

[GREEN MAN LAWN CARE]

MAKING IT EASY

Green Man Lawn Care's franchise package makes running your own business a walk in the park

It's Monday morning and Glenn McCullough is getting into his Green Man Lawn Care van, ready to start his working day. First, he's off to see a potential new customer in a Bromley suburb to carry out a quote, followed by 10 lawn treatments at existing customers' properties.

At around 3pm, he spends a couple of hours leafletting the local area, before making his way home to relax for the evening.

In fact, his day is very much the same as that of most employed lawn care technicians. Except Glenn isn't just an employee. He's the owner of a Green Man Lawn Care franchise and instead of working hard for someone else's gain, Glenn runs his own business and gets to keep the profits for himself, and crucially, decides how he spends his time.

IN-HOUSE SUPPORT

While he's out treating lawns and serving his customers, Green Man Lawn Care's franchise support team are busy answering calls, following up quotes and recommendations and carrying out many of the other back office tasks that a franchise owner would normally be expected to do.

Kate Warren, franchise support manager, tells us: "Basically, we take care of all the boring fiddly bits. Just some of the many examples include handling customer queries, taking care of the scheduling, setting up direct debits and the dreaded credit control - something which, in a small business, can too often spiral out of control."

On top of in-house support, Green Man Lawn Care offers access to TOMS, a bespoke online management system that allows franchisees to access their customers' information and schedule from any computer, smartphone or in-van tablet.

The team is always working on innovative new technology to make franchisees' working days easier and more efficient. For example, the TOMS route optimiser automatically orders the daily work schedule, so that the franchisee is travelling the shortest possible distance between customers, allowing them to treat more lawns per day and thus make more money.

Additionally, there's an easy-to-use quoting system that goes through a series of questions, enabling the franchisee to offer a comprehensive lawn analysis and an assortment of different payment plans.

This new approach to running a franchise is the brainchild of company directors Howard Abramson and Tom Le Friant.

As an ex-franchisee of a national lawn care brand, Howard knows exactly how hard it is to juggle the demands of running a business, while carrying out treatments and growing a customer base.

Tom, meanwhile, has had first-hand experience of being an employee and wanted to ensure the issues he faced when working for a lawn care brand are not encountered by Green Man franchisees.

Their experience has led them to run Green Man Lawn Care with one principal aim - to make life easier for their franchisees. They have achieved this by taking on those tasks new franchisees often find the most daunting and time consuming. For example, having to return customer calls at the end of a hard day's work.

"We make it easy," Howard says. "We've removed most of the office jobs a franchisee would normally have to do. This allows them to concentrate on what they do best - servicing their customers and growing their business."

GROWING INDUSTRY

While having your lawn professionally treated is commonplace in the USA, it's still a comparatively new concept to a lot of homeowners in the UK.

"The lawn care industry is unlike any other," Howard explains. "It's still in its embryonic stage over here, which





GREEN MAN Lawn Care YOUR LAWN'S BEST FRIEND

means there's a lot of room for growth. Now is the perfect time to join us and capitalise on this emerging market."

"It's the attraction of working outdoors that entices many of our franchisees to make an initial enquiry and the profit margins help them make their mind up," Tom says, who oversees training and supports new franchisees.

"That certainly was the case for me. I enjoy the variety of the work and am seeing first-hand how profitable this growing industry is."

The main service offered by Green Man Lawn Care is a recurring plan of seasonally specific lawn treatments that includes a fertiliser and weed or moss control application, which is carried out every nine weeks.

At every visit, franchisees reassess the lawn's needs and, if required, offer additional treatments to help tackle any other lawn related problems that need special attention, ensuring every customer's lawn looks its best.

To those new to the lawn care industry, it often comes as a surprise to hear that work is carried out all year round. In fact, the profit margins are highest in the autumn and winter months, as this is when customers have some of the more expensive additional treatments, such as aeration and scarification.

"I'm always busy," Glenn says. "A lawn's needs change with the seasons, meaning there's always a problem to be treated. And when I'm not carrying out lawn treatments, I'm out leafleting.

It's a great way of raising awareness of my business.

"Often, I will be approached by a potential customer while leafleting and can quote them there and then. It's so satisfying seeing my customer base increase every day."

PROFITABLE FUTURE

It wasn't that long ago that Glenn's working day looked completely different. This time last year, he was stuck behind the wheel of a black cab, ferrying passengers around London. His hours were long and unsociable and he was missing out on time spent with his wife and two children.

Stressed out and feeling the ill effects of sitting all day, Glenn, together with his wife, decided it was time to make a change. Not knowing a single thing about lawn care and nervous about embarking on a new career, they approached Green Man Lawn Care about running a franchise.

"I'm so glad I made the decision to start afresh," Glenn says. "I joined less than a year ago and have already turned over £38,000. That's a fantastic amount for a first year and I'm looking



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forward to seeing this figure grow year on year.

"Yes, I had a whole new trade to learn, but the team taught me the fundamentals and then continued to come out with me to ensure I had the knowledge to deliver the service with confidence.

"Even now, if I get stuck with a problem I haven't seen before, head office are on hand to help me straight away."

For Glenn, being a Green Man Lawn Care franchisee is simple. He just focuses on carrying out treatments and leafleting in between. The harder he works, the more profit he makes and the higher his salary is.

He's got the role of an employee, with the benefits of owning his own business. How many lawn care technicians can say that?



INFORMATION

Call 01206 598 030, email tellmemore@greenmanlawncare.co.uk or visit franchise. greenmanlawncare.co.uk.