

FROM LEFT: Jesse Catron, Senior Vice President; Phil Catron, Founder and President; Theresa Smith, Senior Vice President



The Way

THE LEADER IN ORGANIC-BASED LAWN CARE®

With projected growth of over 10% in 2020, NaturaLawn of America continues to be a powerhouse in the green industry.





Is NaturaLawn® of America for Me?

NaturaLawn® of America is the only national lawn care company of its kind. Since 1987, we've been offering an alternative to harsh chemicals and pesticides through our proprietary, natural and organic-based fertilizers and biological controls. By providing customers with a safer, environmentally friendly and responsible lawn care experience, our franchisees have a distinct competitive advantage over other traditional lawn care companies.

Why NaturaLawn® of America?

- NaturaLawn® of America is a business system designed to gather customers and keep them. Our system has been tested time and again throughout the U.S. Your hard earned money will not be spent needlessly experimenting with what works and what does not—that has already been done. With our help, you simply grow your business.
- Franchising is all about reducing risk. You will not have to guess about the most effective ways to market and grow your franchise. We have developed the methodology for you to use, increasing the likelihood of success.
- With hard work and persistence, you will grow a business that thrives on recurring revenue from satisfied customers. Each year you will start with an established revenue stream from your existing customer base. Then, new customers will be added to your base yearly. Recurring revenue is the secret to those who are serious about building a secure future.
- NaturaLawn® of America lawn care is only the beginning of the opportunities our franchise system has to offer. After establishing your lawn care business, you can grow into two more business ownership programs, Mosquito Ranger® and Tick Ranger®, offering you the ability to increase recurring revenues.

Our proprietary lawn care products have received national attention from Entrepreneur, Military Times, Lawn & Landscape, various universities, our Federal Government, and numerous businesses and institutions. The awareness of the harm caused by traditional lawn care practices continues to grow. NaturaLawn® of America, along with the increasing concern to protect our environment, provides you the opportunity to offer solutions to real problems.

Due to the seasonality of the business, timetables become very important when opening a NaturaLawn® of America franchise. If our business appeals to you, I encourage you to respond promptly to learn more about this opportunity. I welcome your questions and am here to be of service to you—please call or email me today!

Blaine R. Young

VP of Franchise & Business Development, NaturaLawn® of America

1-800-989-5444 • franchise@naturallawnfranchise.com • NaturallawnFranchise.com



The NaturaLawn Way

With projected growth of over 10% in 2020, NaturaLawn of America continues to be a powerhouse in the green industry.

All indications show NaturaLawn of America is poised for a positive 2020 fiscal year as the company has now awarded two additional franchise licenses so far; one in Mississippi and one in New Hampshire. Sales revenue is estimated to exceed \$80 million. In this special supplement, you'll learn more about a handful of the many successful franchisees at the company, along with the growth some have seen with the company's Mosquito Ranger and Tick Ranger brands.

Jay Belt, Finksburg, MD.

Revenue: \$12 million
Customers: 15,000
Employees: 80
Services: Lawn care, aeration & seed, flea & tick control, mosquito control
Years as franchisees: 30 years
Territories: 9 licenses – 4 locations

They were in the market to buy a lawn care business, and Jay Belt and his then partner knew who to contact for some help. They reached out to NaturaLawn founder Phil Catron, who Belt knew from working in the same area, to help them make a purchase. But Catron would eventually have a better idea for them. This was the mid-1980s, and Catron had not started NaturaLawn just yet. While the duo eventually bought a business, a couple years later they found their way to Catron’s creation. “I knew he was a straight shooter and I saw how he worked,” Belt says. “I understood that he knew a lot about business and lawn care. I trusted him because he was always honest and told it like it was.” More than three decades later, Belt is still part of the NaturaLawn family. He says



the ability to interact with other franchisees is a major plus to being part of the organization. “You can bounce things off other owners,” he says. “You can rely on the expertise of the franchisor. With other franchisees, you can network with them and talk and try different things.”

