

Pacific
**LAWN
SPRINKLERS**
Franchise LLC

*Be Your Own Boss!
Own a Pacific Franchise!*

Lawn Sprinklers

Landscape Lighting

Holiday Lighting

Mosquito & Insect Management



Be in Business for Yourself
- NOT By Yourself

www.pacificfranchise.com

Read About Our Amazing
Franchise Opportunities



DO IT ON YOUR OWN or WITH A PROVEN FRANCHISED SYSTEM?

Starting a business on your own can be a very scary and unsettling process that is historically destined to be a failure. About.com states "Some studies show that franchises have a success rate of approximately 90 percent as compared to only about 15 percent for businesses that are started from the ground up. The increased probability of success usually far outweighs any initial franchise fee and nominal royalties that are paid monthly".



With over 100 years of collective knowledge, **Pacific's proven "System"** will minimize the fear and countless mistakes an individual owner will make trying to succeed. With comprehensive classroom training from highly experienced and extremely dedicated people, along with real life field training and initial "side by side" support - **Pacific Lawn Sprinklers** will work with you and your team to get you up and operating in a shorter period of time. Consider our corporate support as your helping hand and our field personnel as your "big brother".

With the wide range of services that Pacific Lawn Sprinklers has to offer a client and your devotion and willingness to obtain the knowledge and experience, through training, will determine the success of your future. Lawn sprinkler services has been the backbone and dominant revenue stream in the system, but our other services allow you to continue earning revenue throughout the year.

- ✓ *Lawn sprinkler installations, maintenance and service*
- ✓ *Landscape lighting installations and service*
- ✓ *Holiday lighting and decorating (installation, removal, and storage)*
- ✓ *Drainage solutions*
- ✓ *Basement waterproofing system installations and annual service*
- ✓ *Mosquito and Insect Management Solutions*

These services are strategically marketed and provided at certain times of the year to keep your business flowing. Our number one priority is to make sure every customer is immediately serviced and satisfied. We consider each customer to be a big part of our referral for future work. This concept has helped us to acquire a customer database of over 30,000 clients. Quality, on time service, backed by a reputable and professionally managed company has made Pacific Lawn Sprinklers the leader in the irrigation industry.

HOW THE SYSTEM WORKS AND THE BENEFITS YOU WILL RECEIVE

Most businesses start out each year looking for new business because **they do not** have a recurring revenue stream from past clients. With a **Pacific Lawn Sprinklers Franchise** you will be offering annual services that must be performed every year due to climate changes with the seasons.

Every lawn sprinkler system needs to be started up in the spring, reviewed periodically throughout the year, and then winterized in late fall. These services are performed by renewable annual maintenance agreements with clients. Along with that would be annual lighting system inspections and maintenance, annual holiday decorating agreements, basement waterproofing system inspections/service, and insect management agreements.

Having this form of continued annual services makes a **Pacific Lawn Sprinklers Franchise** virtually recession proof and ensures a continued revenue stream, no matter what economic or environmental issues are occurring in the world.



THE BEST REASONS FOR BECOMING A PACIFIC LAWN SPRINKLERS FRANCHISE

- ❖ Access to our franchise development team (with over 100 years of collective experience)
- ❖ Unsurpassed classroom & true field training
- ❖ State of the art call center that will handle all customer inquiries and automatically route them to the appropriate franchisee
- ❖ 24 Hour customer support
- ❖ Both a corporate and regionally designed website that will offer your services to potential clients in your service area. The website will also offer a customer portal that will allow a client to go online to schedule an appointment, change an appointment, pay a bill or make a request 24 hours a day. In today's world speed and accessibility is what people want
- ❖ A marketing team that will analyze, develop, maintain, and manage all marketing such as Google, Bing, Yahoo, Angie's List, Home Advisor, and Yellow Pages
- ❖ A quarterly newsletter that provides safety tips, service and installation tips, product knowledge, and special offers from manufacturers or distributors
- ❖ Buying Power through group programs and specific partners for better pricing of materials and services

HOW THE SYSTEM WORKS AND THE BENEFITS YOU WILL RECEIVE

- ❖ Customer referral programs, customer satisfaction programs and our exclusive "On Time or On Us" program will be promoted and managed through the Regional Advertising Fund
- ❖ "Side by Side" support throughout your grand opening
- ❖ A franchisee intranet that contains all the necessary forms, pricing templates (to be used as a guide), material purchasing guidelines, and resource materials
- ❖ Back office bookkeeping services to handle billing and record keeping (Optional)
- ❖ One of the best reasons to own a Pacific Lawn Sprinkler Franchise is the amount of time you will have in the winter months to enjoy with your family and friends.



