetings, our Annual Conference, frequent webinars and our E-Learning platform, available 24 hours a day, 365 days a year.



# Ideal Candidate



## We like to partner with passionate people.

We are looking for candidates who are passionate about providing a valuable service and building a strong, positive reputation within their communities. You have to be a people person, genuinely enjoying making connections with customers. You don't need experience in the industry. We provide extensive training on our equipment, materials and business system.

*"It's been an amazing experience that I've shared with my family, my Lawn Doctor Family, and my friends, and I couldn't have planned it any better!"*

**David Mlotkiewicz**, Franchisee, New Jersey



### Owner Operator

These owners tend to be business-oriented people who are attracted to lawn care because of the potential for growth. They want to build a single unit business that serves people in their local community, while also providing independence, flexibility and a quality lifestyle for their own family.



### Multi-territory Developer

These owners have a long-term vision of servicing not only their own communities, but the surrounding areas. They may start with one unit and grow or may sign a multi-unit agreement from day one.



### Empire Builders

Approximately 10% of Lawn Doctor franchisees fall into this group. Many started out as owner operators and grew over time. Those with big dreams, ambition and a willingness to put in the work will find a great opportunity with us.

## What else does it take?

While you need to be financially sound to join our family, we are more concerned with finding people who are committed to our mission of providing exceptional customer service, family values and innovation. Ideally, you will have the following experience and characteristics:

- **Have business ownership, management, or operations experience**
- **Enjoy setting benchmarks and achieving goals**
- **Value building a business by delivering "wow" service to customers**
- **Understand the basics of sales and marketing**
- **Single-minded dedication to growing your business to its fullest potential**

To be eligible, you need to have liquidity of \$60,000. The initial cost to enter ranges from \$100,015 to \$125,065. We offer in-house financing to help the right candidates dig into to this opportunity.

# The Process



The '**franchise feeling**' has to be mutual.

Lawn Doctor is like a family. We want to get to know you, and for you to get to know us, before we commit. Just as you invest in our system, we invest heavily in our franchisees to provide you with the best opportunity to build a strong business.

## 6 Steps to Investment

1

### Initial call

This is when we start to get to know each other. No pressure, no sales spiel, just a conversation about you and your goals. If Lawn Doctor makes sense for you, we'll dig a bit deeper.

2

### Day-to-Day Operations Overview

We'll talk about a day in the life of a franchisee including more information about what we're looking for and our expectations. We will share more information about:

- **Proprietary Business Tools**
- **Marketing and Technology**
- **Training and Support**

3

### Franchise Disclosure Document Review

You'll receive a copy of our FDD in advance of this call so you can prepare any questions you want to ask.

4

### Franchisee Validation

Our franchisees love to talk about their experiences with Lawn Doctor and will be candid with you about what to expect.

5

### Discovery Day

The last part of the mutual evaluation. You'll come spend the day with us, meet our leadership and key support team members. And if we agree that it's a good fit...

6

### Approval and Agreement Execution

You sign the paperwork and we schedule your training and startup planning.



# The Numbers

## The financial perspective.

Our reported numbers show what other franchisees have made of this opportunity.

Over  
**\$760,000**  
average franchisee  
revenue\*

Each  
Turf Tamer®  
generates over  
**\$182k annually**

Over  
**\$2,000,000**  
average revenue  
for large franchise\*

Average  
Gross  
Profit Margin  
**85.8%\***

Type of Expenditure**	Amount
Initial Franchise Fee	<b>\$25,000 to \$35,000***</b>
Initial Marketing Program	<b>\$50,000</b>
Training, Supply and Support Fee	<b>\$10,600</b>
Turf Tamer Stand-On Applicator Lease Deposit	<b>\$3,350</b>
Turf Tamer Power Seeder Lease Deposit	<b>\$0 to \$3,050</b> (not applicable in certain situations)
Service Vehicle	<b>\$830</b>
Shipping of Turf Tamer Power Seeder	<b>\$0 to \$500</b>
Computer Software	<b>\$450</b>
Computers	<b>\$0 - \$2,000</b>
Opening Inventory	<b>\$500</b>
Rental Space	<b>\$0 to \$3,000</b>
Training Expenses	<b>\$1,900 to \$2,400</b>
Utility/Security Deposit	<b>\$200</b>
Insurance	<b>\$900</b>
Additional Funds - 3 Months	<b>\$6,285 to \$12,285</b>
Total investment	<b>\$100,015 to \$125,065</b>

\*Refer to Item 19 of the 2020 Lawn Doctor Franchise Disclosure Document.

\*\*Refer to Item 7 of the 2020 Lawn Doctor Franchise Disclosure Document.

\*\*\*Lawn Doctor is a participant in the "Vet Fran," "Minority Fran" and "First Responder Fran" Initiatives and offers a \$10,000 reduction in the initial franchise fee to qualified U.S. military veteran, minority, and First Responder candidates.

Lawn Doctor  
will finance up  
to **\$60,000**,  
over half of initial  
investment.

Financing options are available  
to qualified candidates.

*"Success is measured by happiness. Owning a Lawn Doctor franchise has made a huge difference to us. We've been able to spend time with our kids, and now our grandkids, providing them with what they need including a college education without stress. I think we've achieved happiness because of this."*



**Betsy Demeyer**  
Franchisee, Connecticut





## Ready to join an innovative and family-oriented franchise?

Find the best of both worlds  
with Lawn Doctor.



Contact:

**Eric Martin**

VP of Franchise Development

800-989-1903

[ericmartin@lawndocor.com](mailto:ericmartin@lawndocor.com)

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