NaturaLawn is known for its pet- and family-friendly applications because of their organic based products, which Belt says customers appreciate. “People are always looking for safety,” he says. “They don’t want their families and pets exposed to materials they don’t trust. We go at it as if it was our own property.” The family- and pet-friendly approach is indicative to NaturaLawn’s overall approach to treating a lawn. The technicians have a strong relationship with the lawn in that they want to know about every aspect of it from the root and soil, to how it looks to the neighbors. “We use the safest materials, and

our approach is working with the soil – coming up with a solution instead of treating symptoms,” he says. “We focus on growing the root system up. It’s not just throwing stuff on the lawn to make it green and temporarily look good.”

Part of those safer materials is NaturaLawn’s custom made fertilizer. The product gives franchisees advantages the competition just doesn’t have. “There are numerous aspects of our products which help build the soil – a proprietary blend of microbes that really helps the soil stay healthy and fight the pathogens in the soil,” he says. “You can’t make every lawn look perfect but if you get the soil right you can reach the best potential a lawn is going to have.” As far as a future for Belt, he’s already succession planning for his son to take over. Having NaturaLawn’s system in place and operating smoothly gives him peace of mind that the business will continue to thrive. Plus, he admits, “my son is a lot smarter than me,” he says with a laugh.

“We have a succession plan and a bunch of great people working for us,” he says. “They enjoy being with the franchise because they also see opportunities not just within our group but with other operations if they are willing to relocate”

Jon Bennett, Scranton, PA.

Revenue: \$135,000
Customers: 250
Employees: 3
Services: Lawn care, flea & tick control, aeration & seeding
Years as franchisees: 2 years
Territories: 1 license

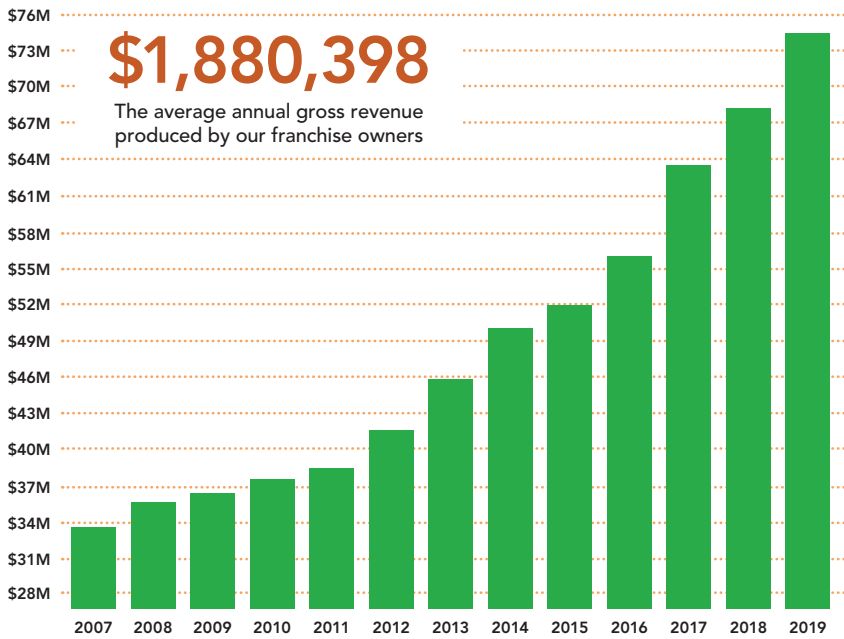
As a self-proclaimed new kid on the block, Jon Bennett says even small franchises can find success in the NaturaLawn model. He’s only got one full-time technician and one person working in the office, plus himself, though Bennett says he plans on hiring someone new every year to keep growing the company. He comes from



14 years in the golf course management industry. He ultimately decided he needed more work-life balance and felt starting the franchise with NaturaLawn could provide the answer. As somebody who had just started a young family, the safer organics-based products also attracted him to NaturaLawn. “I looked at doing (lawn care) myself, but why reinvent the wheel. The company as a whole has great morals, ethics

and background. They’re there for the environment, they’re there for the customers,” he says. Bennett says many franchises will ask for high fees just to slap their name and branding on a truck or building. “There are a lot of them that will take \$50,000 from you. You get the name, and then you’re kind of on your own,” he says. “If that were the case, then I would have done it on my own.” He also really liked the complete package NaturaLawn has to help provide for clients. Many customers have told Bennett they didn’t know a company even existed that offered flea and tick control plus lawn care fertilization, all while maintaining these services with organic, environmentally safe products.

