



Last Update October 21, 2008

Contact:

Name: **Kim Collins**
Address: 1 East Church Street
Frederick, MD 21701
Phone: 800-989-5444
Fax: 301-846-0320
Website: www.nl-amer.com
E-mail: franchise@NaturaLawn.com

Additional Information:

[NaturaLawn of America - Open Letter to Business Alliance Affiliates](#) (Effective: September 2008)

[NaturaLawn of America 'Highlight Overview'](#) (Effective: September 2008)

[NaturaLawn of America 'Open Territories'](#) (Effective: September 2008)

Franchise Sales:

Single Unit: Yes
Multiple Units: Yes
Area/Master Developer: No

Description of Franchise:

Since 1989, NaturaLawn of America continues to be the only nationwide natural, organic based lawn care franchise providing a safer and healthier alternative to traditional chemical lawn care services. As the original innovator of organic-based/biological products and services to the United States, we have become the recognized leader in our industry. Our exclusive and proprietary line of organic-based products addresses the increasing concern to protect and preserve our environment. This ever-growing concern about our environment provides our franchisees a unique and powerful marketing difference within the lawn care industry. The franchised business will be a lawn care service that utilizes organic-based/biological treatments instead of high soluble salt fertilizers. Your primary service will be lawn care to residential, commercial and government-owned properties.

Background:

Year Established: 1989
Year First Franchised: 1990
Franchised Units: 62
Company Owned Units: 4
Projected New Units (12 months): 8
States/Countries Registered In: All USA states except HI, SD & WA.
Availability in Canada: Masters / Area Developer No
States, from which Broker Referrals ARE NOT being accepted: AK, AZ, CA, CO, FL, HI, ID, ME, ND, NM, NV, OR, SD, UT, WA & WY.

Financial/Terms:

Single Unit Financial Terms are:
Cash Investment: \$100K
Total Investment: \$144,900. (Note: A \$150,000 minimum line of credit needs to be established prior to the business starting

operation.)

Minimum Net Worth: \$300K

Franchise Fee: \$29,500

Discounts: VetFran (pending)

VetFran Program Participant: No

Royalty: Initially 9% then when at \$500,000 in business upon renewal goes down to 7%.

Ad: N/A

Average # of Employees: 3

Passive Ownership Allowed: No

Earnings Claims: Yes

International Expansion:

International Opportunities: No

Countries, outside of United States, where the concept is currently available or plans to expand: N/A

Single Unit Availability: N/A

Multiple Unit Availability: N/A

Area Development or Master Availability: N/A

Support & Training Provided:

Financial Assistance Provided: Yes via 3rd party

Site Selection Assistance: Yes

Lease Negotiation Assistance: Yes

Co-operative Advertising: No

Training:

Initial Franchise Owner Training, and if applicable for your manager, is conducted for one week at our home office in Frederick, MD, and for two additional weeks at one of our corporately owned locations in Maryland or Virginia before the opening of the franchise business. In addition your regional manager will work with you per an on-going basis. There are also regional seminars, annual owners meeting and on-going support and training from both the regional manager and the Home Office.

[Back to Franchisor Listings](#)