TWO Minute Drill

Get the rundown on some of the most prolific home services franchises in the United States!
In this document we'll be highlighting:

Brand Summary

Heroes Lawn Care, offers a dynamic opportunity for sales-minded executives or semi-involved owners to leverage multiple service lines and a proven marketing system for recurring revenue and high customer retention. This isn't your typical lawn care company; it's a cutting-edge, environmentally conscious business with the latest technology and strategic growth potential. From landscaping and irrigation to pet waste removal, mosquito control, and snow removal, Heroes provides comprehensive services to keep customers for life. With advanced tools like virtual lawn measurement and weather-gathering intelligence, Heroes Lawn Care saves money, conserves water, and reduces nutrient pollution, setting the standard for modern, eco-friendly lawn care.

Summary:

- Executive or semi-involved ownership model
- Multiple compatible service lines offer recurring revenue opportunities
- Significant technology advantages for both sales and service
- Eco-minded mentality provides savings through conservation

Top Products/Services/Offerings

- Irrigation Services
- Fertilization Aeration & Overseeding
- Mosquito, Flea & Tick Removal
- Pet Waste Removal
- Snow & Ice Removal
- Landscape Services

Get in Touch!

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Franchise Offering Components

- A manager can run the day-to-day operations
- Small Staff (5 or fewer employees per location)
- Recurring Revenue Model (membership, subscription)
- Recession Resistant
- Pre-negotiated national customer relationships
- Technology-driven
- Leadership that have almost 80 years of industry experience
- Hiring & Recruiting support
- Strong & Diverse Franchisee Validation

Business Basics

- Industry: Lawncare
- Industry Size: $195 Billion
- Major Competitors: Lawn Doctor, Mosquito Shield, Dooty Calls, Conserva Irrigation, TruGreen, Weedman
- Year Company Founded: 2014
- Year Company Started Franchising: 2022
- Franchise Units Awarded: 41 territories
- Franchisees: 11
- Flat Rate Royalty: Year 1 $1800/mo | Year 2 $2100/mo | Year 3+ $2400/mo
- Vet Discount: 10% off First Territory
- In-House Financing: 3rd Party Recommendations
- Flexible Ownership: Yes
- E2/Visa Candidates: Yes

Ideal Franchise Candidate

- Optimistic personality
- People management experience
- Experience building and managing teams
- Desire to get involved with their community, local presence
- No industry experience required

Financial Details

- Investment Range: $96,290 - $176,686
- Required Net Worth: $150,000
- Required Liquid Capital: $60,000

Competitive Advantages

- Executive Ownership Model
- Cross Marketable Services
- 1 Contact For Homeowners
- High Margin Services
- Fleet Management
- Smart Routing Software
- Digital Mapping Software
- Neighborhood Canvassing Technology
- Consignment & Inventory Management
- Accounting, Bookkeeping, Payroll

Franchise Fees (1-5 Units)

Territories (territory = 200,000 in population)	Cumulative Initial Franchisee Fees (10% of total population)
#1	$20,000
#2	$40,000
#3	$60,000
#4	$80,000
#5	$100,000

Item 19 Highlights

Average Gross Sales

- Top Performing: $2.9m
- Avg Total System: $622,700

Average Ticket

- Fertilization: $184
- Irrigation: $590
- Landscape: $914
- Other Services: $355

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Franchise State Registrations

Registration Pending	CA, IL, MD, MN, ND, NY, RI VA, WA
States Not Registered	HI

*All States are registered unless listed above. Please complete a territory check to ensure the area you are interested in is available

Business Operations

Function of owner-operator

- (Semi-Involved Model)

Function of flexible owner

- Talent Selection
- Tracking & Influencing KPI's
- Networking
- Forecasting
- Business Reviews with Success Coach

Number & type of employees: Start with 2 employees – 1 Manager & 1 Tech

Home based: No

Target customer: Residential Homeowners & Commercial HOA's, Property Managers, Homebuilders

Avg. Start to open time: Less than six months

Training

- Initial 60-Day onboarding
- 6-8 Week Rigorous Training
- 1 Week In-person Training
- Sure Start Program

Technology

Heroes Lawn Care Franchise Owners, use industry-leading technology to aid their sales and service processes. Specifically:

- Google Earth Lawn Measurements: Used to accurately measure lawn areas for precise service estimates and planning
- Hunter Industries Smart Irrigation: Wi-Fi-connected controllers enable remote monitoring, automatic rain shutoff, and detailed water usage reporting by hour, day, and month
- Jobber Central: A best-in-class CRM designed explicitly for executive model lawn care

Brand Discovery & Confirmation

Franchise candidates can meet the Heroes Lawn Care leadership, brand support, key vendors and new franchisees who just completed Academy training. The event begins with a kickoff Discovery Day Dinner with presentations and one-on-one meetings with each department and the brand's President to follow the next day.

Support Services Include:

- Customized lead acquisition market strategy
- National call center options for lead qualifying and scheduling
- Brand Marketing Manager to support digital and boots-on-the-ground marketing efforts
- Affiliate talent recruitment team
- Bookkeeping services
- Billing/payroll processing
- Comprehensive technology toolbox
- Monthly business reviews
- Personalized KPI dashboard
- Entrepreneurial coaching

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Hooks & Hangers

- Franchisees receive exceptional training and ongoing support to address hiring, lead generation, accounting, and technology challenges.
- Lawn care may not be the most appealing option to a candidate on first impression, but Heroes Lawn Care is the industry disruptor that brings both sizzle and steak. Far beyond mowing, it is ready for the right owner to take over with a variety of innovative service lines.

Overcoming Objections

"But this is a new concept or emerging brand."

Response: Heroes Lawn Care is a very experienced brand with a history of growth, support, and success. For Franchisees, an emerging brand gives them the best and largest opportunity to consolidate a fragmented market with few direct competitors.

"I have no experience with lawn care."

Response: That is a perfect fit! Heroes prefer you not to have any industry experience. We are looking for business professionals who want to scale and work on the business. We want you to see yourself as the CEO of a sales and marketing engine and use your skill sets to take advantage of these service lines and growing industry.

We offer comprehensive and successful onboarding and training processes to develop each Franchisee, including their employees and staff.

Overcoming Objections Pt. 2

"Hiring is a problem for some businesses. What about finding, hiring, and training employees?"

Response: We saw firsthand the difficulties in hiring, recruiting, and training qualified employees within ANY industry. We helped solve that problem by creating a support service called ZeeRecruit which will assist in getting the Franchisee in the right hands for the roles they are needing to fill with the vendor relationships we've built.

Training is handled with the Heroes Lawn Care brand team, in a pre-determined location, for select employees starting with Academy and your Brand Team. Heroes Lawn Care offers a robust digital training platform for both the franchisee and employee training throughout ownership. The Brand Team is will offer coaching, support, and business mentorship.

"But this looks like a competitive industry."

Response: Good. We prefer an industry that is growing or proven. We also want people who have the drive to get their competitive juices flowing every day. There are both mom-and-pop operations as well as some other franchise opportunities. That means the competition is unsophisticated, and the industry is fragmented. This is a concept that is ready to disrupt and consolidate that industry. Heroes Lawn Care allows you to enter the market with the powerful backing of a large franchisor that offers:

- Superior customer acquisition strategy
- Industry-leading technology creating a differentiator from unsophisticated competitors
- A digital lead generation process and superior customer service

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