



YOUR FUTURE OUR ROOTS

Diversify with Spring-Green Lawn Care and
increase the long-term value of your business.

SPRING-GREEN
Your Neighborhood Lawn Care Professional®



“There is a growing interest from green industry owners on which services are best to diversify with. Savvy business owners are seeking to add our high margin and recurring revenue services, but looking to do it at an accelerated rate and not having to reinvent the wheel. By operating a Spring-Green business in conjunction with their existing business, it provides them a balanced portfolio, the opportunity to cross sell services and, most importantly, an asset that is transferable when they are ready to sell.”

- Ted Hofer, CEO, Spring-Green



RIGHT OPPORTUNITY. RIGHT COMPANY. RIGHT TIME.

Essential and recession resistant, Spring-Green creates long-term value for business owners and their customers.

Ranked among the top Lawn & Landscape Companies in the U.S., Spring-Green stays relevant to our customers by providing value-added services and incentives that beautify the environment. Our residential and commercial fertilization and weed control services cater to those with discretionary income — homeowners who place a high priority on their time and understand the need to protect the investment in their home. Through this steadfast focus, our revenue has grown dramatically in every decade from day one.

Put your business to work for you.

A Spring-Green Lawn Care franchise, in conjunction with your current business, will help you achieve a better quality of life by building a recession resistant, recurring revenue customer base that becomes the asset you need as you plan for your future.

In addition, a Spring-Green franchise offers you improved purchasing power, new cross-selling opportunities and unparalleled support in marketing, operations and financial management.

Now is the time to add synergy to your business services portfolio with a Spring-Green franchise. Making a well-timed, well-calculated move today with Spring-Green will give your business a strategic advantage that can both prepare and reward you in the future.



Reputation, quality and satisfaction of franchise owners were all crucial factors which swayed my decision to join Spring-Green.

- Steve Downin, Right-of-Way-Turf-Ornamental, Inc.
& Spring-Green Lawn Care, Columbus, IN



TACTICAL GROWTH. PRACTICAL RESULTS.

Diversifying with Spring-Green builds long-term value.

We hear it over and over again. Green industry business owners tell us they're at a pivotal crossroad. As Spring-Green Franchise Owner Dan Hillenbrand explains, "It was a good fit culturally, and Spring-Green's support structure puts me in a position for success."

It's a familiar scenario for lawn maintenance, pest control and landscape business owners. While business is good and all economic signs point to a bright future, there's the recent history of what the recession did to their business. Diversification can provide more stability to handle economic ups and downs.

Maximize your profit margins by controlling costs.

While there are many services in the green industry that will drive revenue, not all services are equal. Spring-Green delivers a highly efficient system focused on maximizing profitability while still providing customer value. We use our targeted marketing efforts to build customer density; we leverage technology to help route, invoice and manage application efficiently; and we set up our equipment and vehicles to provide multiple services at each stop. Spring-Green operates with one licensed technician per full-time vehicle.

Spring-Green will help you construct a comprehensive business plan focusing on both top line revenue growth and bottom line profitability. We understand the need to maintain healthy margins, managing material cost and direct labor.





The biggest advantage is the marketing. That's what we weren't able to do effectively on our own. And without that, I didn't see us growing at the rate I wanted to grow.

- Barry Robinson, CSI Home and Commercial Services
& Spring-Green Lawn Care, Fredericksburg, VA



DATA-DRIVEN MARKETING. INDUSTRY-LEADING TECHNOLOGY.

Spring-Green's innovative marketing programs influence the majority of new customers each spring.

One way we support our strategic partners is by providing industry-leading business and marketing intelligence. Having a robust technology platform that centralizes our data provides you the benefit of being able to leverage the collective knowledge of the entire franchise system (including our own corporate-owned franchises), comparing key business performance data against your goals, historical performance and your peers' performance.

Direct Marketing. To enable franchises to grow at an accelerated rate, we have developed a highly targeted and personalized direct mail program that integrates with our national call center and the Spring-Green website, providing customers with a seamless and multi-channel experience.

National Call Center. Spring-Green supports a national call center with both inbound and outbound calling capabilities. The overwhelming majority of franchise owners chose to utilize this resource, keeping overhead down while maximizing their spring selling season and driving revenue per customer through additional service sales.

Digital Marketing. Spring-Green fully utilizes this channel to support franchise owners with:

- Setup and ongoing optimization of local directory business listings.
- Management of social media pages by publishing relevant content.
- Management of localized paid ad word campaigns, driving leads back to the local market.
- Ongoing optimization of comprehensive customer data modeling and prospect targeting.
- Setup and ongoing optimization of personalized franchise owner web pages and an online shopping cart where customers can personalize their programs, sign-up and pay online.

