

# BRITAIN'S LARGEST LAWN CARE FRANCHISE

GreenThumb  
Franchise Pack

**GreenThumb**  
LAWN TREATMENT SERVICE





## ABOUT US & OUR SERVICE

### ABOUT US

GreenThumb pioneered lawn care in the UK in 1986 and continues to lead the way in the industry some 36 years later. GreenThumb offers a truly nationwide lawn care service with over 220 franchises tending to the needs of over 465,000 customers. Our franchise network is fully supported by a professional and dedicated team of over 70 individuals based at our impressive Head Office in North Wales.

The GreenThumb franchise model was created in 1997 and it is a system with a highly successful track record; one that financial institutions hold in high regard.

As one of the most prominent, successful and long standing franchise concepts in the UK, we have won a number of franchising and marketing awards. We continue to lead the way in franchising by recruiting the best franchise candidates available.

Investors in the GreenThumb brand can expect excellent returns, with re-sales of existing businesses being in great demand. In the meantime, the business model returns high profitability levels year upon year within a true management franchise format. This is a franchise for those wishing to build a team, generate many thousands of customers and ultimately create significant wealth.

### OUR SERVICE

We carry out an all-year-round programme of treatments, which start at just £29 per treatment or £12 per month with our Direct Debit programmes.

Our customers receive a highly professional service to 'feed and weed' their lawn for LESS than it would cost them to do the job themselves. They can also benefit from a range of other services such as scarification and hollow-tine aeration.

*"I originally looked at a number of Franchisors before choosing GreenThumb, because of the high level support they offered..."*

*...none have the weight of history and experience to draw upon, along with a reputation for ethical franchising and trading."*

GREENTHUMB FRANCHISEE

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## TRAINING & SUPPORT

### INITIAL TRAINING COURSE - 13 BUSINESS DAYS

GreenThumb prides itself on preparing new franchisees for the journey ahead through a comprehensive training course. Areas you can expect to learn about during the 13 day training course, in our purpose built training facilities at our Head Office, are as follows:

- Extensive technical lawn training
- GreenThumb database training
- Marketing workshop
- Business planning
- Sales workshop
- Customer Service
- Direct Debit training
- Health & Safety, tailored to running a GreenThumb franchise
- PA1/PA6 training and examination

More detailed information will be provided as your successful application is processed.

### ON-GOING SUPPORT

The highly experienced support team at Head Office is 70+ strong and is dedicated to supporting franchisees in a range of different specialities, such as Business Growth, Marketing and IT.

### CUSTOMER SUPPORT CENTRE

The in-house Customer Support Centre works on behalf of the franchise network such as restarting lapsed customers, increasing winter revenue and upselling our additional services. The conversion rate is high, with projected revenue in excess of £2million per annum.



## TRAINING & SUPPORT

### PRODUCTS

Our technical team work in partnership with world-wide market leading manufacturers, to source and develop bespoke 'tried and tested' products, thereby ensuring only 'best in class' products are used throughout the network.

### EQUIPMENT

Our network is supplied with the very latest in customised equipment. We work closely with our suppliers to continually improve the efficiency and effectiveness of our equipment.

### TECHNOLOGY

A key focus associated with our future growth is technology. Our business generating website receives well over a quarter of a million visits a year. The franchise network is also supported by a bespoke Customer Relationship Management (CRM) system, Salesforce, which coordinates all interactions with customers, such as scheduling, invoicing, credit control and reporting.

### DIRECT DEBIT

We introduced Direct Debit in 2011. We have over 80,000 customers paying by Direct Debit and this is constantly growing. On average, our Direct Debit customers take more than 50% more services than the average Pay-As-You-Go customer.

Benefits include:

- Cash flow in adverse weather
- Increased up-sell opportunities
- Allowing customers to spread the cost of treatments
- Greater Profitability





## RESALE OPPORTUNITIES

### PURCHASE AN EXISTING GREENTHUMB BUSINESS

With a franchise model created in 1997 and over 220 franchises, some of our franchisees have been trading for almost 20 years. Therefore, businesses come up for sale for various reasons including retirement, relocation, or the franchisee simply wants a return on their initial investment.

### TERRITORIES

Franchise territories have been carefully constructed considering demographics, socio-economics and geographical analysis. The success of a franchise is measured by market penetration - the number of customers as a percentage of the number of detached and semi-detached homes in that area. The highest penetration in a single territory is 14% (so far).

