



**CAROLINA
TURF**

ORGANIC LAWN CARE

**GROW YOUR INVESTMENT
POTENTIAL WITH
ORGANIC LAWN CARE.**

FRANCHISE OPPORTUNITY

JOIN A REPUTABLE BRAND IN A HIGH DEMAND INDUSTRY.

The organic products and services market has experienced rapid growth in recent years. Since 2013, organic sales have more than doubled as Americans are choosing organic options more than ever before. This high consumer demand is driving a shift within the \$40+ billion global lawn care industry, making natural lawn care products one of the hottest trends. With an established reputation for organic lawn care excellence, Carolina Turf delivers an exciting franchise opportunity:

SUCCESSFUL OPERATING LOCATION

For more than a decade, Carolina Turf has provided 100% satisfaction guaranteed services for a wide range of residential and commercial customers in the Raleigh, North Carolina area.

ESTABLISHED BRAND POSITIONING

Franchisees will benefit from Carolina Turf's recognized and trusted brand reputation and extensive industry expertise.

STRONG POTENTIAL ROI

With competitive startup costs and the potential for high demand, a Carolina Turf franchise offers a strong ROI for a motivated owner/operator.

PROVEN BUSINESS MODEL

Thanks to years of refinement and optimization, the Carolina Turf model offers an exclusive proprietary method together with operational, sales and marketing tools that are replicable in any market.

POSITIVE CONTRIBUTION TO YOUR COMMUNITY

Carolina Turf's commitment to 100% organic lawncare and pest control services helps create a healthier environment for families, pets, businesses, and your community as a whole.



*Enjoy Healthier Lawns and a Healthier Bottom Line
with a Carolina Turf Franchise!*

BETTER PRODUCTS. BETTER HEALTH. BETTER INVESTMENT.

Carolina Turf is a family-owned and operated organic lawn care and pest control service company based in Raleigh, North Carolina.

Founded on the principles of health, safety, and sustainability, we proudly offer an unbeatable array of organic services, including:

- 🌿 Weed Control & Fertilization
- 🌿 Mosquito, Tick, and Fire Ant Control
- 🌿 Pest Control
- 🌿 Mole & Vole Repellent
- 🌿 Snake Repellent
- 🌿 Ornamental Treatment
- 🌿 Fungicide Treatment
- 🌿 Aeration & Seeding
- 🌿 Bed Maintenance




With a Carolina Turf franchise, you're choosing a partner dedicated to the well-being of your community. Unlike similar competitors, we are committed to using 100% organic products in all of our services. By expanding our reach through our franchise model, Carolina Turf aims to spread the ethos of eco-friendly, organic lawn care practices across the nation, creating a ripple effect of positive change. Together, we can create greener, healthier communities for all.



CAROLINA TURF FRANCHISE PARTNERS

Carolina Turf's success is a result of our customer-first approach as well as our extensive and expert organic services. A successful franchisee should be a great "people person" who can form relationships with potential clients in their territory. Our ideal candidate will be motivated, professional, and adept at face-to-face interactions.

We're looking for:

-  *Strong Sales and Customer Service Abilities*
-  *Good with Timing and Schedule Management*
-  *Company Culture Buy-In*



WE'LL HELP PLANT THE SEEDS OF SUCCESS.

When you invest in a Carolina Turf franchise, you get more than an established brand. You get an in-house support system. We are family-owned and family-run, treating our customers, partners, and employees as we would our neighbors, not as numbers on a balance sheet. We aim to extend that same dedication to our franchise partners to help achieve your business goals.



COMPREHENSIVE TRAINING

We designed our initial training program to answer all your questions, planting the seeds for success. Our goal is to give our franchise partners a strong foundation from which to launch a lucrative Carolina Turf franchise.



OPERATIONAL SUPPORT

Carolina Turf will provide ongoing support in many areas, including customer-service techniques, operational procedures, accounting and administration.



MARKETING SUPPORT

We'll coordinate the development of marketing plans, advertising materials, and digital SEO/SEM strategies to help franchisees make the most of our established brand.



ONGOING RESEARCH & DEVELOPMENT

Carolina Turf management will continue to share techniques to enhance franchise profitability, including product purchasing and promotional schemes.

COMPETITIVE UP-FRONT COSTS FOR FASTER PROFITABILITY.

FRANCHISE FEE

\$35,000

MINIMUM INITIAL INVESTMENT

\$70,700

(includes Franchise Fee & Training)


ROYALTY FEE

8% of gross sales

REQUIRED LOCAL MARKETING SPEND

5% of gross revenues



An aerial photograph of a well-maintained lawn. The lawn is a vibrant green, with several large, leafy trees scattered across it. A grey driveway curves through the scene, and a white object, possibly a lawn mower or a piece of equipment, is visible on the driveway. The overall scene is bright and sunny, suggesting a healthy, thriving lawn.

GROW YOUR INVESTMENT POTENTIAL WITH A
**CAROLINA TURF ORGANIC
LAWN CARE FRANCHISE!**

Discover more details about this amazing opportunity for growth at
franchisecarolinaturf.com



ORGANIC LAWN CARE

Ready to Grow Together? Let's Connect!

(888) 215-0073

carolinaturffranchise@gmail.com

franchisecarolinaturf.com

This is not a franchise offering. A franchise offering can be made by us only in a state if we are first registered, excluded, exempted or otherwise qualified to offer franchises in that state, and only if we provide you with an appropriate franchise disclosure document. Follow-up or individualized responses to you that involve either effecting or attempting to effect the sale of a franchise will be made only if we are first in compliance with state registration requirements, or are covered by an applicable state exclusion or exemption.