

"So... you thought all lawn treatment companies were the same?"

If you have formal training in the turf industry there's only one company to come to...



Up against it? There is another way...



Budget cuts, pay freezes, reduced staff levels, the threat of redundancies – sound familiar?

Most people are working under pressure and a great deal of uncertainty at the moment, largely

due to the economic hardship the country faces. The truth is that the cost of living is rising but wages aren't, putting increased strain on families.

Some of your peers took it upon themselves to instigate change and to use their skills in a different way by joining Lawn Master, and for them, it heralded the start of a brand new future as business owners. A spring start coupled with high-quality training and carefully planned marketing meant they hit the ground running. You can read about two of them on the opposite page.

We understand which group of customers want to use a more technically proficient lawn care service and the value that they place on having a trained qualified person look after their lawn.

We focus on experience and training, so our service attracts customers who have used our competitors - those who didn't appreciate that there were differences between the services offered by all other lawn care companies.

Don't just take our word for it. Lawn Master is the only lawn care company in the UK to be ISO 9001 certified – independent recognition of our commitment to providing a high quality experience to our customers and our franchisees.

Join us and the combination of your dedication, hard work and expertise and our totally unique business software, varied treatment methods and massive, innovative product range will help you provide a first-class service.

We need the right people - experienced, motivated with some business acumen. If the only thing holding you back is concern about funding the cost of the franchise, please get in touch as our funding options make owning your own business affordable.

We invite you to become part of our team in 2012. If you want to know more, please contact me on 0800 915 9 915 or email me at bob.underhill@lawnmaster.co.uk. I'll send you a prospectus and put you in touch with other turf professionals who have already joined us.

Do you tick all the boxes?

- ✓ Previously experienced
- ✓ Self-motivated
- ✓ Want to become part of a professional company
- ✓ Want to build yourself a successful business
- ✓ Reap the rewards of your own labour
- ✓ Earn more doing what you're trained to do
- ✓ Work with other respected professionals
- ✓ Be your own boss!

At our current rate of expansion Lawn Master will have over 75 outlets within the next 5 years.



Jonathan Eves – former Assistant Head Groundsman, Chelsea Football Club Bromley & North West Kent Outlet

"After a decade of football groundsmanship at high-profile clubs, some people thought I had the perfect job. I was satisfied with what I'd achieved in my career, but I felt ready for a new challenge and wanted to be in control of my own future. I'd read an article about Andy Lloyd, the former Arsenal groundsman who had joined Lawn Master. I rang for an information pack and had lengthy conversations with Andy and with Bob Underhill about the process of becoming a Lawn Master franchisee. To be honest, I didn't think I'd be in a financial position to move forward, but I used savings, some money borrowed from family and Lawn Master deferred some of the payments to help us, and my wife Hayley and I became business owners in December 2010. We began trading on 1st March this year and hit the ground running. You get all the support you need from Head Office, but you run the business your way and as well as drawing a salary you're building a saleable asset. I've had to learn to manage my time more effectively because I love talking to customers about their lawns but the real bonus is the extra time I get to spend with my family. I have a one year old daughter and another on the way. Hayley runs the office whilst I'm out working and we're working well as a team. Now I get to go and watch my team, Charlton, at the weekends which is a bit of a novelty! I'm excited about the future of our business and I'm motivated by the lifestyle I'm able to give my family. I'm still doing the job I love, but as a previous Lawn Master advert said, I'm earning the money I deserve and it doesn't get any more satisfying than that."



Peter Blackaby – former Course Manager, Stapleford Abbots and The Hertfordshire Golf Clubs Hertfordshire Outlet

"I fell into greenkeeping by accident really at the age of 17, but enjoyed it and quickly climbed the ranks to become a Course Manager at the age of 20. I spent 16 years at that level, working at The Manor of Groves Golf Club before joining the American Golf group at Stapleford Abbots where I stayed for five years before joining The Hertfordshire Golf Club. Over the years, the rise in expectations, reduced budgets and static salaries had more of an impact on the profession, and I couldn't really see where I could progress beyond my position. I started looking at Lawn Master three or four years ago. Some of my American Golf colleagues had joined, and I took the opportunity to find out more about how they had found the transition from the golf industry into lawn care. I did my homework, spent a day working alongside one of the franchisees and, with the support of my family, I bought the franchise for the Hertfordshire area in February this year. Let's be clear, it's hard work. The hot, dry spring didn't help with our launch, but we continued to press forward and our efforts are now paying dividends. I'm happy to have escaped the stress and the politics. I make decisions that suit me and my family and now, I really can't imagine doing anything else."



If you're interested, please contact me on
0800 915 9 915
 or email me at bob.underhill@lawnmaster.co.uk
www.lawnmaster.co.uk

Need help with financing?

Contact us to find out how you can spread the cost of a franchise over two years while earning an income.



Lawn Master UK Ltd