NaturaLawn® of America Revenue Growth



They also anticipated the prices to be too high for them to actually sign on, but Bennett says the affordability and safety is a huge selling point with his customers. “People are more open to seeing what’s going on with disease and pests,” he says. “I find a lot of people are coming to us because that (business) has actually been shockingly busy despite the pandemic.” Bennett says he feels NaturaLawn provides hands-on help to new franchises learning how to adapt their models. When he had issues figuring out accounting, they flew someone in to help. He says it’s not just because somebody was already nearby – he believes the help would be offered to anyone. “It wouldn’t matter if I was in California, they would’ve sent someone out,” he says. “Not many people do that. With NaturaLawn, you’re not just thrown to the wolves.”

Rod Criego, Minneapolis, MN.

Revenue: \$1.7 million
Customers: 3,600
Employees: 21
Services: Lawn care, aerating & seeding, flea & tick control, mosquito control
Years as franchisees: 19 years
Territories: 3 licenses

Almost two decades ago, Rod Criego determined he wanted to end up working with a franchise. It was an easy choice to stick with NaturaLawn, he says, because of the support he got once he signed on. First, they flew him out to Baltimore for several days of training with the corporate team. It was here they went over hiring, financials and even the basics of agronomics that he needed to understand to be successful. Criego says you can’t learn all of this in one sitting, which is



why NaturaLawn offers annual meetings with all the owners that take on educational elements, plus regional meetings during the year at various locations. What’s more, NaturaLawn will also send representatives out to visit the franchises, especially when they need some form of tech support. When he first started, they sent out a regional manager to Criego’s office to get him going in the right direction. “They seemed like they had a really sound education system in place to help me understand what I needed to do to get me where I wanted to go,” he says. “That just gave me a higher level of confidence. I knew grass was green and

that was about it. I quickly learned there was a lot more to lawn care than that.” Criego says NaturaLawn provides a solid blueprint to ensure everyone’s on the same page. Due to some of the customer service tips NaturaLawn offered, Criego says his customer retention remains high despite COVID-19. “We need to make sure we have really good relationships with our customers,” he says. “A lot of that is trained by the Home Office, but a lot of that comes from individual owners as well.” Criego is also a huge supporter of mosquito services, as he jokes that the pests are known as “Minnesota’s state bird.” He’s even had some clients adopt all of his services once they see how well the mosquito products work. “Once again, you get into the safety component where we’re trying to do our applications using only natural products,” Criego says. “We get the results and we’re doing it in a safer manner.”

Roy Good, Frederick, MD.

Revenue: \$1 million
Customers: 1,550
Employees: 12
Services: Lawn care, aeration & seeding, flea & tick control, mosquito control
Years as a franchisee: 30 years
Territories: 1 license



lost in all the fertilizers and the special stuff and sometimes people don't want that; people want relationships."

Good says that has led his business to be extra responsive and accountable with their customers.

"They want service," he says of his customers. "They want to be taken care of. That's our standard. We're waiting the table so to speak. The best waitress is the one who recognizes you and looks in your eyes and has good, warm personable skills."

Good equates good customer service to going to an ice cream parlor. Some places will just give you one scoop of ice cream on your cone, while others will pack one scoop down and then add another on top.

"Always give the two scoops," Good says. Having candid conversations with customers about what they can do on

their end to improve their lawn is also key, according to Good.

"The way we approach lawn care is by talking about health and vigor," he says. "We talk about mowing right and doing the things the plant likes...and not leading with chemicals. It's that approach of starting with the easy things we can do."

The natural elements of Tick Ranger and Mosquito Ranger are also popular among Good's customers.

"It's like a whole new revenue stream that can be developed naturally," he says of the products. "Nobody else is doing it and the stuff we're using really works. If I can offer you something that's safer for you, your pets, your family and the environment, you'd be interested obviously."

Good says he looks forward to a nice, long future with NaturaLawn.