Marketing Selection and Analysis Tools. Spring-Green offers a suite of highly sophisticated tools providing franchise owners with the ability to select, view and analyze all of their current and prospective customers. These tools help select mailing lists and promotional offers, send the information directly to a printer, distribute via email and route to the call center for timed or event driven distribution and follow-up.

Financial Performance Reporting. Spring-Green has designed a franchise interface that allows you to monitor your key performance indicators (KPIs) on a daily basis compared to goals, historical data and your peers. These tools are the foundation for leveraging the collective knowledge of the organization. A multitude of reports and dashboard views allow for meaningful, fact-based conversations with your business consultant, peers and your own team members.

5 Key Benefits To A Spring-Green Franchise

1 ADVANTAGES OF DIVERSIFICATION

Whether you're a commercial mowing and maintenance company, a landscaper or an existing lawn care or pest control company, running a Spring-Green franchise in conjunction with your existing business allows you to expand your portfolio of services, creating greater financial security and options for you and your family.

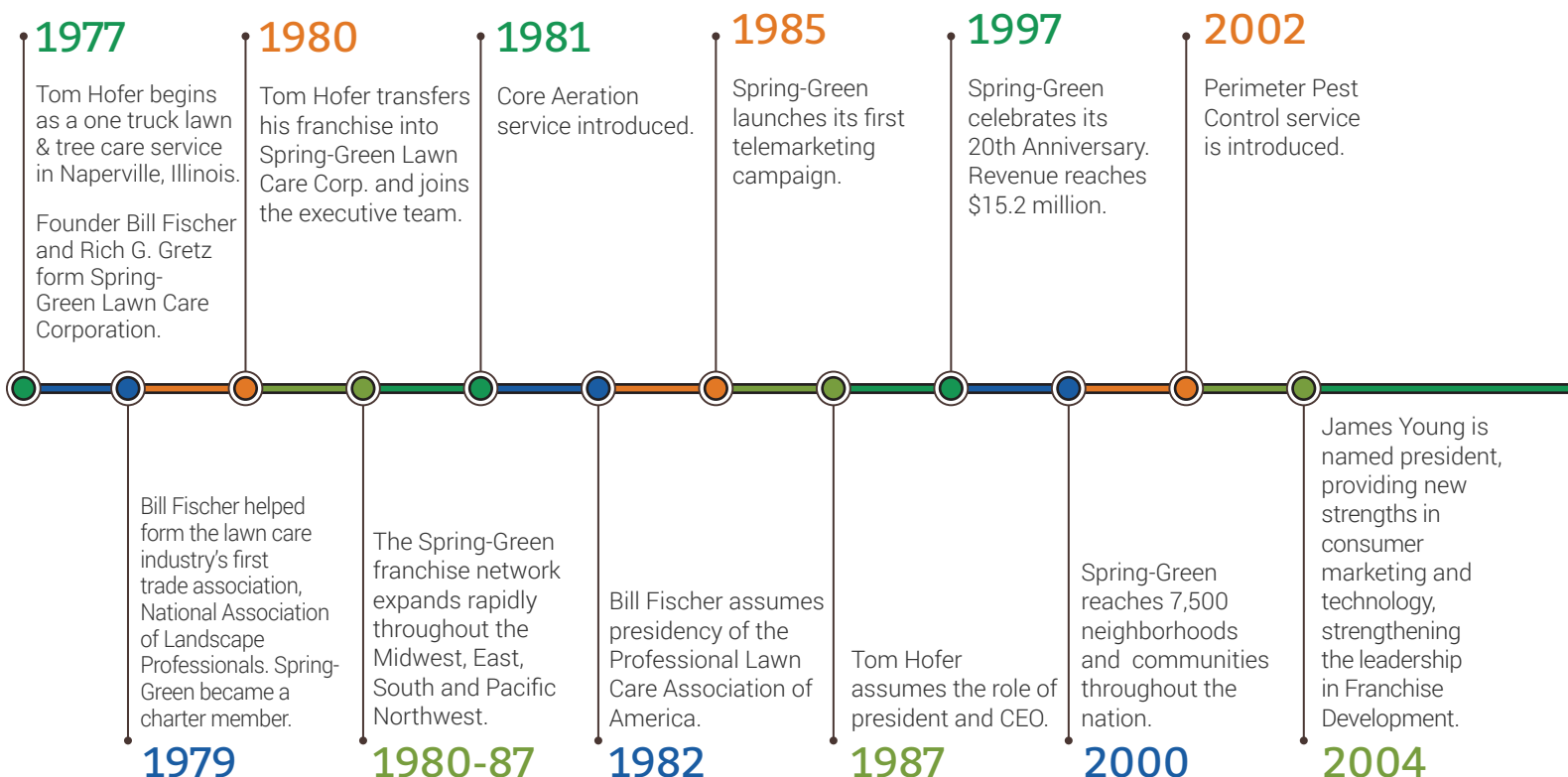
2 FOCUSED ON PROFITABILITY

The Spring-Green business model is designed for profitability — focusing on a defined selection of services that emphasize vehicle and equipment efficiency, competitive pricing of materials, scheduling flexibility and minimized labor costs. While there are many factors that affect profitability in a Spring-Green franchise, the broad array of dedicated support from a nationally based organization will help you fine-tune your operations to get the most return from every dollar invested.

3 SHARING INTELLIGENCE

One of the most powerful attributes of being associated with Spring-Green is the opportunity to leverage the collective knowledge of the other owners, including the company owned and operated locations. By operating our own franchise units, we have created a testing and training ground that allows us to evaluate new marketing, technologies, materials and business processes. These insights are gathered and shared through our National Advisory Council (comprised of owners) regional and national meetings, the Spring-Green support center, peer to peer interaction, online forums, training and newsletters.

