

Franchise Owner Profile



Name: Mike Valestin

Location: Mequon, WI

Spring-Green's recurring revenue, more stable financial future attract Milwaukee landscaper.

Outstanding Support

"I've owned my own landscaping company for eight years," said Mike Valestin. "We had done a little fertilizing and maintenance and that's the side of the business, the residential, that I wanted to grow. I saw how much more profitable it can be.

"You know, you can build a patio and it's one and done. The best you can hope for is a referral at the end. The great advantage of lawn care is the recurring revenue."

That realization kicked-off Valestin's search for a business model that was a good fit for his long-term goals. He quickly discovered Spring-Green was the best solution for him. "The support system, the people and the marketing, that's what sold me on Spring-Green," he said.

Valestin's decision to expand his business with a Spring-Green franchise has turned out to be the right one, as he has found a deep well of expertise and resources to help. Spring-Green's highly skilled team has been an invaluable mechanism to grow his business. "I have a question, I call my business consultant or the director of education at the support center and someone always answers. Whether I needed some answers about grass or a species of weed or even have a question about a business decision, Spring-Green has always been there for me."



“I wasn’t expecting the hits from the marketing campaign that came in via the call center ... It was big. The sales just kept coming in. We pretty much doubled our revenue, doubled our customer base.”

That level of support has been beneficial, especially as Valestin reaps the benefits of Spring-Green’s marketing assistance. In his part of the country, the upper Midwest, the transition from winter to spring is fairly measured for his landscape and lawn mowing business. This season marked his first as a Spring-Green franchise, and the level of activity was a surprise. “I wasn’t expecting the hits from the marketing campaign that came in via the call center,” he laughed. “It was big. The sales just kept coming in. We pretty much doubled our revenue, doubled our customer base.”

Spring-Green’s industry-leading marketing and technology create the activity, and the national call center manages all of the phone calls. Many franchise owners like Valestin say Spring-Green’s management of those activities are essential; they simply don’t have the resources to handle the volume of calls that come in during the selling season. The overwhelming majority of franchise owners choose to use the national call center, keeping overhead down while maximizing the spring selling season and increasing revenue per customer.

Two businesses with shared efficiencies and greater potential

With his Spring-Green business and landscaping business operating independently of each other, Valestin devotes his mornings to Spring-Green customers and his afternoons to landscape work. But the ways in which the two businesses complement one another, and the opportunities for cross-selling, are an exciting aspect for his future.

“For those customers we have crossed over from our landscape and lawn mowing business, there was a small learning curve,” Valestin explained. “At first, customers would get confused when they saw their regular landscape technician in an unfamiliar truck. But it was as easy as a knock on the door or a personal letter in the spring to smooth that out. And most customers are really happy.”



“Next season we are going to try and cross our Spring-Green customers over to our lawn maintenance and landscaping side and sell them more of our services. We’re excited about that and can’t wait to see what happens.”

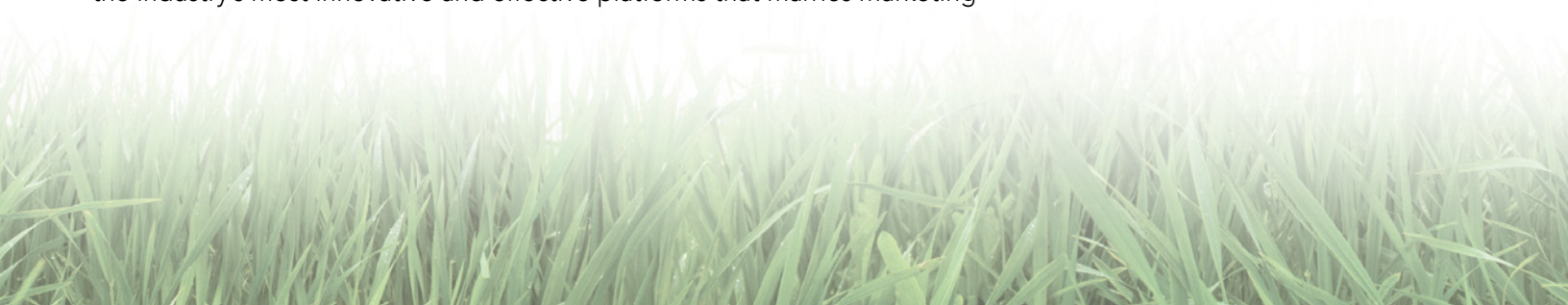
Many existing business owners are finding a Spring-Green Lawn Care franchise, in conjunction with their current business, helps them achieve a better quality of life by building a recession resistant, recurring revenue customer base that becomes the asset they need as they plan for the future.

Valestin enjoys working out in the field and hopes to be able to step away from more of the paperwork in the future. “I don’t like the office work, but I own two small businesses. So I kind of have to be in the office.” However with the marketing assistance Spring-Green offers, his hope could become a reality, especially with the help of Spring-Green’s mobile app.

“Having an app is nice because I can document things through it, send emails right to the customer and access any notes I’ve typed up.” Valestin also uses the app for property evaluations, which he then can simply email — eliminating another area of paperwork. Spring-Green has developed one of the industry’s most innovative and effective platforms that marries marketing



“Next season we are going to try and cross our Spring-Green customers over to our lawn maintenance and landscaping side and sell them more of our services.”



“They’re here to help, train and guide us to the best practices that allow me to service my customers and grow this company. It’s nice to have the backing, somewhere I can go to for help instead of just figuring it out on my own.”

and technology. “Spring-Green takes an integrated approach,” continues Valestin. “They focus on the customer — understanding and meeting their expectations while providing a seamless customer experience.”

Valestin’s enthusiasm for his future is directly linked to the quality of the support and systems that attracted him to Spring-Green in the first place. “That’s why I chose Spring-Green to diversify my business. They’re here to help, train and guide us to the best practices that allow me to service my customers and grow this company. It’s nice to have the backing, somewhere I can go to for help instead of just figuring it out on my own.”



About Spring-Green

Founded in 1977, Plainfield, Illinois-based Spring-Green Lawn Care has been delivering lawn and tree care services nationwide for over 38 years. Its service is centered on the beautification of residential and commercial customers in middle-class and affluent neighborhoods and communities. Spring-Green is an attractive opportunity for entrepreneurs and existing green industry business owners who want to align themselves with a business model that has proven economic resilience, healthy profit margins, industry leading business and marketing intelligence, recurring revenue and retirement and succession planning.

For more information, please visit www.springgreenfranchise.com, www.growmygreenindustrybusiness.com or call 1-800-777-8608.

