

**Trulawn**  
ARTIFICIAL GRASS EXPERTS

# Benefits of a Trulawn Franchise

[www.trulawn.co.uk](http://www.trulawn.co.uk)



## What is a Trulawn Franchise?

Trulawn is a home-based management franchise built around artificial grass installation, which replicates in every detail the success of an industry-leading brand. Your role as franchisor will be to manage the business. You will not be required to do manual labour and groundworks – you will employ an installation team to do that.



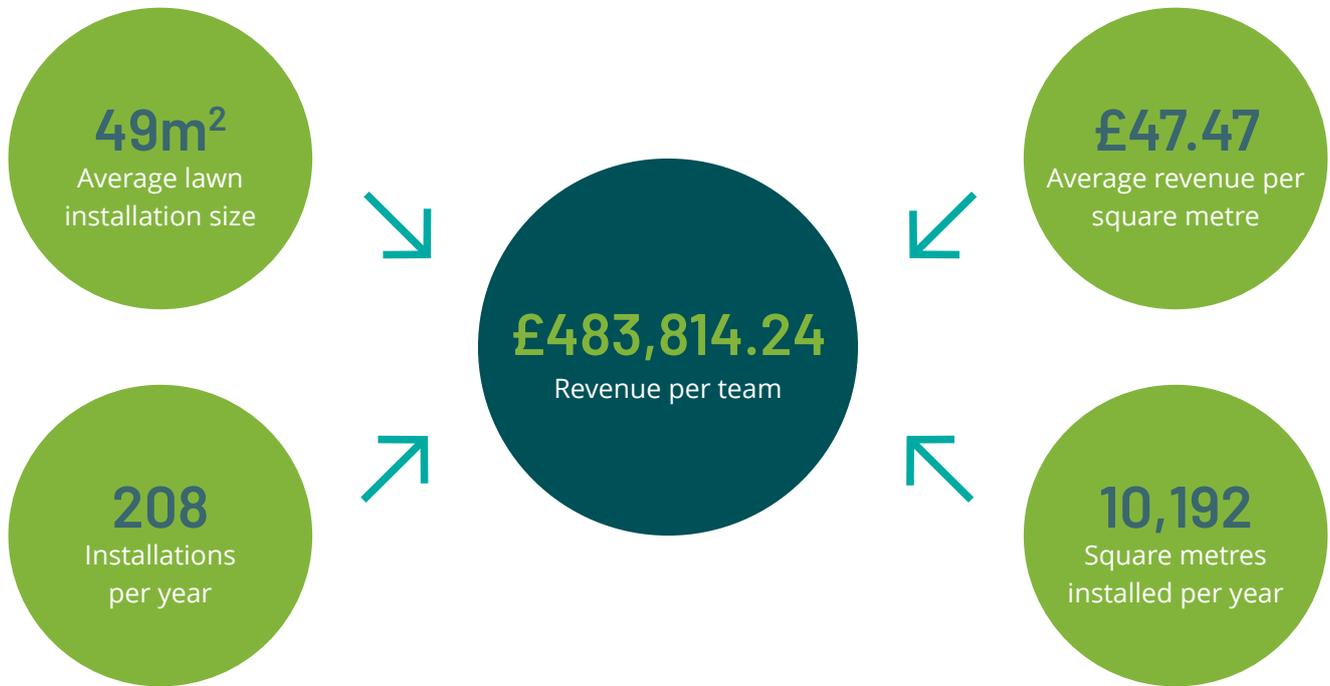
## Your earning potential

You won't find a better management franchise opportunity for the cost, especially when you consider the earnings potential.

For the purpose of our projections we analysed the activity of one of our grass installation teams as they operated in an area the same size as a franchise territory over the space of 1 year BUT we reduced the amount of jobs to complete by 20% as you will be learning in the first year.



The following averages were calculated:



## 5 year projections

The Trulawn Franchise model has a straightforward plan covering your first five years of business. Based on steadily increasing the number of teams, you are projected to achieve the following numbers:



You will also have the option to deploy the Trulawn Refresh maintenance plan to your customer base which could see an increase of 30% to your bottom line recurring each year.

## What does the Franchise Package include?

Trulawn has been operating for over a decade; developing and honing marketing, sales, and installation techniques to build a successful business strategy within the artificial grass industry.

Our closely guarded secrets become yours with our intensive training course, and on-going support through your Business Development Manager.





## Trulawn Tablet with Smart-Apps

All Trulawn Franchisors receive a tablet pre-loaded with Trulawn Smart Applications; our all-encompassing CRM and lead management platform customised with every element of pipeline process and all possible documentation developed you will need to run your sales and operations successfully.

We've made it as easy as set up and go, with everything you need to maximise productivity at home or on the move.

### Custom CRM & Lead management platform includes:

- Leads sent directly to you
- Track all communications with customers
- Create quote, schedule and invoice within the same system
- Pre-set with every stage of the sales and installation process

### Essential supporting documentation we have perfected over 10 years to assist you through the sales process, such as:

- Case studies
- Survey plans
- Proposals
- Terms & conditions
- Guarantee

## Continued support and training

Our Franchisors receive training from high level staff and a dedicated Business Development Manager at the start and throughout the life of their franchise, so you are never in doubt about how to run your business.

### Our commitment to you includes:

- > Trulawn induction to sales, marketing, and installation entirely conducted by managers all with 8 years + experience with the Trulawn process
- > Local marketing strategy to follow
- > Business Development Manager to support you through every step of the onboarding process and beyond
- > 5-year plan to measure success

## Plus

### Machinery to the value of £5000

Including a Turf Cutter, Whacker Plate and Power Brush.



### Marketing pack to the value of £1695

Including leaflets, brochures, sample bags and pavement talker.

All this for only  
**£17,995** + VAT



## How to run a Trulawn Franchise...

1

### Marketing

A strong and established national marketing campaign, along with tried and tested strategies in your local territory – will ensure a steady flow of enquiries into the business.

2

### Leads

- Contact the lead and pre-qualify their requirements.
- Book in a site survey to visit them at a convenient date.

3

### Survey

- Survey the lawn for accurate measurements.
- Discuss the client's preferred grass and create a quote.
- A deposit is taken on acceptance of the quote and the job date arranged.

4

### Installation

- Installation team will carry out all works required.
- Progress is monitored whilst job is ongoing.
- Balance is collected on completion of the job.

## Why is our industry thriving during the pandemic?

People are spending more time at home, increasingly choosing to invest in home improvements over holidays and leisure activities.

Our products allow customers to enjoy their garden all year round, in greater comfort, and with less upkeep than grass; amplifying what an asset having a garden can be for social distancing, positive mental health and as a place to exercise.

Due to the nature of working outside, there is already a lower risk associated for an artificial grass company than other franchise opportunities. With our experience we were able

to quickly adapt to the restrictions in place due to the COVID pandemic through remote working, contactless appointments, and safe & sensible team management.

Whilst it is difficult to claim a business is entirely 'covid proof' – Trulawn certainly comes as close as possible.

**“Our installation sales are up 212% year on year since COVID-19”**

**Want to know more about this opportunity?**

Get in touch to request an in-depth brochure

07588 243748

[james@trulawn.co.uk](mailto:james@trulawn.co.uk)

# Trulawn

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Trulawn  
Yaldens Farm,  
Bramshill Road,  
Eversley, RG27 0PT

0333 456 0267  
[www.trulawn.co.uk](http://www.trulawn.co.uk)

