



Outdoor Living Brands

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ADDITIONAL INFORMATION:

Mosquito Squad '[e-Brochure](#)' (Effective: May 2009)
[Mosquito Squad 'Brief Overview'](#) (Effective: June 2009 / click on the link to view / download the document)
[Mosquito Squad 'June 23, 2009 – Webinar presentation slides'](#) (Effective: June 23, 2009 / click on the link to view or download the slides)
[Mosquito Squad 'May 14, 2009 – Recorded BAI Launch Webinar'](#)
(Click on the Link to listen / view the May 14, 2009 Webinar)

FRANCHISE SALES

Single Unit: Yes
Multiple Units: Yes
Area/Master Developer: Yes (on a case by case basis)
Resale: Yes

DESCRIPTION OF FRANCHISE

Mosquito Squad protects families, children and pets from mosquitoes, fleas, ticks and other outdoor pests so they can spend more time outside without the risk of bites and insect borne diseases. Mosquito Squad uses a very simple, systemized business model to protect clients in one of three ways: (1) a barrier spray application applied every 21-day cycle; (2) one-time special event sprays; and (3) permanently installed automatic misting systems. Its strong recurring revenue stream and margins offer a very attractive business for potential franchisees on a stand-alone basis, as a terrific add-on business to an existing outdoor service company or as a seasonal business opportunity.

BACKGROUND

Established: 2004
 First Franchised: 2005
 Franchised Units: 20+
 Company Owned Units: 0
 Projected New Units: 15
 Registered In: All U.S. except Minnesota (sold out)
 Availability in Canada: Single / Master / Area Developer
 States, from which Broker Referrals **ARE NOT** being accepted: Minnesota (sold out)

SINGLE UNIT - FINANCIAL/TERMS

Cash Investment: \$25k+
 Total Investment: \$32k - \$57k
 Minimum Net Worth: \$50k+
 Franchise Fee: \$17,500
 Discounts: VetFran
 VetFran Program Participant: Yes, \$2,500 discount off initial franchise fee.
 Royalty: Fixed monthly brand licensing fee of \$450/month in year one; \$750/month in year two; and \$975/month in year three
 Ad: Fixed monthly marketing fee of \$100/month in year one; \$200/month in year two; and \$300/month in year three
 Average # of Employees: Four (Employees are almost all part-time, including an office manager and applicators)
 Passive Ownership Allowed: Yes
 Earnings Claims: Not yet (previous owners prior to Outdoor Living Brands did not collect sufficient data to make an Item 19 disclosure)

INTERNATIONAL EXPANSION

International Opportunities: No, we are focused on North America.
 Countries, outside of United States, where the concept is currently available or plans to expand: Future
 Single Unit Availability: No
 Multiple Unit Availability: No
 Area Development or Master Availability: No
 Cash Investment: N/A
 Total Investment: N/A

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: Outdoor Living Brands will finance 50% of franchise fee for qualified applicants
 Site Selection Assistance: N/A
 Lease Negotiation Assistance: N/A
 Co-operative Advertising: Most recommended marketing and advertising is local and guerrilla in nature (does not lend itself to co-op approach)

Training:

New franchisees attend 3.5 day classroom and field training program at our Richmond Training Center. Training is led by our VP of Franchise Support, who also owns the largest and most successful Mosquito Squad franchise. Training is provided in all aspects of the business including (1) marketing and advertising; (2) sales methodology; (3) mosquito fundamentals and life cycles; (4) technology – CRM, routing software and QuickBooks; (5) business administration systems; (6) barrier spray application; and (7) installation of mosquito misting systems.

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