



Weed Man[®]
"We care for your lawn."

A **Franchise Opportunity**

That's All About

Growth!



Why Lawn Care?

Lawn Care is Part of the Rapidly-Growing Green Industry

Year after year, research shows a significant increase in the use of professional lawn and landscape services. While growth of the green industry has been fueled by expansion of the housing market over the last several years, demographic trends indicate growth that will extend beyond the housing boom, with an increasingly greater percentage of homeowners hiring a professional lawn and landscape maintenance company.

Lawn care services continue to be a desired service by dual-income families, maturing baby boomers and consumers who are choosing vacations at home. Across all of these demographics, consumers understand the value of a healthy looking lawn and landscape and enjoy the tranquility that a lush, green lawn can provide.

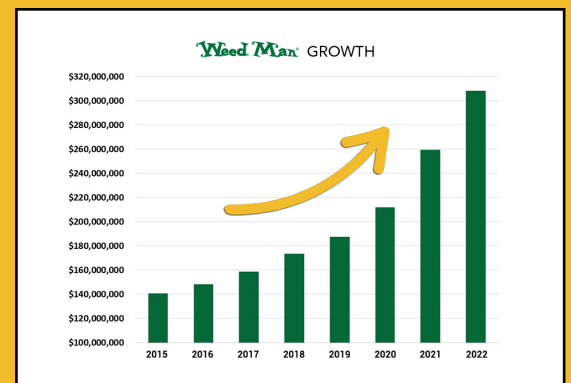
Recurring Revenues

A well-run lawn care company can count on the vast majority of its customers automatically renewing each year. This brings in recurring revenues and allows the company to focus marketing efforts on net growth rather than repeat sales. As a Weed Man franchisee, you'll always be building on a growing database of renewing customers, creating equity and amassing wealth in the process.

Economic Stability

With the average annual cost of service around \$500 per year, lawn care is a small slice of the consumer's disposable income and one of the last budget items to be cut when belt-tightening is necessary. While nothing is recession-proof, many of our companies have flourished during recessions. Also shielding lawn care from exposure to recession is its high perceived value as a low-cost service that enhances both property values and curb appeal.

Weed Man's Growth



Evergreen Opportunity:

Lawn Care for Long-Term Growth

When you choose a career in Weed Man lawn care franchising, you've planted the seeds for economic stability, recurring revenues, and a healthy crop of new customers.

\$310+
MILLION

in Weed Man
System Sales

795+
TERRITORIES

Awarded in
North America

75-80
PERCENT

Avg. Customer
Retention Rate

40
PERCENT

Of Households with a
Lawn Hire a Professional

\$105
BILLION

Spent on Lawn & Landscape
Services Annually

Why Weed Man?



Winning with Weed Man

Weed Man is a network of locally owned and operated lawn care professionals providing environmentally responsible fertilization, weed control, and integrated pest management services. For more than 50 years, Weed Man has grown one customer at a time by staying true to our core values of amazing service, integrity, passion, and innovation.

State-of-the-Art Systems

All elements of Weed Man's systems have been rigorously tested, refined, and ultimately proven to increase efficiency and profitability before being introduced to our franchisees. As a Weed Man franchisee, you'll have access to sophisticated tools that will allow you to build long-lasting relationships with your customers while carefully measuring your results.

Training & Support

The success of Weed Man franchisees is built upon the twin pillars of training and support. Our initial training (7 days at the Weed Man head office plus 2 days remote software training) addresses all aspects of business operations, including administration, technical, marketing, business planning and budgeting.

Every Weed Man franchisee is supported by their local and experienced regional franchisor who serves as a personal consultant and mentor, providing experience, guidance, and encouragement. Your franchisor will work with you every step of the way to ensure your complete, long-term success. Each of our franchisors knows exactly what is needed to create a successful lawn care business, and each is committed to sharing that knowledge with you.

The entire Weed Man organization is 100% dedicated to providing you with the best possible franchise opportunity available. We've used our years of experience to develop a training, systems and support network that is proven to provide you and your family with a bright future in the growing green industry. When you become a Weed Man franchisee, you join the extended Weed Man family. We work together, all of us collectively, to ensure that you receive all of the support you need to excel in your new business.