"The beauty of all this is that we have the best fertilizers, we have a great approach, and we are using less pesticides. These are exciting times and I've been doing this forever," he says. "The beauty of the industry is that I can do it for another 20 years."

Bruce Granger, Houston, TX.

Revenue: \$675,000
Customers: 1,100
Employees: 5
Services: Lawn care, aeration, tree & shrub, fire ant control, flea & tick control
Years as franchisees: 14 years
Territories: 2 licenses



for the ride until he figured out precisely what his next career step would be. Having always been impressed by NaturaLawn, he decided to

become a franchisee. "When I found out NaturaLawn was a franchise, I had been a customer of them and I knew it was an excellent product," Granger says. "And as far as the initial investment, it was very reasonable."

The quality of the product initially drew him in, but it was the idea of selling organics that sealed the deal. Of course, back in the mid-2000s, customers weren't

as concerned with being environmentally friendly as they are today. This was a surprise for Granger since he had come from the East Coast where they had just passed the Chesapeake Bay Act. "One client had even said at one point, 'I don't care what you put in my lawn as long as it's green.'"

It was particularly difficult to manage this because Granger says he was the first NaturaLawn franchisee in Texas. Each region of the country is unique, and once he shared some of his concerns with NaturaLawn, he says their support helped him through a rocky start. Though clients were initially skeptical of organics, Granger says it's become a "feather in my cap."

"By about 2012, the calls were coming in saying they saw us on the Internet, saw we have organics, and they have pets and family and they want it to be safer," he says.

Jim Laramée, North Attleboro, MA.

Revenue: \$8.5 million
Customers: 11,200
Employee number: 85
Services: Lawn care, aeration & seeding, flea & tick control, mosquito control
Years as a franchisee: 28 years
Territories: 8 licenses – 2 locations



"We were able to cross sell our current customer base, but we're also able to sell lawn care to people who were inquiring about mosquito," he says. "They didn't even know

they wanted lawn care until they called us for our mosquito control program."

As far as the success with his lawn care service, Laramée points to the systems NaturaLawn has in place. Those systems were especially helpful when he started out in the early 1990s.

"Going from zero customers to 500, they

supported us all the way through that," he says. "Helping us hit benchmarks and set reasonable expectations was really beneficial for us."

Laramée also recalls the sales training they received and one key piece of advice he pulled from it was "to listen."

"Listening to what the potential customer is asking for and what their current problems are, repeating back to them what they've said and then what your approach will be to fix it," he says, "was a really big learning tool for me. I still do that nowadays."

"We feel that that's one big difference between us and the other companies; actually just listening to the customer, especially on phone sales. If you're not face-to-face communicating with somebody, then repeating back to them what they've said to you is very important."

Michael Weiner, Pittsburgh, PA.

Revenue: \$1.5 million
Customers: 2,500
Employees: 13
Services: Lawn care, aeration & seeding, flea & tick control
Years as a franchisee: 13
Territories: 1 license



had a lot more help learning."

Weiner says all the support from the franchise's Home Office, and other franchisees, aided him in getting his business

off the ground.

"When I was investigating franchises, one of the things I was looking for was support," he says. "It was fantastic having that support. If I have an agronomic question, we have several in-house agronomists. If I have an accounting question, I go to the accounting

When Mike Weiner first joined the NaturaLawn franchise in 2007, he knew nothing about the green industry.

"I was a retail manager before, and I was looking for a way to be my own boss and be outside and have a business that would last and grow," he says. "That's one of the reasons why I chose the franchise. I

department. For marketing, I don't have to devise my own marketing plan."

Even though he didn't come from the industry originally, Weiner knew a thing or two about customer service – something he says helps his business stand out.

"The franchise is very strong about customer service," he says. "I do think we have some of the best, if not the best, customer service in the area. I often tell my guys that results are certainly important, but customer service is even more important."

In addition to having great customer service, Weiner adds NaturaLawn's proprietary products also give them an edge.

"Our products stand above and beyond what the other companies are doing," he says. "We always say that every single pellet that comes out of the bag does something for the lawn."

Weiner adds that NaturaLawn's Tick Ranger products have also been a god-send to his customers.

"Western Pennsylvania has one of the highest instances of Lyme Disease in the country," he says. "The customers love that it's all-natural. They have the peace of mind that it's perfectly safe."

