



Head For Greener Pastures & Grow A Business You'll Love

FRANCHISE OPPORTUNITY

This advertisement should not be construed as an offer to sell any The Grounds Guys franchises.
The offer of a franchise can only be made through the delivery of a franchise disclosure document.

the Grounds Guys
a neighborly company

It's time to trade fluorescent light for sunlight.

The corporate world has shaped your past, helping you hone a valuable people and process management skill set. But the corporate world cannot promise you the bright future you deserve - a future filled with freedom, flexibility and infinite possibility.

Just like it has for 200+ North American franchise owners before you, The Grounds Guys represents an opportunity to realize business ownership in a familiar, stable industry while allowing you and your family to experience the lifestyle you've always desired.

THE HEALTHY ROOTS OF OUR MODEL



A Recurring Customer Base

Where many home services require infrequent visits, quality lawncare services are performed *weekly*, giving your business the chance to capitalize on repeat business.



You Lead People Who Care for Lawns

An executive ownership model, your role is to lead your team of lawncare professionals while building lasting relationships with home and business owners in your community.



Year-Round Offerings

While lawncare is often your "bread and butter" service, you may offer a variety of seasonal services to keep both residential and commercial customers happy year-round.



We Can Dig Deeper, Not Wider

With so many service verticals to choose from, you are able to provide multiple services to the same customer.

THE IMPRESSIVE NUMBERS

2021 Reported Annual Gross Sales
Units in Business 3+ Years

\$3,359,220

High Annual Gross Sales¹

\$784,950

Average Annual Gross Sales¹

\$48,096

Low Annual Gross Sales¹

You don't have to dig deep for bountiful benefits.



Work/Life Balance

Enjoy a family-friendly work week, with limited on-call or emergency work.



Simply-Designed Operations

We have a proven, customer service-focused model with few moving parts.



Small Footprint

Franchise owners enjoy low overhead, as no initial office space is required.



Prime Territories

We offer protected territories all across North America.



Recession-Resilient

Regardless of the economy, grass will continue to grow.

Services For Every Season



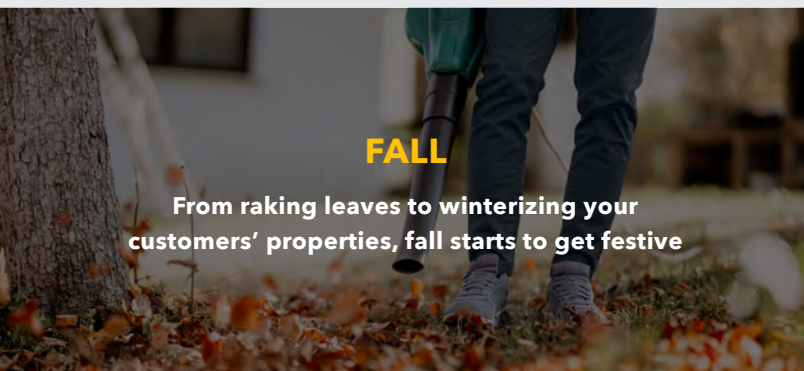
SPRING

A time for outdoor cleanups and seasonal color planting



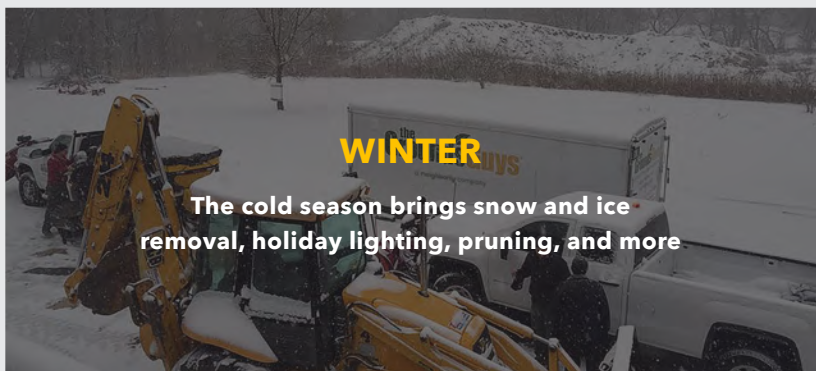
SUMMER

The busiest season for lawn care maintenance and installation




FALL

From raking leaves to winterizing your customers' properties, fall starts to get festive



WINTER

The cold season brings snow and ice removal, holiday lighting, pruning, and more



We put the CARE in the lawncare industry.

While pristinely manicured lawns and host-ready outdoor spaces may be our end-products, the process of getting there is a little more personal.

Our franchise owners realize they are not in the lawncare business managing people, they are leading people first. This is a business about connection – between owners and their employees, owners and their communities, and among every owner in The Grounds Guys system.