What Our Franchisees Are Saying

"Our local area franchisor is quite possibly the single-most beneficial aspect of the entire Weed Man system. Any number of franchise groups are out there selling their 'systems' and 'name.' However, what they all lack is the hand-in-hand support that Weed Man provides in the franchisor assigned to each territory. They are always just a phone call or e-mail away and are great sources for advice, guidance and benchmarking support. Quite simply, how much would it truly cost to hire your very own consultant to be at your beck and call? With Weed Man, it's there!"

- David S. Waskey, Jr. | Weed Man Louisville, KY / Myrtle Beach, SC

"It's rewarding to know that our customers feel at ease and satisfied by our services and results in the same way we feel fulfilled and confident in the Weed Man organization and systems."

-Josh Fromme | Weed Man Multi-Unit Owner

"It's amazing to think that we've been able to serve 16,000 customers in the past year and hire nearly 300 employees to help take our business to the next level."

-Andy Kurth | Weed Man Multi-Unit Owner

Our Brand

Commitment, Quality, Integrity:

For more than 50 years, Weed Man has built upon founder Des Rice's uncompromising commitment to serving our customers. Keeping true to his vision provides Weed Man with a competitive advantage and allows us to build a strong national brand based on keeping promises and exceeding expectations. We believe that this commitment to the customer differentiates Weed Man from other national brands. It's the basis of a competitive advantage that has given us a major presence in every state we operate in, enabling us to serve over half a million customers.

Locally Owned & Operated

The power of the Weed Man brand is derived from our distinctive yet effective message to the consumer. Extensive market research verifies the effectiveness of positioning our franchisees as locally owned and operated lawn care providers who have been given the tools to operate as knowledgeable professionals. The message is very simple, but it resonates with lawn care consumers who place a priority on trust. The promise of attentive local ownership guided by a dedication to professionalism and customer service has proven to be a compelling offer that has set Weed Man apart from the larger national companies and created a competitive edge that continues to gain momentum in North America.

Professional Appearance & Approach

Weed Man is an established franchised lawn care organization that prides itself on how it looks and how we work with our customers. Whether it involves our uniformed staff or brightly painted, clean trucks, there is instant recognition that high brand standards are being followed.



"My key to success is just to be absolutely committed to following the plan and systems set in place by Weed Man. It's important to trust the franchise - there is nothing to be gained by trying to do it on your own when you have proven tools and processes to grow your business...I made the right decision to diversify with Weed Man in order to achieve the business growth I was seeking, along with the support system of meticulous planning and marketing plans."

- Tom Mauer | Weed Man Springfield, MA / Hartford, CT

Your Investment



SINGLE TERRITORY

Population up to
150,000

Franchise Fee: \$30,000
Initial Investment: \$80,535
Capital Investment: \$130,535

✓ Weed Man's Exclusive Computer System

✓ Weed Man's Exclusive Spray System

✓ Initial Training:

- Business Planning
- Agronomic Training
- Operations Management
- Use & Configuration of Proprietary Software
- Ordering & Inventory Procedures
- Accounting Procedures
- Financial Controls for Your Business
- Marketing & Technical Systems
- Staff Requirements for Development & Training

Additional Fees Below



DOUBLE TERRITORY

Population up to
300,000

Franchise Fee: \$50,000
Initial Investment: \$107,785
Capital Investment: \$157,785

✓ Weed Man's Exclusive Computer System

✓ Weed Man's Exclusive Spray System

✓ Initial Training:

- Business Planning
- Agronomic Training
- Operations Management
- Use & Configuration of Proprietary Software
- Ordering & Inventory Procedures
- Accounting Procedures
- Financial Controls for Your Business
- Marketing & Technical Systems
- Staff Requirements for Development & Training

Additional Fees Below



Additional Fees

1



Declining Royalties

Weed Man's declining royalty structure rewards you for growing your business.

2



Advertising Fund

National buying/marketing campaigns. Building brand awareness through digital advertising, radio/tv/print initiatives, and creative development.

