



TEAMWORK and GROWTH

Meet Some Lawn Doctor
Franchisees at the
Heart of Our Success!





Lawn Doctor has been offering custom lawn care, pest control, and tree and shrub care services to property owners since 1967 — and we've been doing it in ways our competitors simply can't match. Our attention to detail and service means we enjoy a customer retention rate of 80%, the highest in the industry. We're exceptionally proud of our standing and work tirelessly every day to make sure the Lawn Doctor name is synonymous with excellence.

But we know we can't do it alone. Our franchisees are at the heart of our brand's success, and we never forget that. Here, we'll take some time to introduce you to a few of them, to hear their stories, and to share with you what makes Lawn Doctor such an excellent investment for anyone who values teamwork, vision, and a commitment to growth.



Meet the Weingates, of Sarasota, FL

Joe Weingate, 53, his wife Alicia, 56, and their son, Joey, 23, have been part of the Lawn Doctor family of franchisees for only seven months but in that short time have already seen real success. Prior to opening their Lawn Doctor franchise, Joe and Alicia did their homework, talking to several other lawn care brands and researching other highly-rated Franchise 500 opportunities. But ultimately, it was the strength of our management team and our reputation in the industry that convinced the Weingates that Lawn Doctor was the right choice.

“It just felt like a really good fit,” said Joe, in recounting how he and his family made the decision.

After the Weingates opened their territory to business, Joe spent three months with an established Lawn Doctor franchisee to get a hands-on feel for what to expect and how Lawn Doctor supports franchisees at every turn. It was time well spent, given how fast Joe’s Lawn Doctor business has grown.

“I wasn’t sure we’d be able to pull things off because of how fast we’ve been growing. But we’ve gotten a lot of support from the home office, and they’ve helped us with resources that have allowed us to keep up,” Joe explained.

The Weingates have made their Lawn Doctor business a true family affair, with Alicia handling the billing and Joey taking care of sales. Joe’s sister and brother-in-law are also there to

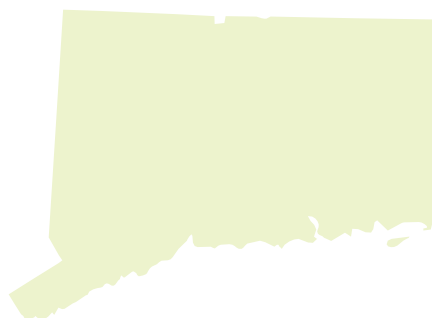


step in for customer support. The Weingates work closely with their Lawn Doctor Regional Business Representative, to continuously refine their approach and expand the reach of their business.

“You have to do a lot on your own, of course. But it’s truly a group effort,” said Joe, in reference to the role the Lawn Doctor home office plays in helping franchisees not only establish themselves but grow their presence — and their bottom line!



Meet the DeMeyers, of New Haven, CT



John and Betsy DeMeyer, both 62, opened their first Lawn Doctor franchise way back in 1987, and now, seven territories and 33 years later, they're getting ready to retire and leave their business to their grown son, John, Jr., 37.

"Our son was four years old when we first started," recollected John Sr. "It's kind of hard to believe."

John Jr. went to college and worked for other people before he joined his parents full-time as a Lawn Doctor employee. Now, he's ready to take over and continue the hard work that his parents put into building their territories.

"When we started, we had zero customers — which was kind of scary," remembered John Sr. "But we saw the potential and managed our growth slowly, so we could control it and not let it overtake us."

Today, there have been very few seasons when they haven't seen growth, in part because of the support they've been able to count on from the Lawn Doctor home office team.

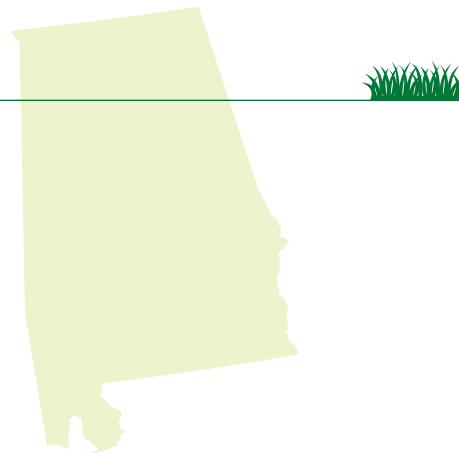
"The parent company has always had the best interest of the franchisee at heart and I have tremendous respect for that," said John Sr.

