



Trends in Lawn Care that Present Opportunity

Low Emissions Mowing and Organic Treatment



What is Green Sustainable Lawn Care?

- **Low Emissions Mowing**

The use of electric powered lawn care equipment that is charged from solar powered PV panels that sit on top of our trucks.



- **Organic Fertilization Programs**

Organic fertilization and soil treatment customized to the region and soil type. Using organic fertilizer builds and maintains soil health while bolstering long-term root growth.



Lawn Care Industry is Trending Organic

- There are only **150** sustainable and organic lawn care companies nationwide.
- The lawn care market generates **\$15 Billion** in revenue per year.
 - The current organic lawn care market share is \$15 million per year ... or **only 0.1% of the Total Lawn Care Market.**
 - Organic Lawn Care Can Grow to 30% of the Total Lawn Care Market ... that is a **30,000% Growth Potential!**
- Households using organic only lawn care products **increases 20%** a year according to National Gardening Association.
- Clean Air Lawn Care has seen a **80% year-over-year growth** in revenue.

Demand For Sustainable & Organic Lawn Care Is Growing

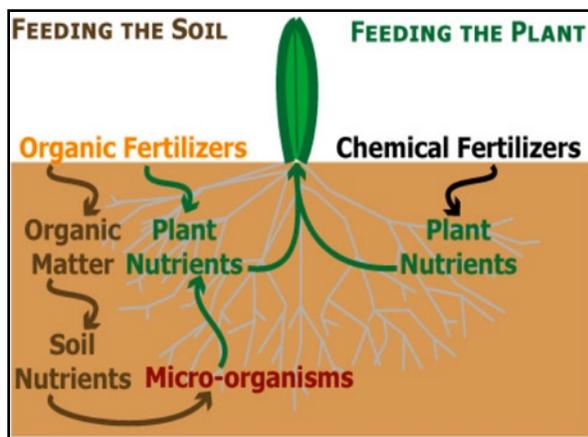
Why Low Emissions Mowing?

- The EPA estimates **5-10% of the nation's air pollution comes from lawn equipment!**
- In 2011 Clean Air Lawn Care reduced over **135,237 pounds of air pollution** by using emission-free equipment.
 - This is the equivalent of driving a vehicle **3,942,747 miles** or driving from **San Francisco, CA to New York and back 679 times.**



Why is Organic Fertilizer Better?

- **Non-toxic:** Usage of these fertilizers ensures lawns and water are free of harmful chemicals. As a result, children and pets who play in yards are less prone to diseases such as cancer, and skin disorders.
- **Environmentally safe:** Organic fertilizers are easily bio-degradable and hence do not cause environmental pollution. On the other hand, chemical fertilizers contaminate land and water which is a cause of diseases for human beings and extinction of a number of plant, animal and insect species.
- **Local Employment:** We all know that chemical fertilizers are made in large plants that are automated and have an annual capacity of millions of tons. Organic fertilizers, on the other hand, are prepared locally and on a smaller scale. As a result, production of organic fertilizers leads to employment, especially in the rural areas, where employment opportunities are bleak.
- **Safe for Grass and Plants:** They are less likely to burn roots. Synthetic fertilizers are made from mineral salts that can kill roots as well as soil microbes if applied improperly.
- **Healthy, Nutrient-rich Soil:** Organic fertilizers ensure that lawns remain healthy and nutrient-rich for years to come.



- **Longevity:** Organic fertilizers release their nutrients more slowly in the soil, when lawns need them, so they last longer. The nutrients are also contained in complex molecules that won't leach away with the first rain.

Organic Treatment in Action

Before



After



- heavily compacted soil
- low nitrogen
- heavy thatch

3 weeks after Aeration, Compost, Topdressing, Organic Fertilization, & Over-seeding

The Whole Foods of Lawn Care

- In 2011 US organic industry generated sales for \$31.5 billion according to Organic Trade Association.
- Whole Foods 2011 sales were \$10 billion (Whole Foods Financial Results Press Release, 2011 fiscal year).
- If American consumers feel the same way about lawn care as they do about food and personal care products, then the market potential size for organic lawn care is \$4.5 billion!

Trends in Lawn Care that Present Opportunity - Clean Air Lawn Care

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Sustainable and Organic Lawn Care is the Future



... and **Clean Air Lawn Care** is leading the way.

- Clean Air Lawn Care has over 30 locations nationwide, and is growing strong with over 100 territories available.
 - ✓ Starting a Clean Air Lawn Care franchise is a low cost.
 - ✓ How you run your Clean Air Lawn Care franchise is flexible.

Join the leader in Sustainable and Organic Lawn Care

Now that you've read this report, **we'd like to hear from you**. If you are interested in owning a Clean Air Lawn Care franchise, head over to our **[Preliminary Online Franchise Application](#)** to answer some questions that help us get to know you better. All answers are good answers and your responses are confidential and non-committal.



After completing the **[application](#)**, you can expect a call from us to talk more about owning a Clean Air Lawn Care franchise. Thanks for having an interest in Clean Air Lawn Care. We look forward to hearing from you.

Visit **<http://cleanairlawncare.com/franchise/preliminary-franchise-application>**