Awards & Accolades



Named
One of the Best
Franchises to Buy
by Forbes

Next Steps

1

Initial Telephone Inquiry

During this fact-finding conversation with a Weed Man franchisor, we will provide you with the historical background of Weed Man and help determine if this is the right fit for both parties. If it appears that this is the case, we'll move on to the next step by scheduling an initial, face-to-face or digital consultation.

2

Initial Consultation

A Weed Man consultant will meet with you to further determine if a Weed Man franchise is the right fit for you, and if you are right for our system. You will learn about our culture, our ethics, the costs associated with running a Weed Man franchise, and more. If, at the end of this informative meeting, you decide that you want to proceed, you will be given a Franchise Disclosure Document (FDD) to help you further your due diligence.

3

Weed Man Application

You will submit a Weed Man application for approval by the franchisor. Again, this will help in the process of determining the right fit.

4

Discovery

During this time, you will continue to delve deeper into Weed Man franchise operations. You'll get to see the systems in use and get a good feel for the people. This is also the time for territory selection and defining exclusive territory boundaries.

5

Due Diligence

A list of franchisees will be provided to you. We strongly encourage you to contact existing Weed Man franchise owners with a list of questions to ask about their experiences. You should also speak with your family and make sure that you're absolutely certain Weed Man is right for you.

6

Franchise Awarded & Schedule of Training

Congratulations and welcome to Weed Man! You are on your way toward your dream of franchise ownership. As a Weed Man franchisee, you are now part of a solid team of lawn care professionals. Your training starts now, and our support is just beginning!



Contact Us

Learn Why Hundreds of Entrepreneurs
Have Chosen Weed Man

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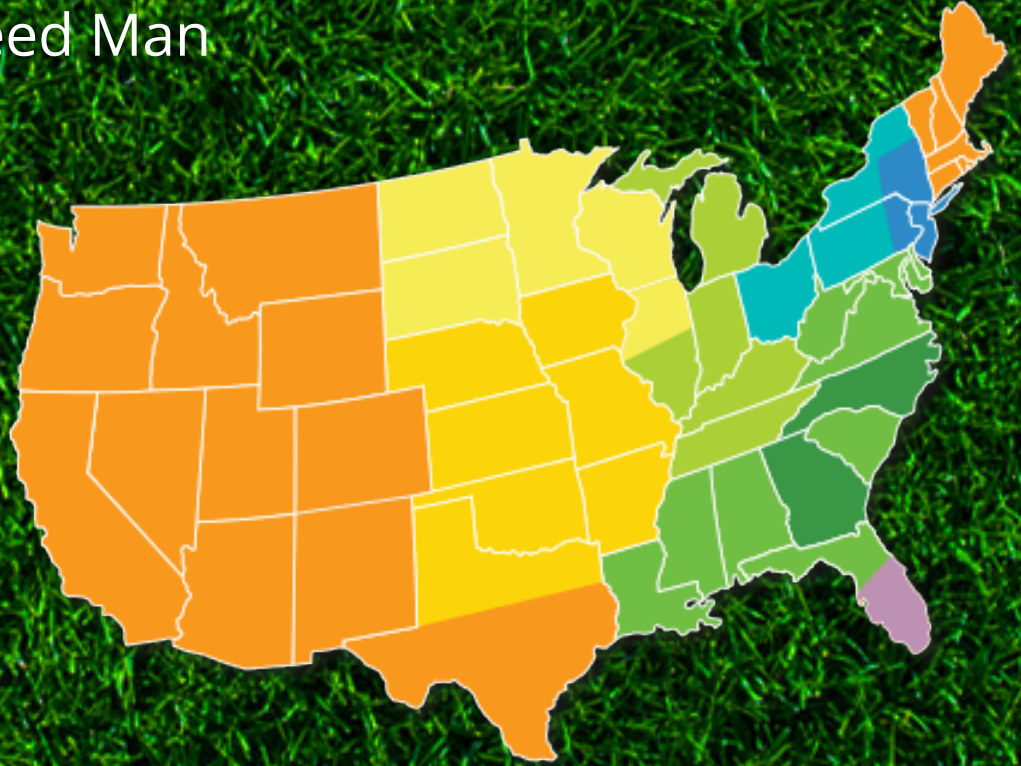
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