

# All About Buying an Express Lawn Mowing Franchise

STARTING A NEW BUSINESS CAN BE DAUNTING, BUT WE AIM TO MAKE IT REALLY EASY. HERE IS SOME HELPFUL INFORMATION TO HELP YOU IN YOUR DECISION TO PURCHASE AN EXPRESS LAWN MOWING FRANCHISE.

## How much does it cost to purchase an Express Lawn Mowing franchise?

Costs range typically from \$9950 to \$20,000 + GST depending on type of business you buy.



If you are interested in buying an Express Lawn Mowing businesses, you have 3 options:

### 1. Buy a new lawn mowing round – with no customers

Occurs mainly in cities where there is not an Express Lawn Mowing presence yet. The advantages of this is the first franchise owner gets to service the whole city so it doesn't take long to get up and running with our online marketing. Once more people buy into that city you then simply manage the territory you purchased and sell off any customers that you have been servicing to the new franchise owner at a cost to them.

**If you are buying a totally new run it will be a total investment of \$9,950+GST to own your own Express Lawn Mowing business.**

### 2. Split territory – a new run but you purchase customers from an existing operator

Here you simply buy a new run with no customers, but you can buy some existing customers from another franchise owner. This occurs where there are already Express Lawn Mowing franchise operators in a city and they may already be servicing the territory you are buying. You simply purchase your territory and any customers that sit in that area from the operator who has been looking after them. They simply split their customer base from them to you at a price.

**If you are buying a new territory with a split customer base from another operator the price will generally be around \$12,000 - \$14,000 + GST.**

### 3. Resale

You simply buy an existing Express Lawn Mowing business that has already been operating and comes with a customer base. Benefits here are that you are up and running straight away.

**If you are buying an existing Express Lawn Mowing run the price will be negotiated with the current owner but it is very competitive usually around \$16000 - \$20000 + GST.**

### What are my ongoing costs?

Unlike other franchise organisations you won't have to pay any lead or commission based fees. You will only have to pay a low weekly set fee of \$167.50 + GST, that gives you access to all the branding and head office support that you need. This price includes your weekly marketing contribution, which is matched by head office. Everything else is yours.

### Does the purchase price include gear?

Yes you get a full equipment Package as part of your purchase price including (machinery, safety gear & vehicle/trailer signage and collateral)

### How much can I earn?

Depending on your goals and how hard you want to work, on average you could earn anywhere from \$1200 to \$2000 a week. With an Express Lawn Mowing franchise, you have complete control over your income. Tell us how much money you want to be making and we'll work with you to achieve your goals. For example some of our best franchise owners who continue to invest in their business are earning \$2500+ a week.

### How do I manage my customers and leads?

You will get access to the Express Lawn Mowing national franchise management system to help book and manage jobs and your customer database.

### Does it come with lawns?

On average a run will come with some clients. An existing franchise that is being resold will come with the leads and clients from that run. However in regions where we have no franchises at the moment we will work with you to get leads up and running ASAP. We already have demand in most areas where there are no franchises due to proactive online marketing.

### Will I have an exclusive territory?

Yes you will be given an exclusive area that you own and can service. However If there is no neighbouring franchisee at that time you can service the suburbs in addition to your exclusive territory. When we sell that territory you will then split those customers off and sell them to the new franchise owner.

### What training do I get?

You will get comprehensive initial and on-going training from your Regional Franchise Manager. You will be provided with full backup and support when you need it.

### What marketing do I get?

To get setup you will be provided with marketing collateral (flyers, business cards, signage, uniforms etc). You will also have access to ongoing successful marketing campaigns that will drive clients to you at no additional cost.

Express Lawn Mowing have ongoing AdWords set up for all franchise owners that drives demand to you. Customers can either fill in an online form and the lead will go straight to you, or they call the 0800 52 5000 number which is serviced by a call centre and they direct the business to you. You will be up and running in now time.

We already have demand in areas where there are no franchises. You can also drive further local marketing into your own areas with flyer drops, print advertising, your own social activity etc and we can provide you with all the material and expertise needed.

## How it all began...

In 2016 Graham and Effie introduced Express Lawn Mowing into NZ as part of the Express Business Group which originated in Australia. Graham and Effie originally started out as the Master Franchisor for Express Lawn Mowing NZ as well as running two successful lawn mowing runs themselves in South Auckland. They have since negotiated the rights to own and manage Express Lawn Mowing NZ as a completely separate franchise business.

As of July 2018, Express Lawn Mowing NZ has no ties or connections to Express Business Group Australia or any other Express brand in NZ.

## Great things on the horizon:

Since the buyout Graham and Effie have invested heavily in Express Lawn Mowing NZ. There is a new brand refresh, new 0800 number, new call centre and a new look website as well as a leading edge franchise system. They have also invested in people, putting a sales team in place and a marketing resource to help drive leads to franchise owners. They are both extremely invested in not only selling franchises in NZ as there is so much demand, but as owner operators they have put great processes in place to fully support franchise owners to ensure they have lots of ongoing demand for their services.

### What our franchise owners think about us

"I have been with Express Lawn Mowing for over a year now and I could not be happier. I get to be my own boss but also have the support of a great head office. Effie and Graham are very supportive and have given me all the tools to do the job right"

Peter van der Voorn | Auckland Franchisor

It makes my day when I can make my customers day after we have done a big garden cleanup. I love being able to make a difference to their lives.

Julian McKeefry | South Island Regional Franchisor | NZ Sales Manager



Get in touch

If you are interested to discuss any opportunities further go online and fill in the online Franchise Enquiry form or email and we will be in touch within a few days.

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