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## **CONTACT:**

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## **ADDITIONAL INFORMATION:**

[Lawn Doctor 'Presentation Points'](#) (Effective: April 2009)

[Lawn Doctor 'BAI Affiliate Overview'](#) (Effective: April 2009 / click on link to view / download)

## **DESCRIPTION:**

With 40 years of experience, supporting our franchisees and helping them grow their businesses. Lawn Doctor offers the top ranked franchise opportunity in the lawn care category, according to Entrepreneur magazine. Our mission is simple: Growth through Mutual Benefit. In other words, what's right for our franchisees is right for us, and we pride ourselves on maintaining a mutually beneficial relationship with the people who make up our franchise system. As the largest franchise in our category, Lawn Doctor's secret to success lies in a time-tested support system and strong infrastructure. These key components will lay the foundation for your potential success, as you travel the road toward business freedom.

## **BACKGROUND**

Established: 1967

First Franchised: 1967

Franchised Units: 478

Company Owned Units: 0

Projected New Units (12 Months): 16

States Registered: **We are concentrating on the following markets: Chicago, Cleveland, Pittsburgh, Milwaukee, Minneapolis, Raleigh, Charlotte, Dallas, Hartford, and Boston, but will look at all markets where we have existing franchisees. (Effective: January 2008)**

## **FINANCIAL/TERMS**

Initial Investment: \$65,000 plus \$13,000 working capital

Liquid Capital Requirement: \$40K (including \$13,000 working capital)

Monthly Van Lease: Approximately \$580

Lawn Doctor, Inc. financing is available for up to \$40,000

Small Business Administration (SBA) loans are available to qualified applicants. BeneTrends, Inc.

<http://lawndoctorfanchise.com/PDF/BeneTrends%20web.pdf> makes 401K rollover financing available.

Discounts: \$12,500 discounts are available through the VetFran and Minority Fran:

<http://lawndoctorfanchise.com/minority-fran.php> programs.

Cash Investment: \$40K minimum

Total Investment: \$76,600 to \$79,200

Minimum Net Worth: \$150K

Franchise Fee: \$25K Included in initial investment

Royalty: 10% of revenue

Ad : 10% of revenue

Average Number of Employees: 0 to 4

Passive Ownership: No

## **SUPPORT & TRAINING PROVIDED**

Two weeks at corporate offices, follow up visits every eight weeks for the first two years of the franchise, regular support visits after that.

Home based

No leases to negotiate

No co - op advertising

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