

FRANCHISE DISCLOSURE DOCUMENT

Driven Landscapes Franchising Corporation
A Massachusetts corporation
228 Dedham Street
Norfolk, MA 02056
(508) 740-3250
www.drivenlandscapes.com
franchising@drivenlandscapes.com



This franchise is for the operation of a business that will provide a variety of lawn services, including mowing, weed control, fertilization, aeration and over seeding, dethatching, general garden maintenance, fall and spring cleaning, fall and spring planting, storm damage clean-up, pruning, tree and stump removal, gutter cleaning, snow removal and other related services under the “Driven Landscapes” name and system (“Business” or “Franchised Business”).

The total investment necessary to begin operation of a start-up or Add-on Option Driven Landscapes franchise is \$88,160 to \$135,530. This includes between \$20,000 to \$25,000 that must be paid to the franchisor and/or its affiliate, as appropriate. The total investment necessary to begin operation of a conversion franchise is ~~\$6570,455~~ to ~~\$107112,410~~. This includes from \$20,000 that must be paid to the franchisor and/or its affiliate. The initial investment ranges assume you purchase your equipment.

This disclosure document summarizes certain provisions of your franchise agreement and other information in plain English. Read this disclosure document and all accompanying agreements carefully. You must receive the disclosure document at least 14 calendar days before you sign a binding agreement with, or make any payment to the franchisor or an affiliate in connection with the proposed franchise sale. **Note, however, that no government agency has verified the information contained in this document.**

You may wish to receive your disclosure document in another format that is more convenient for you. To discuss the availability of disclosures in different formats, contact Jonathan Orcutt at 228 Dedham Court, Norfolk, MA 02056 and (508) 942-260.

The terms of your contract will govern your franchise relationship. Do not rely on the disclosure document alone to understand your contract. Read all of your contract carefully. Show your contract and this disclosure document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this disclosure document can help you make up your mind. More information on franchising, such as “*A Consumer's Guide to Buying a Franchise*,” which can help you understand how to use this disclosure document, is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, DC 20580. You can also visit the FTC's home page at www.ftc.gov for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

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limiting the frequency or cost of your obligation to obtain upgrades and updates or to replace obsolete or worn out hardware or equipment. Neither we nor our Affiliate will provide you with any maintenance, updates or upgrades for your computer system or software.

You must have a wireless high speed (3G or 4G) internet connection at all times. We maintain an intranet website for our franchisees and you must access the intranet periodically for updates, information and communications. We may also send updates and information to you by e-mail, and you must maintain a valid e-mail address and check e-mail daily.

We will have independent access to the information and data collected and/or generated by your computer at all times. You must make sure that we have access to your computer system at all times, at your expense.

Trade Dress Updates: Trade Dress updates will not be more than every 5 years. Such an update may include more substantial replacement or purchase of new of equipment, including vehicles. If any of the equipment or vehicles have maintenance issues you must repair it immediately. We will notify you with any new technology and software upgrades and you must adopt any new technology or software upgrades at the current cost

Confidential Operations Manual

The Table of Contents of our Confidential Operations Manual is included as Exhibit I to this Disclosure Document. The Manual includes approximately 187 pages total.

ITEM 12 **TERRITORY**

Franchise Agreement: You will be granted a protected territory (the “Territory”) to provide services according to the System within and only within the Territory. Your Territory will be described in terms of city, town or county boundaries or contiguous zip codes, or it may be drawn on a map and attached to your Franchise Agreement. Your Territory will include an estimated population of approximately 100,000 persons. You may be allowed to expand your territory, if available, and with our approval in increments of 250 people. Some additional characteristics may be considered, including demographics and distance. We will identify the area in which you look for a location. We will accept (or not accept) site locations submitted by you. Acceptance will be based primarily on proximity to potential customers and ability to travel efficiently, and the surrounding population of customer prospects.

You may relocate your Franchised Business only within your Territory and then only with our prior written approval. Our approval will not be unreasonably withheld. If you are operating from a home office and you choose to sell your home and move outside of your Territory, we have the right to require you to lease space within your Territory from which to operate your Franchised Business.

You will not receive an exclusive territory. You may face competition from other franchisees, from outlets that we own, or from other channels of distribution or competitive brands that we control.

We reserve the right: (i) to grant additional franchises, whether similar or dissimilar to the franchise granted hereby, anywhere we deem reasonably appropriate, but not within the Territory; (ii) to engage fully and freely and without limitation in each and every aspect of the business of selling related services, products and equipment, outside of the Territory; (iii) to offer to the public-at-large, separately, jointly or

the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

We do not furnish or authorize our salespersons to furnish any oral or written information concerning the actual or potential sales, costs, income or profits of a Driven Landscapes outlet, except as stated below. Actual results vary, and we cannot estimate the results of any particular franchisee. As of our last fiscal year-end, we had one company outlet and three franchised outlets. Our affiliate, Driven Landscapes, Inc., operated our company outlet located in South Walpole, Massachusetts. The following figures include the gross sales of our ~~affiliate-owned-outlet-only~~ outlets for fiscal all years 2012-2018 of operation. Our franchisees report their sales to us, and while we believe that their sales reporting is accurate, we have not independently verified the information. Your revenues may vary significantly depending on a number of factors, including the location of your Driven Landscape franchise and how you operate your business.

Annual Gross Sales 2012 to 2018: All Years^{1,2,3}

2012	—	\$ 152,012*
2013	—	\$ 338,803
2014	—	\$ 551,659
2015	—	\$ 958,284
2016	—	\$ 1,208,269
2017	—	\$ 1,369,658
2018	—	\$ 1,458,661

Outlet Location	2012	2013	2014	2015	2016	2017	2018
South Walpole, MA (affiliate)	\$152,012*	\$338,803	\$551,659	\$958,284	\$1,208,269	\$1,369,658	\$1,458,661
Hopkinton, MA	X	X	X	X	X	\$194,788	\$231,043
Naperville, IL	X	X	X	X	X	X	\$101,532
Foxboro, MA	X	X	X	X	X	X	\$283,485

*We opened our business in March of 2012 and were not opened for a full year.

¹ The earnings claims figures do in the above tables have not reflect been audited.

² “Gross Revenues” means the actual gross revenues billed to your customers (including sub-contractors) in connection with the services sold and performed for such customers, whether for cash or credit or barter, plus any other revenues derived from the operation of the Driven Landscapes business, but excluding federal, state or municipal sales, use, service or excise taxes collected from customers and paid to the appropriate taxing authorities, and customer refunds

³ This Table does not include other expenses which you will incur such as local advertising, technology fees, and payroll, the costs of sales, operating expenses, or other costs or expenses that must be deducted from the gross revenue or gross sales figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating a Driven Landscape franchise. Franchisees or former franchisees, listed in this Disclose Document, may be one source of this information.

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