

What is a Teed & Brown franchise?

It's a truly
unique opportunity
in the lawn care industry.



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Be a part of an industry revolution.

A home is a reflection of its owner. That's why homeowners go to great lengths to give their house 'curb appeal'. Much more than a new paint job or well-trimmed shrubs, curb appeal begins with a beautiful lawn.

Even so, the Lawn Care business sometimes suffers from a sense of low self-esteem. Golf Course Management and Sports Field Maintenance have generally drawn the educated, experienced professionals in our industry because of the prestige and security associated with these jobs. And homeowners have suffered.

So TEED & BROWN is revolutionizing the Lawn Care industry.

We recognize that distinctive homes require the kind of care and attention that golf courses and sports fields receive. And we've created an exciting business for Turfgrass Professionals out of this high-end service.

If you are a Turfgrass Professional seeking a unique business ownership opportunity, and you believe you can contribute to the professional, distinctive image of TEED & BROWN, please return the enclosed application to us via mail or fax.



Fax: (203) 604-9633
Phone: (203) 857-4271
www.teedandbrown.com

Attn: Christopher Brown
Director of Franchise Development
TEED & BROWN Franchising
304 Main Avenue, #200
Norwalk, CT 06851

This information does not constitute a franchise offering. Franchise offerings can only be made by a Franchise Disclosure Document. The franchise is not being offered to residents of the following states requiring registration or persons wanting to locate a franchise in those states unless the franchise offering is currently registered in the state and the Franchise Disclosure Document is effective: California, Hawaii, Illinois, Indiana, Maryland, Michigan, Minnesota, New York, North Dakota, Rhode Island, South Dakota, Virginia, Washington and Wisconsin. Registration does not constitute approval by the state. The franchise is not being offered outside of the United States of America.



Science meets experience.

In 1995, Peter Teed and Christopher Brown began a higher quality lawn care service business named "GrassRoots." Combining Peter's years of hands-on experience and Christopher's Turfgrass Science degree from Penn State University, they created a business utterly unique in the lawn care industry.

The combination of experience and science, the highest level of service and reliability, a well-trained crew, and a clean, professional image drew loyal customers who were willing to pay for the service. In nine years, the business grew rapidly. Customers raved of their service and proudly told their friends that Peter Teed and Chris Brown had turned their lawn into a gorgeous showpiece.

In the spring of 2004, Peter and Chris could see that their business model had potential well beyond their local market. Other trained and experienced Turfgrass Professionals could be given the tools to provide this unique approach. These professionals only needed to see the value of the business opportunity and personal benefits of running their own show.

To help spread the word, Peter and Chris contacted The James Group, a New York branding firm specializing in creating powerful corporate identities for growing businesses. After speaking with current customers and evaluating the national market opportunity, The James Group agreed that the lawn care industry was overdue for this unique business service. Homeowners nation-wide were seeking higher quality products and services to improve the value of their properties.

Several key characteristics make Peter and Chris' work distinctive and valuable to customers: scientific knowledge, deep experience in the industry, and a comprehensive lawn care system. The most important element, highly personalized service, led to the renaming of the business as: "TEED & BROWN."

With the brand relaunch, and a clear message targeted strictly at high-end homeowners, TEED & BROWN saw immediate results. Even in the winter season when sales tended to be slower, advertising resulted in new and better-qualified prospects in TEED & BROWN's desired target market of high-end homes.

TEED & BROWN is now offering franchises in counties in the northeast with plans to expand quickly. We are seeking experienced, trained Turfgrass Professionals who want the personal satisfaction of controlling their own business, and who can deliver the value of the TEED & BROWN brand.

Teed & Brown provides the highest quality lawn fertilization and treatment services to distinctive homes.

Using only the best practices in lawn services, we create a custom program to take a client’s lawn from brown to beautiful. Unlike many of our competitors, we don’t skimp on our process or our products. Because a beautiful lawn requires consistent, complete care to see results, we offer nothing less.

How is Teed & Brown different?