WHAT DOES ALL THIS MEAN TO YOU AS A FUTURE FRANCHISEE?

REDUCED OPERATING COSTS & TIME MANAGEMENT!

With the "Pacific System" you basically have a team of people who work for you - doing the things that would either require a lot of your time or you just don't want to do. This leaves you the time to do what you do best - service and install lawn sprinkler systems, lighting systems and the other services that customers request.



By utilizing the "Pacific System", you reduce costs of ownership and operational costs. Review the following:

Many partners (other franchisees) looking to help you for the good of the brand

Operated from your home - no need to rent commercial space

Marketing provided

Pacific's proven turnkey systems that include certain computer and software services to operate your business efficiently

Synergy that will lead customers to you based on a recognized and trusted brand

Group buying power

Phone calls and customer requests are handled by the call center 24 hours a day - no need for additional internal personnel

Can be operated solely by you or a team that you can develop and oversee

Experienced corporate and field support

TYPES OF FRANCHISES OFFERED AND COSTS

Pacific Lawn Sprinklers Franchise LLC offers several different business models (franchises) to fit your individual business goals and aspirations.

1.

"Service" Franchise

operated individually or with employees. Customer service requests for all of the PLS services are performed by a service franchise. Multiple service franchises are available.

2.

"Combo" Franchise

must be operated with employees because it will handle both customer service requests and new installation requests.

3.

"Add-on" Franchise

for an existing company in a related field that will perform customer service requests for new clients and the company's existing clients.

Initial Franchise fees will range between \$7,500.00 - \$35,000.00 depending upon franchise experience, geographic location and brand awareness. (Financing is available for the initial franchisee fee to qualified individuals)

Additional startup capital may include 6 months worth of working capital along with capital for vehicle and insurance down payments, hand tools, tablet, cell phone and miscellaneous material.

MINIMUM START UP COST FOR SERVICE FRANCHISE IS APPROXIMATELY:

\$21,250

MINIMUM START UP COST FOR COMBO FRANCHISE IS APPROXIMATELY:

\$38,750

Additional fees for administration, call center and optional bookkeeping will apply. A fee for advertising will be required for the regional advertising fund that will promote your company and the entire brand. These costs vary and are structured according to the type of franchise you choose and the time of the year. All costs and fees are outlined in the FDD.

Average revenues per franchise are also listed in detail in the Item 19 Earnings Claim Form in the FDD.

Along with the Pacific Lawn Sprinklers Brand name you will have access to reduced pricing from the largest suppliers in the industry. Initial inventory and stock will be outlined for you so our network of providers will work with you to have you up and operating in no time. Business licenses, permits and certification must be valid and in place prior to you becoming a franchisee for filling customer service requests.

With a Pacific Lawn Sprinklers Franchise you have the ability to immediately start creating cash flow the first day you begin offering services. This helps to offset your initial startup costs.

START UP COSTS*

* Initial Franchisee Fee:

Being one of the lowest entry level franchise fees in the Green Industry, Pacific Lawn Sprinklers Franchise LLC. (Pacific) will finance a portion or all of the initial fee to qualified candidates. Terms and offering requirements are outlined in our Franchise Disclosure Document (FDD).

* Service Vehicle:

Own an existing vehicle? Pacific will work with a Franchisee to both rebrand and outfit their existing vehicle(s) or connect you with a dependable partner that can offer leasing or finance options on a brand new vehicle.

* Initial Tools and Stock:

The "Pacific Lawn Sprinkler" name will allow you access to a buying power which will grant you our collective superior discounts and extended payment terms for many of your purchases, including your initial stock orders.

* Grand Opening Marketing & Continued Marketing:

Marketing is managed and provided by the Pacific Lawn Sprinklers Franchise Regional Advertising Fund (PLSF RAF) that does not require prepaid Grand Opening Fees or marketing services. The day you start your franchise PLSF RAF will begin advertising for you. Fees are payable according to the schedule outlined in the FDD.

