

FRANCHISE OPPORTUNITY

Highly motivated?

There's a lawn care business opportunity for that.

LawnPride®
a neighborly company

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Who We Are

Lawn Pride was started in 1983 based out of Muncie, Indiana. The business grew over a span of 20 years and in 2012 Susan McIntosh, who was a long-time employee, took over as the Brand President and through her leadership helped **Lawn Pride® become the largest weed and fertilization company** in Indianapolis.



Proven operations & technology



Robust franchisee support & resources



Prime territory availability

No One Knows Lawn Care Better. Our focus on enhancing overall lawn health and quality has been honed over decades of experience, offering comprehensive lawn treatments that result in lush, green grass. During our **40-plus years in business**, we've also been able to grow and build a thriving business because of our customer relationships. Our story is one of quality service and expert care.

The Lawn Pride/Neighborly® partnership is a natural one, with exciting growth opportunities. As part of the Neighborly family, Lawn Pride offers the best of both worlds — a local touch and expertise paired with national reach and a proven infrastructure.

Full-Service Lawn Treatment Programs

For green and lush lawns, the signature Lawn Pride offering is the **7-Application Lawn Care Program**. This multi-season solution provides comprehensive lawn treatments that focus on enhancing overall lawn health and quality. It provides an opportunity to **strengthen the customer relationship over each visit** helping build your revenue stream.



All of our services use the **most up-to-date techniques and equipment** and can be customized for each yard and homeowner goals.



Lawn Pride's trusted reputation has been built on the fact that we always put people first, and that we do the job right the first time. Our consistent and professional delivery of expert lawn care — combined with our commitment to customer service — is what fuels our success.

Susan McIntosh
President, Lawn Pride



Fertilization



Aeration



Weed Control



Grub Control



Pest Control



Tree & Shrub Care

Learn more at franchise.lawnpride.com

Franchise Model

High-Growth Franchise Model and Earning Potential

- ✓ **Recurring Customer Visits**
Lawn treatments are performed frequently each season, giving you the chance to **capitalize on repeat business**.
- ✓ **Simple, Scalable Operations**
A repeatable, easy-to-scale operational model with seasonality that **allows for work-life balance**.
- ✓ **Executive Ownership Model**
Our franchisees lead a **team of lawn care professionals** while building relationships with home and business owners in their communities.
- ✓ **Cross-Sell Potential**
Owners can bundle and **sell multiple services to the same customer** and leverage the Neighborly network for referrals.
- ✓ **Comprehensive Support**
As part of the Neighborly community, Lawn Pride **owners receive extensive training and support** to launch and maintain their business.
- ✓ **Recession Resilient**
No matter the external landscape, **homeowners depend on lawn treatments** that only an expert can provide to keep their lawn healthy.
- ✓ **White Space**
Lawn Pride is following the precedent of success as Neighborly's latest franchise expansion and is poised to grow rapidly.



Cultivated Differentiator

Over the years, Lawn Pride has crafted a **consistent customer experience** and people-first culture that are delivered to homeowners during every visit. **This Lawn Pride Difference** sets us apart from the competition — and sets our owners up for success and repeat business.



I had always been attracted to the weed and fertilization business ... the high demand for service, the recurring revenue model and the fact that lawn care is an ongoing need, year-over-year, for homeowners.

Brian Balzer

Lawn Pride Franchise Owner, Charlotte, NC





Additional Tools and Support

Roots-to-Growth Support

Neighborly ensures its Lawn Pride franchisees have **what they need** throughout their franchise ownership journey, from the grand opening and launch to running daily operations. **Successful franchise owners are flexible and willing to learn** Lawn Pride's proven operational processes and business metrics.

Sample of Extensive Support Available

- Established sales system and processes
- Comprehensive marketing and local advertising plans
- Sure Start extensive on boarding and training
- Hands-on support via a dedicated franchise coach
- Engaged owner community and learning/training events

All of Our Franchise Owners Can Leverage

- Standardized vehicles and equipment fleets for efficient and consistent performance and maintenance
- RealGreen business management software and analytics, with daily calibrated routing and scheduling
- Access to preferred pricing on equipment and resources from the ProTradeNet® vendor network



The amount of support I have received has exceeded every expectation. From the initial training to the opportunity to ask questions and learn directly from fellow owners, it's been an amazing community to be part of, and it's made such a difference on my business.

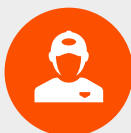
Travis Reed

Lawn Pride Franchise Owner, League City, TX

Consistency is delivered through professional business assets and established customer-service processes



Clean,
Branded Vehicles



Professional,
Uniformed Personnel



Safe, Reliable Lawn Care
Equipment



Timely Response
Guarantee



Status and Quality Reports
Delivered Timely



Cashless Payment Collected
at Time of Service



Resources and Support

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

Marketing Tools

Lawn Pride® 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**, Lawn Pride 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, Lawn Pride 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.

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.

The Right Fit

The Lawn Pride Family

Lawn Pride is proud of how we have maintained **a strong sense of family within our organization** and we seek franchise owners who have a strong desire to treat their employees and clients as family, too. We are a great fit for motivated hard workers with a heart for service and ability to inspire and lead a team.



We're looking for people from all backgrounds who share some key traits:



Motivated

You never shy away from a challenge and help inspire others



A Heart for Service

Desire to prioritize people and work to exceed expectations



Flexible

A willingness to learn from and trust our expertise

Investment Overview

\$141,215–\$243,890¹

estimated initial investment range¹
for a territory of
45,000 - 70,000 households

- \$50,000 Liquid Capital
- \$250,000 Net Worth

Financing may be available — talk to us to learn more!

 **20% discount off the initial franchise fee for qualified veterans²**

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

Other Discount Programs:

- Community Heroes Program
- Existing Business Roll-Ins, Additional Territory and/or Concept Discounts, and Franchisee Employee HIRE Discount Program

Revenue Potential

Average 2025
Annual Gross
Commercial
Sales Per
Customer³

\$2,262

Average 2025
Annual Gross
Residential
Sales Per
Customer³

\$684

1. See Item 7 of 2026 Lawn Pride SPV LLC Franchise Disclosure Document for full details. 2. See Item 5 of 2026 Lawn Pride SPV LLC Franchise Disclosure Document for full details. 3. This Item 19 includes data from 35 franchised businesses and includes the average and median gross sales per customer as well as the actual highest and lowest gross sales per customer. Median gross commercial sales per customer was \$633 in 2025 with a high revenue per job of \$21,488 and a low revenue per job of \$75. Median gross residential sales per customer was \$433 in 2025 with a high revenue per job of \$20,500 and a low revenue per job of \$28. Refer to Item 19 of the 2026 Lawn Pride SPV LLC Franchise Disclosure Document. New franchisees' individual financial results may differ from the results stated herein.

It's Grow Time

To learn more about **joining the Lawn Pride community** and starting your successful business, contact us now at:

855-564-6563 or
franchise.lawnpride@nbly.com

You can also get **more information** about Lawn Pride at:

franchise.lawnpride.com

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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.