

ORGANIC GROWTH

The Franchise Opportunity Taking Root

Lawn care is evolving, and NaturaLawn of America is at the center of that shift. Known as the nation's leading organic-based lawn care franchise, the brand is focused on expanding across the South and Midwest, bringing its environmentally responsible approach to more homeowners and communities.

For years, traditional lawn care has been built around fast-acting chemical treatments. While these solutions can deliver quick results, they often disregard long-term soil health and the growing demand for safer, more natural alternatives.

NaturaLawn of America has earned its reputation by doing things significantly different. It offers a model that prioritizes both performance and environmental responsibility, though that approach wasn't always accepted.

When NaturaLawn of America was founded in 1986, organic-based lawn care wasn't the norm. It was considered risky. Most companies relied on traditional chemical treatments for fast, predictable results with natural alternatives often viewed as less effective or harder to scale. Instead of following

that path, the brand focused on proving that environmentally responsible solutions could deliver strong results and long-term business success.

Homeowners are becoming more intentional about how they care for their outdoor spaces. They want solutions that work, but they also want to know what's being used on their lawns, especially when children and pets are involved. NaturaLawn of America meets that demand with a clear, consistent approach that continues to gain traction.



At the brand's core are three services designed to meet today's homeowners' needs. The organic-based lawn care program builds stronger, more resilient lawns by focusing on soil health and natural treatments. Tick Ranger offers an all-natural solution for tick control, and Mosquito Ranger helps manage another major outdoor nuisance while generating an additional revenue stream to the overall model.

The NaturaLawn model also supports recurring revenue and gives owners the ability to meet multiple needs within a single customer base. It also allows for flexibility across different regions, an increasingly important feature as the brand expands into new markets.

The South and Midwest are both in high demand for lawn care services. NaturaLawn of America is actively looking to grow its presence in these regions, bringing its established model into markets where both traditional lawn care and pest control services are in demand.

"We knew from the beginning this had to be a model that could be replicated and grow," said Founder and President Phil Catron. "It wasn't just about offering something

different. It was about building a system that worked and that others could take into their own communities and succeed with."

Support is a key part of the model. Owners receive marketing and advertising assistance, training and ongoing support from a franchise business consultant. Centralized logistics help reduce costs while accounting, HR and IT support simplify day-to-day operations so owners can stay focused on growth.

As the brand expands into new territories, the focus remains steady: deliver high-quality, environmentally responsible services while supporting long-term business growth locally. For those looking to enter a proven, service-based industry with steady demand and room to grow, NaturaLawn of America offers a path that is practical and purpose-driven.

Shelby Green



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