### THE BENEFITS

- The market leading, largest and most successful lawn treatment service company in Europe
- Repeat business - all year round, each and every year
- **EXCLUSIVE** high quality materials, courtesy of our considerable buying power
- Bespoke Customer Relationship Management (CRM) software, Salesforce, with IT support and development
- Consistently high customer loyalty
- Profitable, scalable and expandable - a true management franchise opportunity
- Build substantial capital assets - desirable and investable
- 'Best in class' training, support and product development

We have a number of virgin territories remaining plus a range of re-sales at differing investment levels in various locations throughout the United Kingdom.

Further information about franchising with GreenThumb can be found by visiting [www.greenthumb.co.uk/franchising](http://www.greenthumb.co.uk/franchising), or call us on **01745 586042** to find out about opportunities in your area.

# FRANCHISE SELECTION PROCESS



GreenThumb's brand position is built on the foundations of recruiting only the highest quality franchisees. Candidates that demonstrate a combination of drive, sales ability, business acumen and management experience stand the best chance of being approved.

The important stages of the franchisee selection process are as follows:

## FIRST PHASE - PRE-APPROVAL



N.B. Candidates are not guaranteed progression to the next stage.

## SECOND PHASE - FINAL APPROVAL



GreenThumb is one of the leading franchise brands in the country. High calibre franchisees with real business acumen are required to preserve our already high standards and to take these businesses and the brand to the next level.

In order for us to build upon our already impressive heritage, only the best prospective franchisees need apply.

## FREQUENTLY ASKED QUESTIONS

It is likely that you will have a lot of questions. We have endeavoured to bring together some of the most frequently asked questions regarding franchising with GreenThumb.

If your question isn't listed below, please do not hesitate to get in touch.

**Q. Are there any virgin territories in my area still available?**

**A.** We have limited virgin territories for sale in SW Scotland, S Wales and Norfolk; please contact the franchise sales team for availability in your location. If you are willing to re-locate we could have an area to suit you.

**Q. Can I purchase an existing GreenThumb branch?**

**A.** Yes, due to us having coverage of most of the UK, the majority of our franchise sales are re-sales. The most common reasons for a GreenThumb business coming up for sale are retirement, return on investment or a change of circumstances.

**Q. Do I pay monthly fees?**

**A.** The monthly fees consist of 7% Continuing and 3% Marketing fees.

**Q. Is GreenThumb a seasonal business?**

**A.** GreenThumb is an all year round business, with winter work proving to be most profitable.

**Q. Can my customers pay by Direct Debit?**

**A.** Yes, Direct Debit has been introduced by GreenThumb allowing customers to spread the cost, steadying your cash flow throughout the year and, more importantly, increasing your profits!

**Q. Are franchisees expected to experiment with new ideas?**

**A.** GreenThumb own a number of corporate branches. These franchises are run from our Head Office and ensure our franchisees are not the guinea pigs. We establish best practice within these businesses before rolling it out to the network.

**Q. How long does the new franchise training course last and where does it take place?**

**A.** GreenThumb training courses take place at our Head Office in North Wales and last for 13 business days.

**Q. How much will I earn?**

**A.** You will get out of your business what you put in. Our most successful franchisees follow the Method correctly and reap the benefits from doing so.

**Q. What qualifications do I need to run a GreenThumb franchise?**

**A.** This is a management franchise; we are looking for investors who will drive the business, provide exceptional customer service, and who possess the motivation and determination to grow their business.

**Q. Can I have more than one franchise?**

**A.** Some of our franchisees do have multiple territories; you would have to satisfy a certain criteria to be granted the option to purchase a further territory, and would need to demonstrate that you have the infrastructure to facilitate the extra customer numbers.

**Q. Can I sell my franchise?**

**A.** Yes, you can sell your franchise at any time, however, we recommend that you grow your business sufficiently to realise your initial investment.

**Q. What are the next steps?**

**A.** You can make contact with the franchise sales team here at GreenThumb who will advise you if we have a territory available in your preferred location. If so, you would then proceed to apply for a franchise by way of completing our application form online and proceed to upload a copy of your CV.



## CONTACT US

**Head Office:**

**Monday - Thursday:** 8.30am - 5.00pm

**Friday:** 8.30am - 2.30pm

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**Social Media:**    

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