



Your Inside Track To Business Ownership

Job Title: Assistant Business Manager

Salary: \$38,000 / Year

Additional Job Features: Gain the experience and guidance to become a *business owner* in the turfgrass industry.

About Teed & Brown

In 1995, Peter Teed and Christopher Brown began a higher quality lawn care service business named "GrassRoots." Combining Peter's years of hands-on experience and Christopher's Turfgrass Science degree from Penn State University, they created a business utterly unique in the lawn care industry.

The combination of experience and science, the highest level of service and reliability, a well-trained crew, and a clean, professional image drew loyal customers. In nine years, the business grew rapidly. Customers raved of their service and proudly told their friends that Peter Teed and Chris Brown had turned their lawn into a gorgeous showpiece. Several key characteristics made Peters and Chris' work distinctive and special to customers: personal service, scientific knowledge, and a comprehensive lawn care system. To help communicate this high-end service, GrassRoots was renamed "**TEED & BROWN**" in 2004.

Plan for Growth

As a High-Quality, customer service oriented business, we realized long ago that we needed to attract top-quality professionals to work for us if we intended to grow. Over the years, several ideas were brought up, but nothing stuck. We needed to find a way to not only offer a good salary, but also to offer very good future opportunities. After all, who wants to push around a spreader as a career choice?

In 2004, plans were finalized that allow **TEED & BROWN** to offer exclusive franchise territories in many states around the USA. Once these plans were finalized, we implemented our franchisee training program for Turfgrass Science/Agronomy graduates. This program allows new graduates to come learn how to run a business while working here. After a few years, you should be able to move on and open your own **TEED & BROWN** Franchise.

What is a Franchise?

Franchising is simply the most effective method of business expansion that has ever been developed. It combines the best of both worlds by offering the company a way to expand and offering the franchisee the opportunity to *own his own business*. This method has been, and continues to be used by many of the worlds most successful companies like McDonalds, Subway, 1-800-Flowers, Jiffy Lube, Lawn Doctor, Pizza Hut, and many, many more.

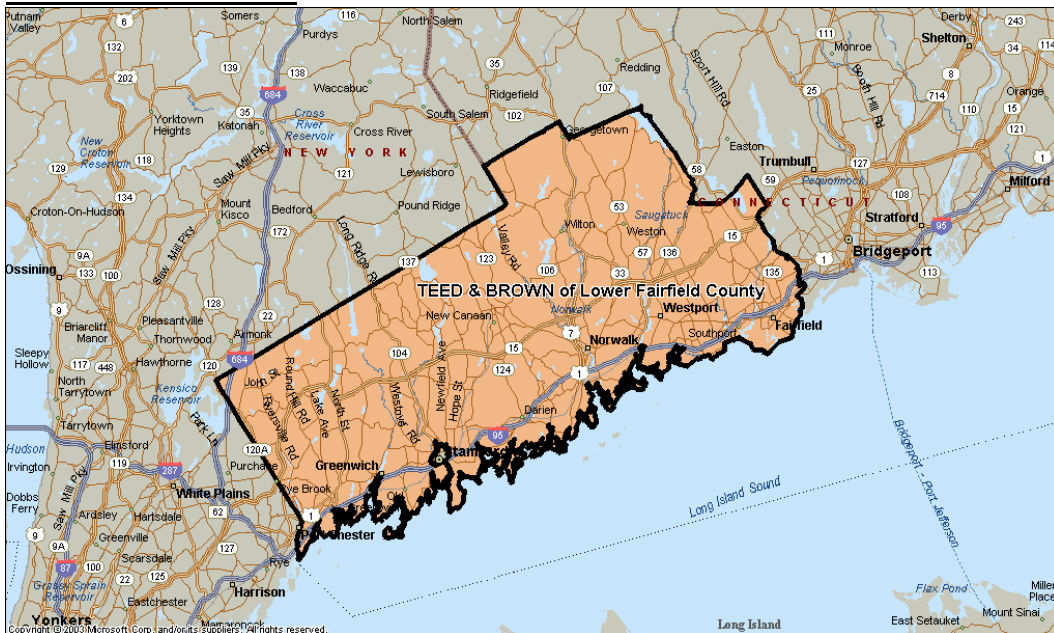
Why Own a Franchise?

