

PROSPECTS



GROW
LAWN CARE



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THE GROW LAWN CARE JOURNEY

Adam's experience in lawn care spans more than two decades. Adam has excelled in his field, attaining a Bachelor of Horticulture and numerous other qualifications to perfectly secure his reputation in the lawn care industry.

Confident in his green thumb and fierce passion for sustainable horticulture, Adam has perfected his skills in business and sports turf over the past two decades, and his enthusiasm for lawn care has grown to new heights.

Grow Lawn Care took Adam's previous turf experience to a new level, affording him the opportunity to carefully craft his own lawn care formulas and methodologies. It wasn't long before he realised that providing the community with a niche, quality lawn care service was highly lucrative and extremely rewarding.

As Grow Lawn Care has moved from strength to strength, the business is in high demand and looking to the future. After 20 years in the industry, Adam is ready to develop new franchisees with the same passion for superior, innovative lawn care who can share in his success.

WHAT WE DO

Grow Lawn Care offers clients a tailored lawn maintenance program, unlike any other offering on the market. Where classic lawn maintenance or landscaping businesses focus almost exclusively on the aesthetic features of the lawn, Grow Lawn Care aims to restore the health and vitality of the plants and soil in an environmentally conscious and sustainable way. After years of innovation and experience, Grow Lawn Care has developed a custom blend fertilizer and lawn care program

This combination of granular and non-liquid formula is gentler than traditional methods, while boasting the added benefits of being risk and stain free. Our customers have the best lawn on the street, with lower maintenance and healthier lawn than their neighbours. Grow Lawn Care's innovative lawn solutions are pet and family safe, specifically designed to nurture the environment without any harsh side effects.



WHAT WE OFFER

At Grow Lawn Care we are committed to seeing our franchisees succeed. In addition to rigorous initial training, we also offer a franchise model with flexible hours. As a mobile service, franchisees will be able to build their own leads and set their own hours, developing relationships around the community.

With complete support from Head Office, franchisees can be confident in the administrative systems and marketing assistance they will receive as they develop their unique franchise. New, expanding territories are rapidly emerging for a service in such high demand, lending franchisees the lucrative opportunity to grow their earning potential along with their business.

ALL ABOUT YOU

WE WANT YOU TO
BE AS EXCITED
ABOUT LAWN AS
WE ARE!

A Grow Lawn Care franchisee needs to be someone with a passion for the industry.

Franchisees will require some previous experience in Horticulture, Landscaping, or previous business ownership role and a desire to build on their knowledge and skills. For franchisees without previous chemical handling experience, we have courses available as part of our training. Successful franchisees will have a passion for the industry, combined with good communication and customer service skills. As an owner operator, you will be confident managing clients and their expectations, while providing a lawn care service that is second to none. Grow Lawn Care is the perfect opportunity for sole operators or couples looking for a flexible mobile lawn care business they can own and operate.

THE GROW LAWN CARE DIFFERENCE



WHILE TRADITIONAL LANDSCAPING COMPANIES FOCUS ON LAWN MAINTENANCE OR DESIGN IN A COMPETITIVE MARKET, GROW LAWN CARE HAS BUILT A LUCRATIVE ENTERPRISE OFFERING A NICHE, SUPERIOR SERVICE.

Our environmentally conscious, safe products and complete lawn care program means our clients can rely on to nourish and improve their living environment.

Meanwhile, franchisees benefit from access to niche products, superior to commercial products sold instore. We believe in thriving; thriving lawns and thriving franchises - and are eager to go the extra mile to support the growth of Grow Lawn Care and our owner operators. Entering a niche market means franchisees can expect high demand from the start and with our rapidly expanding territories and market share, franchisees can be as profitable as possible at a pace that suits them.

VISION AND VALUES

RESULTS DRIVEN

We are powered by results through innovation and always striving for improving our programs and services. All our products and methods have been extensively tested to ensure the best outcomes for our clients and their lawns. We know what works. We've seen it all and developed a lawn maintenance program guaranteed to keep our lawns and our franchises thriving.

HIGH QUALITY PRODUCTS AND SERVICE

We only offer our clients the highest quality products available. Our custom-made lawn care program ensures healthy, lush lawns without harsh chemicals, we know our products are safe because we've designed them that way. We don't use anything we wouldn't use on our own lawn, guaranteeing a safer, family-friendly, and environmentally conscious service every time.

OVER 17 YEARS OF INDUSTRY EXPERIENCE

Adam brings extensive industry experience to the table. He has watched the trends in the industry, refined his craft and established a high-demand niche service where passion meets prosperity.





THE BUSINESS MODEL

Our lucrative business model is tried-and-tested, having been refined over a decade of successful operation and development. Designed to propel the growth of new franchisees, the GROW Lawn Care model is simple, straightforward, and profitable for all parties.

This model supports the development of the brand, as well as each individual business, building confidence in franchisees to ensure long-term success.


GETTING STARTED

Buying a franchise is an important investment and we know that the prospect of beginning a new venture can be daunting, but with our support owning your own sustainable lawn care business has never been easier.

If you are ready to take the next step in your franchise journey or want to know more, reach out. We can answer any questions and guide you through our simple franchise process.



STEPS TO OWNING A GROW LAWN CARE FRANCHISE

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- 01 Enquire and receive an information pack
 - 02 Complete an EOI and meet with the Grow Lawn care team
 - 03 Receive information on fees and investment information for a Grow Lawn care franchise to discuss with your advisors, friends and family
 - 04 Sign the franchise agreement and purchase or lease a vehicle
 - 05 Launch marketing for your franchise starts and your training and induction begins
 - 06 Your new business starts operating!




**THANK YOU FOR YOUR
INTEREST
IN A GROW LAWN CARE
FRANCHISE.**


**IF YOU WOULD LIKE TO KNOW
MORE PLEASE CONTACT US**

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