- We use only the finest quality fertilizers, control products, and seed cultivars.
- We select only the most appropriate products for the local environment.
- We have the most thorough and responsive customer service in the industry.
- We do not sell “segments” of our program. Clients are most happy when they see results, and we can only assure them of results when we follow a complete program for each lawn. With very few exceptions, we sell an entire package of a season of lawn care services, rather than individual services.
- We personally evaluate a client’s needs by doing an on-site visit and walking a client through their lawn. In this way, we can demonstrate our knowledge and value, as well as clarify exactly what services the client will receive.

What services does Teed & Brown provide?

- Fertilization
- Crabgrass and broadleaf weed control
- Insect and white grub control
- Aeration
- Seeding

What is unique about Teed & Brown customer service?

From the first meeting, we quickly become the primary source of scientific lawn information and advice for each of our clients. Even in service areas such as mowing and cleaning, our clients rely on our expertise to guide them in the correct cultural maintenance habits.

Clients always want to understand what they are paying for. For this reason, we take whatever time is needed to explain things in easy-to-understand terms. We have created two valuable tools to keep our clients informed and educated about the services we perform and other lawn science insights. The “T&B Lawn Update” is left behind with each client after a service; the “T&B Lawn Newsletter” is mailed every other month to existing clients. These publications are created by us, and would be available to you as a franchisee.

As with every service, the difference is in the details. We only use the highest quality fertilizers, control products, and seed cultivars. We carefully choose the seed and grass types for a specific lawn. After each service, the walkways and driveways are cleaned of any stray pellets, the bare spots are reseeded, and the invoice is professionally presented along with a “T&B Lawn Update” to explain what was done and why. These extra touches are what truly separate us as a business that cares about our clients.



Sample newsletter and form

A unique brand is crucial to a company's success. The TEED & BROWN brand stands for "personal service". This unique position separates us from the competition. Everything we do, whether it's our service, our people or our marketing, comes from this brand.

The TEED & BROWN brand experience begins with our people. Our employees, our franchisees and their employees are the heart of our brand. They all understand and know how to provide the personal service that delivers the highest level of lawn care. Our franchisees are people who can deliver on the brand promise of the highest quality service. This requires a unique combination of turfgrass knowledge, people skills, management skills, organization, and most importantly, passion.

The TEED & BROWN name quickly conveys a different, exclusive feel. Our tagline, "Lawn Care for Distinctive Homes", also quickly describes exactly what our service is. In our logo, these powerful pieces combine to present a classic, distinctive image that will remain in clients' memories.



TEED & BROWN logo

The TEED & BROWN advertising campaign brings the entire brand to life. "What is a TEED & BROWN lawn?" puts the consumer right in the environment where they are most likely to appreciate their lawn with answers like, "It's where the most important meetings are held" and "It's the beginning of a great conversation." The answer changes depending upon the target market or mood. It's a repeatable, emotional campaign that connects with our target market and makes them say to themselves: "I need a TEED & BROWN lawn!"



TEED & BROWN ad campaign

Over the years, the turfgrass industry has been inundated with highly qualified, experienced managers. Many universities offer degree programs in Agronomy and Turfgrass Science. The competition for good jobs has been fierce, and many good candidates have left the industry out of sheer frustration.

TEED & BROWN is an exciting new career alternative for our industry. Not only is it a great business opportunity on the quality level of golf course management and sports field management, it also gives the franchisee the control of business ownership, which is rare in this industry.

Opening a franchise business has many advantages over an independent start-up. TEED & BROWN franchisees will have the advantages of:

- A distinctive, established brand identity.
- A tested and proven service program.
- A protected territory.
- A highly professional marketing campaign.
- A network of peers to compare experiences and ideas with.
- Pre-written monthly newsletters for clients.
- A professional web-site to refer to.
- A franchisor who is dedicated to the franchisee's growth and success.
- Pre-established relationships with printers, uniform makers, sign companies, equipment manufacturers, software designers, and more.
- Cost savings due to bulk purchasing of various items.



Estimated initial investment.