AND WE TAKE IT A STEP FURTHER

Aside from the touching stories each owner can share about impacting their own community, there is one day where every franchise owner across North America comes together as one. **weCARE Day** is a day of service in honor of lost loved ones and it holds a very special place in our hearts. It's a way of turning heartbreak into happiness by giving back to the community.

The Grounds Guys owners give back – *faith* to communities, *free time* to customers, and *freedom* to themselves and their families.



The landscaping and mowing was this vehicle to go out and be something unique in the marketplace. Not just another company, but a brand that literally makes people's days better, not just the people who work for it but the customers we serve. We get an opportunity to go out and do that every single day.

Kenny Smith

FRANCHISE OWNER • SPOKANE, WA



Your business support starts from the ground up.

From the minute you are awarded a franchise, your training and support system come to life. These are the support branches you'll likely lean on most.



Sure Start Business Training

Our Sure Start training is a 4-6 week program combining classroom-style business operations, sales, and marketing training. You won't be mowing lawns, you'll be running a business, and we'll help ensure you know how.



GG Pro Management Software

All-in-one tool to manage operations including frontline service and support, customer satisfaction, recruiting and retention, marketing and sales, and financial awareness of your unique overhead needs.



Franchise Business Coach + Industry Experts

You'll have a business to run, and we have ongoing best practices to share. You'll receive visits from your seasoned FBC plus access to our staff of 30-yr landscape industry veterans for advice.



Branded Marketing & Awareness

Customers enjoy the assurance that comes with hiring an internationally known brand. From our vehicles to tech uniforms, we look professional. And with a marketing machine in place, the brand is everywhere you turn.

STAY GROUNDED

One of the best parts of joining The Grounds Guys franchise is the chance to strategize with other accomplished franchise owners at regional and national gatherings and workshops.



We really feel like we're building a strong team, doing things the right way and are able to treat people the way we want them to be treated.

Dan & Jana Reid

Franchise Owners • Rogue Valley, OR

It was a match made in franchise heaven.

When Peter Van Stralen met Dina Dwyer-Owens at the 2009 IFA convention it was one of those magical moments that would forever change countless lives for the better. Uncanny in their similarities, Neighborly's Code of Values and The Grounds Guys' Culture of CARE were meant to be together.

We believe in the value of

C.A.R.E

CUSTOMERS FIRST • ATTITUDE • RESPECT • ENJOY LIFE IN THE PROCESS

ACCOLADES & ASSOCIATIONS



WHAT IT MEANS TO BE NEIGHBORLY

Neighborly® is the world's largest home services franchisor of 29 brands and more than 5,000 independently owned and operated franchises that repair, maintain and enhance properties, united under one platform serving 10 million+ customers in nine countries. The company operates online platforms that connect consumers to service providers in their local communities that meet their rigorous standards as a franchisor across 18 service categories at Neighborly.com in the United States and Neighbourly.ca in Canada. More information about Neighborly/Neighbourly, and its franchise concepts, is available at franchise.neighborly.com.



A mind for business meets a heart for service.

Let's face it. You've always had one of the nicest yards on the block. You take pride in the appearance of your home and your entire neighborhood. You and your family are already involved in the community, but always looking for ways to make a bigger impact.

While your job has afforded a comfortable life, it has come at the cost of a lifestyle you don't always have control over. You'd prefer to call the shots and put your business acumen to work for yourself.

THE SKILLS NEEDED TO GROW

Those that thrive within our system are process-driven and hardworking. They have experience developing and leading teams and have a knack for operations. They are generous with their time and resources because they realize these qualities always generate a return. These qualities are also inherent in born leaders - which our top-performing franchise owners can identify with.

THE NUMBERS INVOLVED

\$82,820 - \$202,470

estimated initial investment range²

15%

off minimum initial franchise fee
for qualified veterans



*The Grounds Guys has more
Veteran-owned locations than
any other franchise brand in the
Neighborly family.*





Ready To Reconnect With Your Roots & Thrive In Business?

If The Ground Guys sounds like the opportunity you've been waiting for, learn more about the unlimited possibilities ahead.

John Dobelbower

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franchise.neighborly.com/grounds-guys

1. Refer to Item 19 of the 2022 The Grounds Guys SPV LLC Disclosure Document for full details. The range of gross sales for 2021 of 69 reporting franchises in business three years or more was a low of \$48,096, a high of \$3,359,220 and an average of \$784,950. Of these 69 reporting franchises, 24 or 35% achieved or exceeded the average gross sales. The 57 reporting franchises in operation for less than 3 years had gross sales ranging from a low of \$18,377, a high of \$1,545,228 and an average of \$307,191. Of these 57 reporting franchises, 18 or 32% achieved or exceeded the average gross sales. Individual results may differ. There is no assurance you will earn as much.

2. Refer to Item 7 of the 2022 The Grounds Guys Franchise SPV LLC Disclosure Document for full details.

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