DECADES OF SUCCESS FROM THE GROUND UP

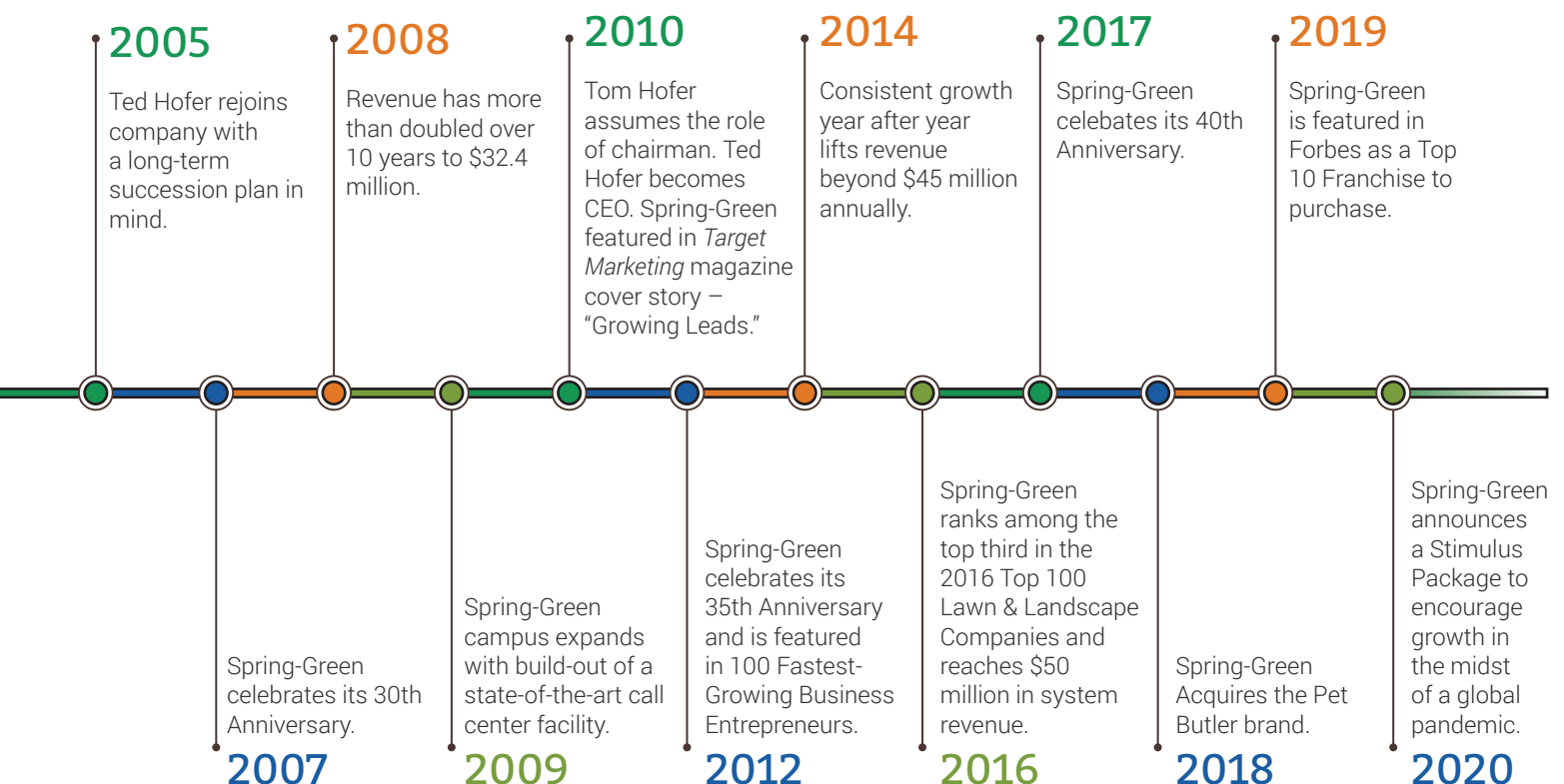



4 INTEGRATING MARKETING WITH TECHNOLOGY

Spring-Green has developed one of the industry's most innovative and effective platforms that joins marketing and technology. A key aspect of Spring-Green's formula for success is the ability to cost effectively and predictably grow its residential customer base. By focusing on the customer, we take an integrated approach to understand and meet their expectations, while providing a seamless customer experience. To accomplish this, we have built a technology platform that allows a highly personalized omnichannel experience to be supported by our national call center providing inbound and outbound capabilities. Our industry leading marketing programs influence over 70% of all new customer activity each spring utilizing comprehensive database modeling, list scoring and effective consumer targeting. In addition, we support all online marketing activities including websites, SEO, SEM, social media, local listings management, reputation management and email marketing.

5 FINANCING YOUR FUTURE

Spring-Green has developed a financing program for approved existing green industry business owners seeking to add the Spring-Green Lawn Care franchise to their portfolio. The program is designed to accommodate situations where an existing green industry business has good cash flow to support their family's current needs, but lacks the liquidity needed to make the investment to get started. This program is designed to work in conjunction with the other available Spring-Green lease programs.





No matter how we cut it, we couldn't convince ourselves that we could do marketing as effectively as a company without Spring-Green's resources.

- Chris Casselberry, GreenSeasons & Spring-Green Lawn Care, Baton Rouge, LA

SHARED WISDOM. BETTER DECISIONS.

Spring-Green Franchise Owners can leverage the collective knowledge of the entire franchise system.

Spring-Green believes that the collective knowledge of its franchise owners can propel the franchise organization faster than anyone can accomplish individually. This intelligence can be harnessed and shared through performance reporting, peer groups, regional and national training conferences as well as working with the Spring-Green support team.

