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## **CONTACT:**

**Brandon Moxam** / Franchise Development and Recruiting  
4407 Vineland Road, Suite D 15  
Orlando, FL 32811  
Phone: 800-875-2967  
Fax: (407) 246-1623  
Website: [www.uslawns.com](http://www.uslawns.com)  
E-mail: [brandon.moxam@uslawns.net](mailto:brandon.moxam@uslawns.net)

## **DESCRIPTION:**

U.S. Lawns is the largest and fastest growing landscape maintenance franchise company in the green industry today. Through a network of operator-owned branches located strategically throughout the United States, US Lawns provides commercial customers with a full range of personalized, professional landscape maintenance services. The benefits and privileges of owning a US Lawns franchise include on-site startup training, horticultural and agronomic training, sales training, corporate-sponsored purchasing support, ongoing sales, operations, and administrative support, exclusive lead generation and sales appointments by our in-house telemarketing department, exclusive customer service program, proprietary estimating system, complete operations manual and foreman's manual, marketing materials, a computer with customized software package, protected territory, declining royalty structure, and low franchise/royalty fees.

## **BACKGROUND**

Established: 1986

1<sup>st</sup> Franchised: 1986

Franchised Units: 130

Company Owned Units: 0

Projected New Units (12 Months): 25

**Registered: All**

(Currently accepting broker referrals from all states except Michigan.)

## **FINANCIAL/TERMS**

Cash Investment: \$29K

Total Investment: \$75K

Minimum Net Worth: \$85K

Franchise Fee: \$29K

Royalty: 4%

Ad: Up to 1%

Average Number Of Employees: 20

Passive Ownership: No

## **SUPPORT & TRAINING PROVIDED**

Financial Assistance Provided: Yes, In-house Financing for up to 7% of Franchise Fee

Site Selection Assistance: No

Lease Negotiation Assistance: No

Co-Operative Advertising: No

Training: Five Days at Corporate Office / Five Days in the Field

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