

FRANCHISE OPPORTUNITY

# HEAD FOR GREENER PASTURES AND GROW A BUSINESS YOU'LL LOVE

Create the Lifestyle You Deserve  
and Grow Your Business With  
Our Franchise Model

**the  
GroundsGuys®**  
a neighbourly company

# WHO WE ARE

Formerly known as Sunshine Grounds Care, the roots of The Grounds Guys® trace back to its start in Canada in 1987. Today, The Grounds Guys is the largest residential landscaping franchisor, offering a multitude of lawn and landscaping services that give our owners the ability to scale and grow a thriving business.



**245+**  
franchise locations  
in North America

+

**39**  
years of  
experience

+

**365**  
days of service,  
no climate is off limits

Since joining Neighborly® in 2010, our service-focused approach now spans across 260+ franchise locations and has impacted countless lives in our communities.

Today, The Grounds Guys is an industry leader across the United States and Canada, **providing both residential and commercial lawn and grounds care services year-round**, including landscape design and installation, snow and ice management, and specialty services such as irrigation repair and outdoor lighting.



***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

## Our Owners Make an Impact

The Grounds Guys owners have a heart for service, and enjoy the satisfaction that comes from building relationships and beautifying outdoor spaces within their own community. They are able to put their skills and professional experience to use in the new opportunity of business ownership and management. Many of our owners are motivated by a genuine love of the outdoors, and some have green industry experience that they are able to leverage more powerfully as a franchise owner.

Not only are our franchise owners able to impact their own future, but they are also able to have a positive impact on their local area and the team of service professionals they lead. Successful franchise owners are business-minded individuals with the ability to manage and inspire people while following established processes and best practices.



Learn more at [franchise.groundsguys.com](https://franchise.groundsguys.com)

# OWNERSHIP MODEL

**Based on providing a combination of service offerings to a target set of high-end residential and light commercial customers**

- ✓ **Recession Resilient**  
Regardless of the economy, homes and businesses need their outdoor spaces cared for
- ✓ **Work/Life Balance**  
Year-round hard work that pays off with a controllable schedule and predictable seasonal services
- ✓ **Prime Territories**  
Room to grow with market availability across North America
- ✓ **Operations and Marketing Support**  
Comprehensive operating systems, prescriptive marketing plans, and ongoing franchisee support beyond the industry norm
- ✓ **Culture of CARE**  
A brand that is building a legacy of caring for customers, the community, and each other through daily team huddles, the annual WeCARE Day of service, and more



## Your Business Support 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 lean on.

- **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.
- **Franchise Business Coach (FBC) and 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-year landscape industry veterans for advice.
- **Stay Grounded:** Another great attribute to being a part of The Grounds Guys franchise is connecting with fellow accomplished franchise owners through workshops, regional events, and reunions.



*I love the journey I have been on since starting The Grounds Guys. It has been life changing on all levels, and as I look back over the last 10 years of ownership, my dreams do not even come close to what I have been able to experience.*

**Jeff Smith, Franchise Owner, Wichita, Kansas**



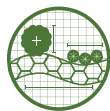
# DRIVE BUSINESS YEAR-ROUND

## Scalable and Growth-Oriented Service Verticals



### Maintain

Recurring services including mowing, cleanup, turf care, and snow and ice maintenance



### Enhance

Large-ticket services including bed enhancement, outdoor lighting, and hard- and softscape



### Install/Repair

Irrigation systems, artificial turf, large landscaping projects, landscape lighting, and holiday lighting

## Service for Every Season

- **Spring:** A time for outdoor cleanups and seasonal color planting
- **Summer:** Our busiest season for lawn maintenance and installation and irrigation
- **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

## Customer Relationships That Grow on Trust

Residential homeowners and homeowner associations are a major revenue base for The Grounds Guys. In addition, commercial businesses including churches and locally owned and operated storefronts are another strong revenue stream.

All customers appreciate the trusted service experience that is provided every time, including:

- The **assurance that comes from hiring an internationally known brand** that is also an expert in local lawn and landscaping services; our recommendations for supplemental

services are based on our expertise for what's truly needed.

- The knowledge that their lawn or outdoor space is cared for by a **local member of the community** who is timely, responsive, and professional.
- Remarkable customer service with best-in-class systems and technology using GG Pro, which enables upfront pricing.





# RESOURCES AND SUPPORT

## Marketing Tools

The Grounds Guys® and Neighborly® provide franchise owners with **access to a modern marketing platform** designed to support local demand generation and customer retention. A **centralized team** develops strategy, campaign frameworks, creative assets, and planning tools that owners can use to activate marketing in their markets.