STATISTICS¹:

REVENUE:

\$642,594	Average 2015 Gross Sales of Combo Franchisees (performing both service and installations). 50% of Combo Franchisees were above this average.
\$330,411	Average 2015 Gross Sales of Service Franchisees (performing service only). 36% of Franchisees were above this average.

BOTTOM LINE COMBO FRANCHISEE:

20%	Cost of Goods Sold (Material/Subcontractor/Permits)
10%	Direct Labor (Crew/Employees)
70%	Gross Profit Margin (Before Overhead and Salary)

BOTTOM LINE SERVICE FRANCHISEE:

12%	Cost of Goods Sold (Material/Subcontractor/Permits)
8%	Direct Labor (Crew/Employees)
80%	Gross Profit Margin (Before Overhead and Salary)

¹ Statistics are averages of all franchisees in the system as of January 2016 who worked for at least 8 consecutive calendar months in the 2015 Calendar Year.

A SIMPLE PATH TO OWNING A PACIFIC LAWN SPRINKLERS FRANCHISE

1 Apply online for a Pacific Lawn Sprinklers Franchise Opportunity – Our easy to navigate website explains the different opportunities we have and the steps you can take to become a franchise. Visit us here: <http://www.pacificlawnsprinklers.com/Franchise>

3 Fill out a Questionnaire and Qualification Form inclusive of a Background and Credit Check – This form will only take a moment of your time, but will help us greatly in taking the first steps to reviewing your information and helping you on your path to Independent Ownership.

5 No less than 14 business Days from receiving the FDD **we will setup a conference call to discuss any questions** that you (or your accountant or lawyer) may have – **Again, we are here for YOU!** The relationship between a franchisee and the Pacific Team is important to us. We are always here to help guide you throughout the formation of your franchise.

7 Training at our headquarters and/or online training will be scheduled – Our specialized training programs will ensure you are ready to properly service clients and understand the fundamental concepts of owning and operating your own business such as Customer Service, Branding, Basic Accounting and Financial Concepts. We will explain the "behind the scenes" procedures that help make us one of the most trusted names in the industry.

2 A representative from Pacific Lawn Sprinklers Franchise will contact you - **We are here for YOU!** Our support team is unmatched by others in the industry and will promptly answer any questions you may have.

4 Visit our headquarters to receive your Franchise Disclosure Document (FDD) and meet the team – Come SEE what we're all about! We'd love to show you the different departments in our Corporate Headquarters, our onsite training classroom, and our complete support team.

6 Visit headquarters to sign the documents to be awarded your very own Pacific Lawn Sprinklers Franchise – This will be an exciting day for not only you, but the entire Pacific Family! You are officially your own business owner and are almost ready to start servicing clients.

8 Within 30 days of completed training you will be ready to offer your services under the Pacific Lawn Sprinklers Franchise Brand – **Congratulations, your grand opening is finally here!** You are now ready to properly service clients using the "Pacific System", and will be offered continued support from the Pacific Team.



Let's Keep The Conversation Going!

Thank you for taking the time to learn more about the Pacific Lawn Sprinklers Franchise System. For more information or to fill out an application for a franchise - please visit our website at www.pacificfranchise.com

We look forward to speaking with you in the near future and hope that you find the path to independent ownership a rewarding one. Log on today and take the first step to changing your life and becoming your own boss!



Pacific
LIGHTS
By Pacific Lawn Sprinklers

Pacific
LAWN
SPRINKLERS
The Leading Name in Irrigation

Pacific
BASEMENT
WATERPROOFING
By Pacific Lawn Sprinklers

INDEPENDENTLY OWNED & OPERATED

The information contained on this brochure is not intended as an offer to sell a franchise or the solicitation of an offer to buy a franchise. In addition, this information is not directed by Pacific Lawn Sprinklers Franchise LLC. to the residents of any jurisdiction that requires registration of a franchise prior to offering and selling the franchise in that jurisdiction. It is for informational purposes only. If you are a resident of one of these states, Pacific Lawn Sprinklers Franchise LLC. will not offer or sell a franchise in a jurisdiction that requires registration unless and until the offering has been duly registered and declared effective by such jurisdiction and Pacific Lawn Sprinklers Franchise LLC. has complied with applicable disclosure laws.