When asked what advice he'd give new Lawn Doctor franchisees, he didn't hesitate: "There's no substitute for hard work. This is a service industry, and the only thing that's going to really separate you from the competition is your customer service. You need to be there for them, and take responsibility, not just shrug your shoulders when there's a setback."

And to those folks thinking of joining the Lawn Doctor brand?

"If I didn't believe in the Lawn Doctor brand and its culture, I certainly would not be setting up my son to take over the business."

Meet Starr Womack, of Huntsville, AL



Starr Womack, 60, bought his first Lawn Doctor franchise 13 years ago and now owns a second territory. He owes his success to a combination of things, including his staff.

“Treat your employees the way you want to be treated,” advised Starr. “And make sure your customers’ lawns look better than when you first got there,” he added with a chuckle.

Before becoming part of the Lawn Doctor family, Starr had worked in sales for a pest control company, so he had some experience in the industry, as well as in what it takes to grow a business. He was playing golf with a friend — a Lawn Doctor franchisee — who told him about a territory that had become available. Starr took it over, inheriting only a few hundred customers. Today, he services over 3,000.

Starr has grown his franchise lawn by lawn, servicing one property at a time, and then looking to its left and right and approaching those owners, making them his customers.

“You need to know your strengths and weaknesses, and don’t sell what you can’t service,” counseled Starr, when asked about how to approach growth. Of course, Lawn Doctor has made a name for itself by promising

less weeds, greener lawns, and better products, making Starr’s growth a whole lot easier. And these days, he’s enjoying the fruits of his labor a little more.

“This is a recession-resistant lifestyle brand that allows for more time outside of work,” said Starr. “Once you put the hard work into it, you’ll have more time to sit back and relax.”

When he’s not busy running his franchises, Starr likes to spend time with other Lawn Doctor franchisees that have become his close friends who provide sound advice as well as, good company.

“We’re a tight group, all over the country, and we communicate on a daily basis,” said Starr. “These guys are my friends.”





Meet Jim and Aimee Coia, and Brian Foster, of Cleveland, OH

Jim Coia, 38, always wanted to start his own business, and lawn care was his industry of choice. His parents had run a lawn care business for decades while Jim was growing up, so turf is in his blood.

“I’m kind of a lawn care nerd,” admitted Jim with a laugh.

Jim was looking for an opportunity that would allow him to bring his wife, Aimee, also 38, and his friend, Brian Foster, 36, into the fold, and through a franchise networking event, found the Lawn Doctor brand.

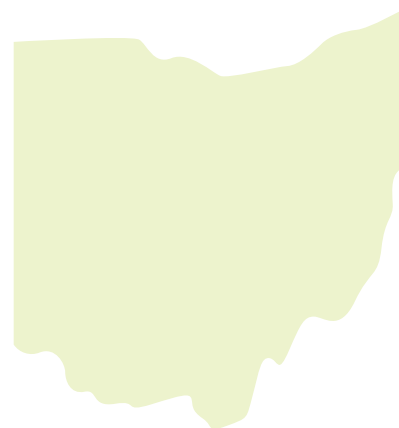
“Brian and I were looking for a brand with a track record and lots of opportunity,” recounted Jim, and were attracted to the multiple revenue streams that are a hallmark of the Lawn Doctor business model.

“It’s like having five different businesses under one roof,” Jim said, when asked about why he and Brian ultimately settled on Lawn Doctor.

They also wanted a business model that was time-tested and proven.

“If you follow the model, which we have to a T, you can succeed. It has definitely worked for us,” Jim shared.

Two years into their franchise experience, Jim, Aimee, and Brian have taken a divide and conquer approach, with Aimee handling customer service, Brian focusing on finance and equipment, and Jim taking charge of products, programs, and supplies. They’re helped out by two full-time techs and an operations manager.



“We’re taking a long view,” said Jim. They currently service around 850 customers and just passed the half-million-mark in sales. Jim and Brian spend a lot of time marketing their Lawn Doctor locally, but also credit the in-house Lawn Doctor marketing team with helping them grow.

“Our phones ring off the hook during peak season,” Jim exclaimed. “The Lawn Doctor team is a marketing machine, and their lead generation is incredible!”

Every year, the Lawn Doctor family grows, and we'd love for you to be part of it!

Reach out to us today to get more information about how you can make that happen!



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