At the local level, franchise owners have access to performance-focused tools, customizable resources, and guidance to help attract new customers and stay connected with existing ones.

**Individualized support** is available to new owners and franchise business owners who want assistance applying these tools based on their goals, experience, and local conditions to help to boost engagement and success.

## Rebates and Discounts

Through **ProTradeNet**, The Grounds Guys owners gain access to pricing discounts and rebates from **over 250 vendors**. This results in savings on a wide variety of products and services including equipment, supplies, consumer financing, employee benefit plans, software programs, and much more.

## Collaborative Network

Through Neighborly's powerful network, The Ground Guys franchise owners can **build relationships with other owners** both locally and nationwide to share ideas, best practices, and expertise. We truly believe we are stronger together – and franchise owners can count on a **network of support** throughout their business ownership journey.

## WeCARE Day: Serving Your Community

Aside from the touching stories each owner can share about impacting their own community, there is one day when 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 Neighborly Advantage

With more than 40 years of experience, 28 brands, and over 5,500 franchise locations, Neighborly provides the scale and foundation to support continued improvement across the system.

Today, franchise owners operate within a connected and evolving platform that supports both national consistency and local execution. Shared marketing capabilities, proprietary technology, operational tools, and performance insights help simplify decision-making and daily operations. Together, these capabilities reflect a professionally supported platform that franchise owners can leverage as they launch, operate, grow, and manage their local businesses.



**5,500+**  
franchise locations

**\$4.6B**  
systemwide revenue

## Neighborly Code of Values: We Live R.I.C.H.



### RESPECT

Showing **respect** for all people



### INTEGRITY

Acting with **integrity** in all dealings



### CUSTOMERS

Serving **customers** with enthusiasm



### HAVING FUN

And **having fun** in the process

# OUR FRANCHISE RELATIONSHIP

Our franchise owners realize they are not in the lawn and landscape business simply 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.



**Our most successful franchise owners have the following traits in common:**



## MOTIVATED

You **never shy away** from a challenge and help inspire others



## A HEART FOR SERVICE

You **prioritize people** and work to exceed expectations



## FLEXIBLE

You're willing to learn from and **trust our expertise**

## Investment Overview

Our ownership model involves a low cost of investment relative to the revenue potential.

**\$107,650–  
\$252,850**

**estimated initial investment range<sup>1</sup>**



**20%  
off minimum initial franchise  
fee for qualified veterans**

As a Founding Member of VetFran, we proudly offer US or Canadian military veterans who were honorably discharged and who meet our qualifications to purchase a franchise, a 20% discount off the initial franchise fee.

## High Potential Return

2025 reported annual gross sales for units in business for 3+ years\*

**\$3,588,439**

High Annual Gross Sales\*

**\$820,392**

Average Annual Gross Sales\*

**\$533,092**

Median Annual Gross Sales\*

**\$42,555**

Low Annual Gross Sales\*

\* Refer to Item 19 of the 2026 The Grounds Guys SPV LLC Franchise Disclosure Document. Of the 105 operators that were in business for three or more years and were reporting reliable data for at least 9 months of the reporting period, 37 operators or 35% achieved or exceeded the stated average annual gross sales results listed. New franchisees' individual financial results may differ from the results stated herein.

1. The Grounds Guys estimated initial investment range includes the franchise fee; however, the initial franchise fee may vary depending on the size of the Territory purchased. Refer to Items 5 & 7 of the 2026 The Grounds Guys SPV LLC Franchise Disclosure Document for additional information;



## GET STARTED TODAY

To learn more about **joining The Grounds Guys community** and starting your successful business, contact us now at:

**833-439-0324 or**  
**[franchise.groundsguys@nbly.com](mailto:franchise.groundsguys@nbly.com)**

You can also get **more information** about The Grounds Guys at:

**[franchise.groundguys.com](http://franchise.groundguys.com)**

This advertisement should not be construed as an offer to sell any franchises. The offer of a franchise can only be made through the delivery of a franchise disclosure document by or on behalf of one of the Neighborly brands 1010 N. University Parks Dr. Waco, TX 76707, 254-745-2444. In addition, certain states regulate the offer and sale of franchises. We will not offer you a franchise unless and until we have complied with applicable pre-sale registration and disclosure requirements in your state. The filing of an application for registration of an offering prospectus or the acceptance and filing thereof by the NY Department of Law as required by NY law does not constitute approval of the offering or the sale of such franchise by the NY Department of Law or the Attorney General of NY.

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