

FRANCHISEE OF THE MONTH

KEEPING Lawns and Her Business IN THE GREEN

Before owning a NaturaLawn® of America franchise, Marlene Conover was no stranger to the lawn care business. For 15 years, she and her husband owned a lawn and landscape maintenance company, but they knew that they wanted to focus more on lawn care in their future. To ensure that this shift in focus would be successful, they sought the support of a larger, more experienced company to guide the way and looked into franchising.

When the couple came across NaturaLawn of America, they were impressed by the company's environmentally friendly and pet-safe approach. The company uses its own proprietary, natural, organic-based fertilizers that emphasize quality and effectiveness without sacrificing environmental impact.

"We decided to buy a franchise because you become part of something bigger and gain all the benefits, knowledge and support of a larger company," Conover said. "NaturaLawn of America is a name that people recognize across many states, not just in the areas that my franchise services."

Before opening their franchise in 2012, the Conovers completed a three-week, in-person training program, learning every aspect of the business – from agronomy and marketing to daily operations. This intensive program gave them a strong start to grow their business, which prides itself on its superior customer service and has successfully shown growth year over year. Conover has also found that NaturaLawn of America's products have produced better results for clients than other lawn care products on the market, helping retain recurring clients.

Today, Conover is focused on continuing to grow her business while maintaining its high standard of customer service. As NaturaLawn of America introduces

more products and services to franchisees – such as tick and mosquito control – Conover is excited to expand the services she can offer her customers.

"The most gratifying part of owning a NaturaLawn of America franchise is getting to see all of my hard work pay off," said Conover. "I bought a franchise without any customers and have been able to grow it from the ground up by providing superior service and expanding my customer base."

Kelsi Trinidad

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