Every business has administration and support related costs. In a company, this usually runs between 12% - 15% of the business' revenue. As a NaturaLawn franchise, one of the benefits you receive is administrative help and support from the home office, and at a cost significantly less than 12% - 15% of sales.

Rick Yates, Wilmington, DE.

Revenue: \$2.5 million

Customers: 3,800

Employees: 28

Services: Lawn care, aeration & seeding, flea & tick control, mosquito control

Years as a franchisee: 30 years

Territories: 2 licenses

Rick Yates has been with NaturaLawn since the beginning. “I’m one of the old guys,” he says. “I’m one of the ones that started with the company. It was a brand-new franchise when we bought in.” He says being a part of the company has been a fun journey. “We’ve grown tremendously over the 30 years,” he says. “There’s a lot of comradery among owners and that’s really helpful. It’s really helped us become the successful operation we are



we can do about mosquitoes’...we originally just started spraying garlic and a mixture of other oils to treat,” he says. “About 10 years ago, we started playing around with our formula and it was like being in a chemistry lab. We now have a proprietary formulation that is 100% all-natural and extremely effective. The program has grown exponentially the last three years. We’re absolutely delighted with this

today.” Yates was also instrumental in helping establish the company’s Mosquito Ranger program. He said the process started about 18 years ago. “People were asking ‘is there something

product and the program,” Yates says that using less pesticides has always been a goal of NaturaLawn’s.

“When we first started, we were very unique in that we were the only company with natural and organic-based products for treating lawns,” he says. “I remember when I started in this industry, people in the industry would put down pesticides based on the time of year whether they were needed or not. What makes us unique is the fact that we’ve reduced the use of pesticides significantly compared to our competitors.”

With the coronavirus keeping people at home more, Yates says having kid- and pet-friendly products is even more crucial.

“Their yards have become more important to them than they ever have been before,” he says. “The fact that we use products that are safer for children and pets is really important to consumers who see their kids out there every day.”

John Vollmer, Danbury, CT.

Revenue: \$8.5 million

Customers: 11,000

Employees: 60

Services: Lawn care, aeration & seeding, flea & tick control, mosquito control

Years as a franchisee: 21

Territories: 5 licenses – 2 locations

Not having to unnecessarily handle chemicals was at the top of his priority list when John Vollmer was looking for a lawn care franchise to join. He had come from a commercial landscaping business, and as he was looking through an industry publication one night he saw a NaturaLawn ad and decided to give them a call.

Vollmer says that he made the right decision in choosing NaturaLawn.

“It’s been very good,” he says of the experience. “You always have your ups and downs, but most of it has been better than I expected. I know other people who’ve gotten into other lawn care franchises and their businesses are still very small. I didn’t



beginning. “He’s always laser-focused and anything that we do has to fit into the model of being safer for families, safer for our technicians and safer for the environment,” he says. “There’s nothing behind the scenes and I really like the transparency that Phil gives to the business.”

Vollmer says his customers too like that he’s a part of the franchise. “Customers like when you’re a part of something larger, but on the other hand, not a conglomerate” he says.

“Every franchise is individually owned and operated but we have the support of the entire franchise system.”

Vollmer says it’s that blend of support

get into this to be a small business.”

What Vollmer was looking for in a franchise aligned with what founder, Phil Catron, had instilled in the business from the

and individuality that allows franchisees to prosper.

“One thing this franchise does very well is that it never makes the decisions for you, but always gives you the tools to make the decisions and also supports your decisions,” he says.

In his experience, Vollmer says customers have also mentioned that NaturaLawn is ahead of the competition in terms of using a more natural approach.

“The brand supersedes other brands due to the fact that we’re looking forward as others are lagging behind,” he says. “The way we talk, the way we do things, you can tell when speaking with customers who’ve been with other companies that this isn’t what they’re used to.”

He mentions that they soil test every lawn in order to get a road map for how to best treat it.

“Customers are always focused on killing crabgrass, killing weeds and killing insects,” he says. “They’re not focused enough on the overall health of the lawn. So, we build a solid lawn and then we greatly reduce the use of those types of products.”