Franchise Owner Peer Groups

At least twice a year, Spring-Green facilitates a regional peer-to-peer meeting where owners gather to discuss important business issues. In a confidential environment, owners share challenges that "keep them up at night." They seek support, input and constructive criticism in reviewing and comparing their financial scorecards.

Company Owned Franchises

Since we started, Spring-Green has maintained company owned and operated franchises as a real-world model for owners who want to increase the scale of their businesses to more than one location. With revenues of over \$15 million, company owned franchises have become a viable testing and training environment, creating profits and saving the organization millions of dollars. Every year the company owned franchises test equipment, marketing, operations, products and service offerings.

National Advisory Council

Owners elect regional representatives to serve in this group and meet with the Spring-Green executive team. Topics include franchise relations, training and support, environmental regulations and marketing and technology.



They made the process super easy. They checked us out financially and once they got a good picture of who we were and where we stood financially, the rest of the process rolled along pretty quickly and smoothly.

- Wade Herndon, Evergreen Landscaping & Spring-Green Lawn Care, Myrtle Beach, SC



SEED MONEY: SMART FINANCING OPTIONS.

Business benefits to help get you up and running.

If you're financially solid and committed to becoming a Spring-Green Franchise Owner, we'll work with you to make it happen. We created options for helping your goals and dreams align with our business model.

The Green Associate Program

The Green Associate Program applies a percentage of the initial franchise fee towards start-up expenses designated by Spring-Green for qualified candidates who already provide professional lawn and tree care services.

Additionally, qualified candidates who own independent green industry businesses that already provide professional lawn and tree care services and want to convert that portion of their business to a Spring-Green franchise while keeping their existing company will pay a reduced royalty rate for the first lawn care season after commencing operations as a Spring-Green franchised business.