Consider the case of McDonalds (as an *extreme* example). Each McDonalds franchisee annually pays about \$50,000 into a marketing/advertising fund. Each year, McDonalds then spends about \$2,000,000,000.00 (two billion!) in advertising and marketing. Even though each restaurant is independently owned, each of these owners benefits from the contribution of each of the others. Now ask yourself this question. Would an independent restaurant owner be able to compete against \$2 billion in advertising by only spending \$50K? Now you can see why franchisees are among the most stable and successful business owners around.

Teed & Brown Franchising Plan

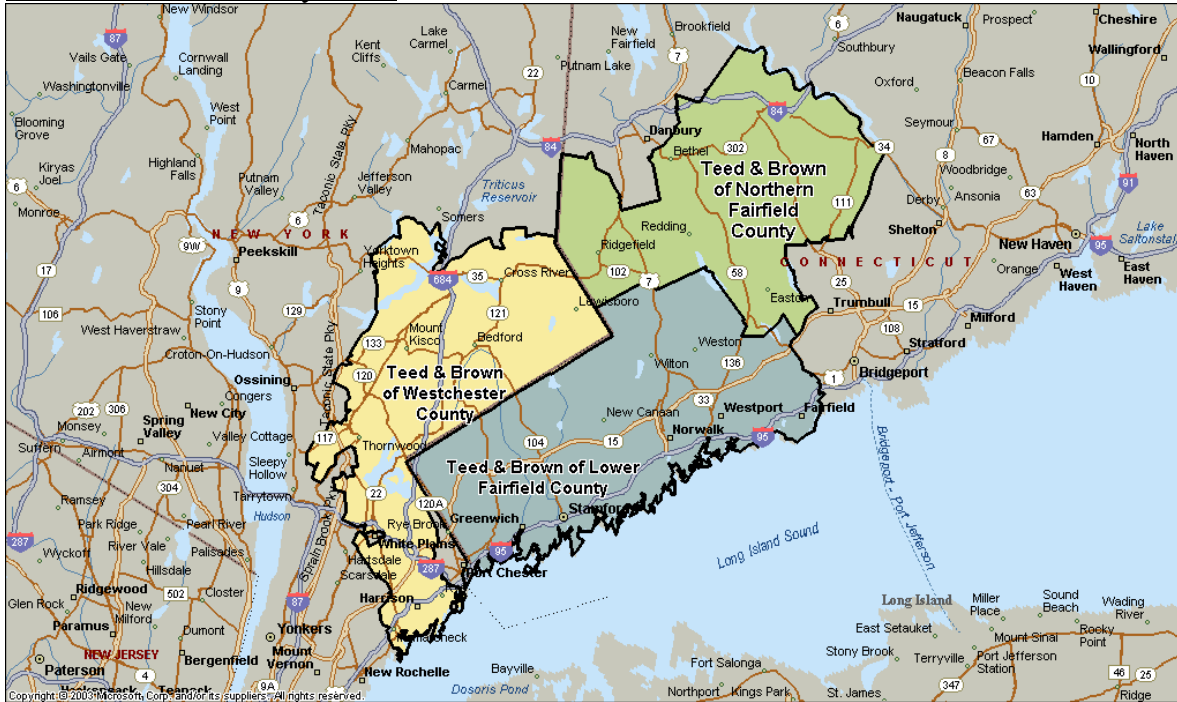
Should you join Teed & Brown, your path would go roughly as follows:

First 2-3 Years



Our current territory is located in Lower Fairfield County, Connecticut. This is where you would come, work, and learn how to properly manage a lawn care business. Your tenure here would last 2 – 3 years as you would gain more and more experience and responsibility.