Though actual costs will vary, the table below represents our best estimates as to costs you can expect to incur when opening a new TEED & BROWN franchise. These are not intended to be limits on spending. If you are able to spend more on areas such as initial advertising or new equipment, it would be advisable to do so.

Expenditures	Estimated Amount or Estimated Low-High Range	Method of Payment	When Payable	Paid To Whom
Initial Franchise Fee	\$15,000	Lump sum	A deposit of \$3,000 when you sign Preliminary Agreement; balance when you sign Franchise Agreement	Us
Lease Expense	Varies by location	As incurred	As stated in your lease.	Landlord
Travel and expenses while at initial training	\$1,500 - \$2,000	As incurred	During training	Airlines, hotels and restaurants
Furnishings	\$0 - \$1,000	As arranged	As arranged	Vendors
Equipment	\$10,000 - \$20,000	As arranged	As arranged	To us or vendors
Van	\$25,000	As arranged	As arranged	Vendor
Opening Inventory	\$5,000 - \$7,500	As arranged	As arranged	Vendors
Initial Advertising	\$3,000 - \$5,000	As incurred	As incurred	To us or vendors
Utility Deposit and Fees	\$300 - \$600	Lump sum	As invoiced	Service provider
Business Licenses	\$100 - \$500	Lump sum	Generally upon application	State and local agencies (varies by state)
Legal and Accounting	\$600 - \$1,000	As arranged	As arranged	Service provider
Insurance	\$3,300 - \$6,000	Lump sum	Upon invoice	Insurers
Additional Funds (first 3 months)	\$6,000 - \$10,000	As incurred	As incurred	Employees, suppliers, vendors
Total	\$69,800 - \$93,600			

These figures are estimates only. Actual costs will vary.



The basics of operating a Teed & Brown franchise.

Office

As zoning laws are different in different states and towns, franchisees are responsible for making sure their business headquarters is in local compliance. It may be legal, and therefore cost effective, to initially run the business out of your home. It is advisable, however, to locate a safe, secure office/garage facility as soon as possible. Having an independent location not only offers you the advantage of easy separation of work and home, but it also greatly enhances the professional image you will rely on.

Personnel

Many franchisees will begin as a sole operator, and will handle all tasks associated with running the business, including servicing the lawns. Traditional husband/wife teams may work well with this type of business. The turfgrass expert can spend the time on lawns and consulting with clients, while the spouse can keep the office running and organized.

As your client base grows, you will quickly need to hire help as soon as the work is getting too great to handle alone. At this point, you should begin delegating the more rote tasks, while concentrating on customer relations, new sales, and quality control.

Pricing

Though pricing will vary according to local market conditions, we have a recommended pricing strategy, which places our services at the higher end of the market. This is directly in line with our brand and service offering to clients who are willing to pay more for high-end service.

Inventory

Franchisees will find that inventory management is very dependent on the unique circumstances of their location. If one franchisee is located very close to a steady supplier of products, they can carry very little inventory and simply pick up what they need each day. If a franchisee is located far from their supplier, having at least one week’s worth of product on hand is advisable. Many suppliers will be happy to deliver.

Motor Vehicle

Franchisees are required to purchase a new Ford E350 white van. We have designed the logo and decals for the van, and they can be easily produced and delivered once the franchisee is ready.

Software

Franchisees will be required to purchase and use specific software programs. These programs permit you to track and maintain your client accounts, vendor orders and other important operational procedures. Pre-approved vendors have been selected for specific programs that are not widely available elsewhere.

Lead Generation/Marketing

By far, the most effective form of advertising in this industry is direct mail. This should be the franchisee's biggest initial marketing focus. We have developed high quality direct mail pieces for franchisee use, and have relationships with printers and direct mail houses. After the franchise is established, other forms of print advertising are recommended to help build brand awareness. It is very important that the form of advertising that franchisees use is consistent with our high-quality brand image. Small newspaper ads, or even Yellow Pages advertising are not recommended, as they tend not to deliver the high quality leads that will make a marketing campaign successful. Relationships with landscape designers, homebuilders, real estate agents, and other referral sources can also prove to be invaluable in generating high quality leads.