Flex Start Program

For the right strategic partner, Spring-Green will launch the franchise in a part-time capacity during the first year, allowing the owner to learn the business before their first spring season. This keeps their costs down and helps start the business on a manageable level, while waiting for cash flow to begin.

VetFran Program

Through the VetFran Program, we are committed to helping veterans reach their goals and dreams. If you are a veteran of the United States Armed Forces and meet the requirements of the VetFran Program, we apply up to \$5,000 of the initial franchise fee to startup expenses that we designate or approve.

Stimulus Plan

The Stimulus Plan allows us to waive the initial fee* for green industry business owners to join Spring-Green. For qualified applicants we are also offering a forgivable microloan** to help offset the start up cost.

**Contact Spring-Green for the definition of a qualified Green Industry candidate.*

***Contact Spring-Green for the terms*



I was interested in Spring-Green from the beginning because of the marketing system. I also like the predictability of the business and the recurring revenue business model.

- Patrick Rentz, Rentz Landscape Management
& Spring-Green Lawn Care, Huntsville, AL



WORKSTYLE VS. LIFESTYLE.

The structure of a Spring-Green business promotes a healthy balance between life at work and life at home.

Having a dedicated business consultant and a team of experts focused on your success can make a world of difference when aggressively trying to grow a business. As Spring-Green helps construct and refine your financial, operational and marketing plans, we don't lose sight that there is more to life than just business. In fact, we work with you to incorporate your personal goals into the vision for the business.

With the resources at Spring-Green, you can build a strong financial road map, setting lifestyle goals and even developing an exit strategy — whether easing into retirement, selling your business or transitioning everyday operations to a family member. Spring-Green will help construct a clear path of what needs to be accomplished in order for you to achieve your personal goals.

Year-round predictability, flexibility and profitability.

The planning cycle and high recurring customer base make this business predictable and profitable. Even though there is the element of seasonality, the business is designed to generate year-round cash flow.

Beyond the rush of spring, the structure and timing of residential lawn fertilization and weed control can work to promote greater personal freedom. For example, there are no set appointments with customers. As the spring season subsides, lawn applications can be scheduled for efficiency in routing, allowing greater productivity and profitability per truck. This in turn provides added flexibility to the owner.



The synergy between your current services and Spring-Green's provides all the care that a well-maintained lawn and landscape needs. Your customers will benefit from the "best of both worlds" — a dedicated locally owned provider who brings the know-how, efficiency and support of a robust national operation.



Spring-Green Lawn Services



Lawn Fertilization and Weed Control

Our primary service customized to the growing conditions of each lawn.



Disease Control

Customized applications using specialized material targeting specific turf grass fungus and diseases.



Core Aeration and Overseeding

Removing cores of soil reduces compaction and strengthens the root system. To repair and restore damaged lawns, we recommend overseeding.



Lime Service

Adjusts the pH balance of the soil to make nutrients more available for use by turf grass plants.



Tree and Shrub Root Feeding

A balanced fertilizer blend supplied directly to the root system results in enhanced health and beauty of the landscape.



Tree and Shrub Insect and Disease Control

Protects trees and shrubs from a variety of damaging insects and diseases.



Insect Control

We focus on controlling damage caused by insects feeding above or below the ground.



Irrigation Maintenance

Keep irrigation systems operating efficiently and economically from season to season.



Mosquito Control

Creates a barrier by treating the natural vegetation around the house, controlling mosquitoes within the property and preventing re-infestation.



Total Home Pest Control

Provides year-round protection against ants, roaches, spiders, earwigs, mice, rats, and more than 30 other types of pests commonly found inside the home.

Spring-Green offers other services depending on regional needs.



The Spring-Green Way: A Commitment To Higher Standards

We continually embrace the industry's best practices to create beautiful and beneficial lawns and landscapes. We hold ourselves to Higher Standards of **Consistency, Appreciation, Results, and Efficiency**. We are proud of our contribution to the environment and the communities we serve — a contribution you can add to as a Spring-Green business owner.

We care for your home as if it were our own.

Consistency
Appreciation
Results
Efficiency

WE'RE READY WHEN YOU ARE!

We invite you to take the next step in diversifying your green industry business with Spring-Green Lawn Care. Below is a list of the steps we'll take together.



Welcome Call



Leadership Call



Operations Call



Marketing Call



Investment Call



Territory Planning



Discovery Day



Welcome to the Family

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Your *Neighborhood* Lawn Care Professional®