



How Much Does a Franchise Cost?

The Capital You Need to Start a Green Business

ONE-TIME FRANCHISE FEE

- **\$35,000 for 1 territory**
- **Additional territories are \$15,000**



ROYALTY PAYMENTS

All franchise owners pay a royalty on their revenue. Royalty covers the extensive support they get from HQ, including full marketing, website, billing, and business support. **Your royalty rate will be 8.5%.**



EQUIPMENT COSTS

Your start-up budget should include around **\$25,000** for start-up equipment costs. Costs include a down payment on a truck or van, the solar charging system, your electric mowers, blowers, and trimmers, and other landscape tools.



GRAND OPENING MARKETING

Once you've attended your training and are ready to launch your business, you will need **\$1500** for your grand opening marketing. This will ensure that you get your business off to a great start. Our Marketing Director will help with set up and strategy, but as an owner, you'll pay for the ads.



OTHER ONGOING COSTS

Other costs that business owners will have include an annual marketing cost for the "Owner Growth Fund," insurance, truck payments, cost of goods like our proprietary treatments, and labor costs.