YEAR 3 and Beyond

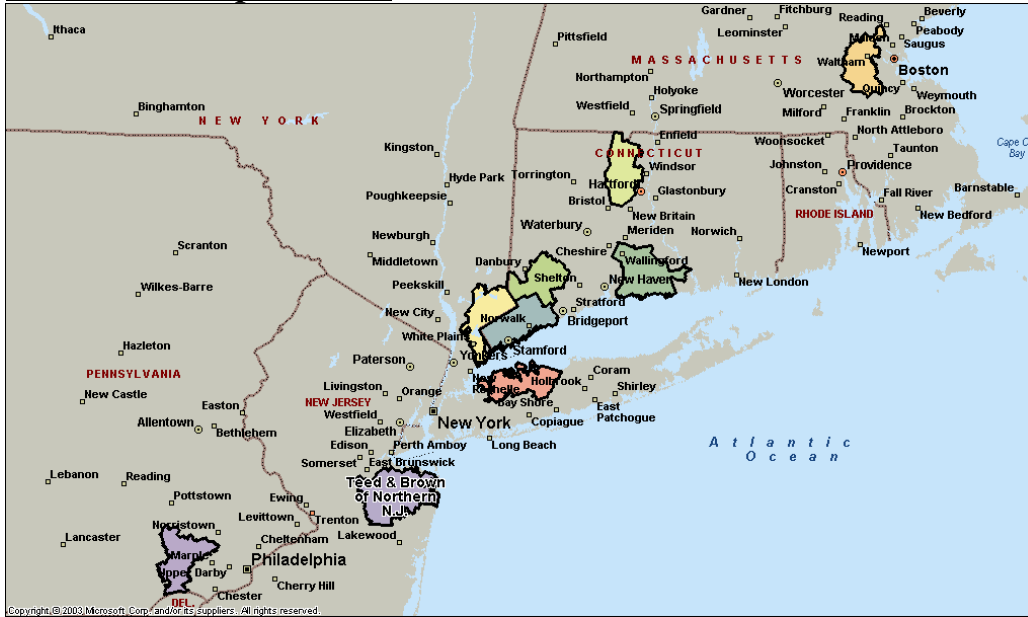


You will take over the management and development of a new territory that we decide to expand into. This will include all sales, networking with other professionals, client relations, equipment and vehicle management, servicing, and client retention programs. You will also be responsible for regular feedback as to what is working well, and where we need improvement.

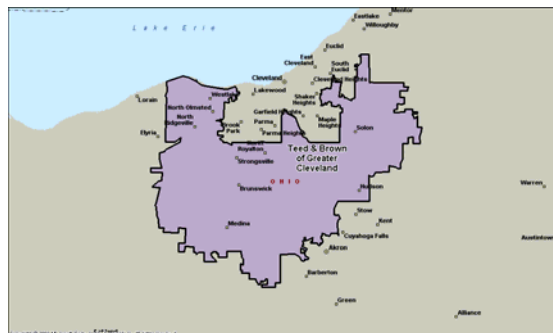
Once these areas have developed into viable, stand-alone businesses, you will have the option to take over the territory as an independent franchisee.

You will also have the option to start your own franchise in a territory of your choosing if you would prefer. Another turfgrass graduate can then step in and take over the management of the territory you had previously developed.

Eventual Expansion



Teed & Brown franchises could be set up in any affluent areas where beautiful home lawns are valued. Since we offer a higher-value service, we would not fit in everywhere, but there is a great deal of room throughout the country where franchisees would thrive.



Other Benefits of Teed & Brown?

As an employee, over a two - three year period you will earn the rights to your own franchise territory. While new franchisees would normally pay \$15,000.00 for exclusive rights to an area, you will earn this as a bonus for working here for two - three years.

Further Information?

If you would like to find out more, please send a resume and cover letter to:

Christopher J. Brown
TEED & BROWN
CEO/Director of Franchise Development
304 Main Avenue, #200
Norwalk, CT 06851
(203) 847-1241 – Ph
(203) 604-9633 – Fax
Chris@TeedandBrown.com
www.TeedandBrown.com