

Survey Report Created for:



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**fran|survey.com**

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FranSurvey® was founded on the fundamental premise that sound business decisions are based on solid business research. Rigorous standards and strict methodology are basic cornerstones to our business philosophy.

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# World Class Franchise

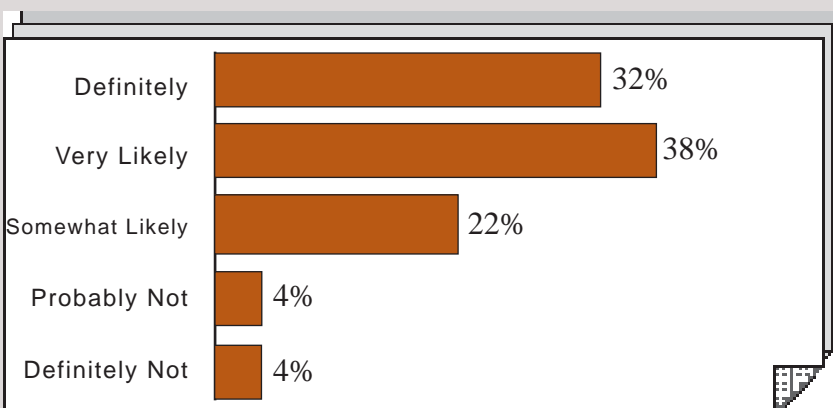
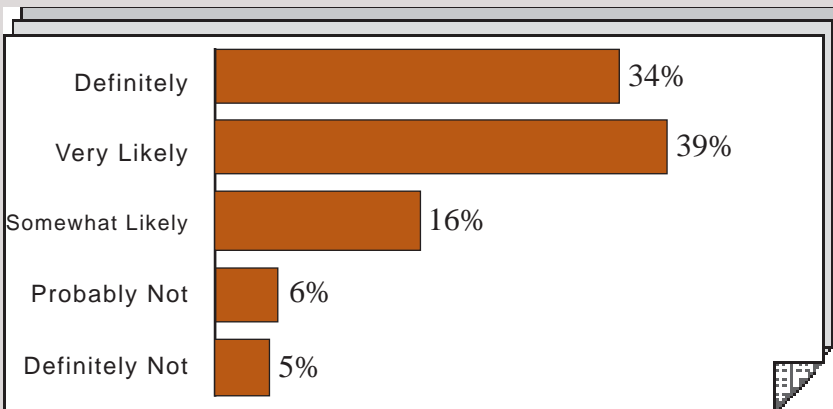
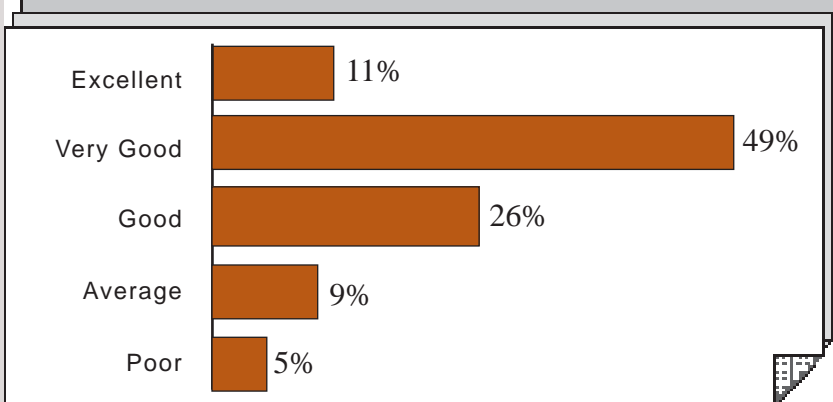
THE MOST PRESTIGIOUS AWARD  
IN FRANCHISING!



**THE HIGHEST HONOR ANY FRANCHISE COMPANY  
CAN EARN IS THE ENTHUSIASTIC SUPPORT OF  
THEIR OWN FRANCHISE COMMUNITY. US LAWNS  
HAS EARNED THAT DISTINCTION!**



## General Opinion of Franchise



## Survey Report Created for:



**Q: IN GENERAL, HOW WOULD YOU RATE THE OVERALL QUALITY OF YOUR FRANCHISOR? (n=76)**

Combined scores of "excellent" + "very good" + "good" responses

**= 86%  
Quick Score\***

World-Class Franchises exceed 66% here

**Q: KNOWING WHAT YOU KNOW NOW, AND IF YOU HAD IT TO DO ALL OVER AGAIN, HOW LIKELY WOULD YOU BE TO BUY THIS FRANCHISE? (n=77)**

Combined scores of "definitely" + "very likely" + "some-what likely" responses

**= 89%  
Quick Score\***

World-Class Franchises exceed 66% here

**Q: WOULD YOU RECOMMEND THIS FRANCHISE TO A PROSPECTIVE FRANCHISEE? (n=77)**

Combined scores of "definitely" + "very likely" + "some-what likely" responses

**= 92%  
Quick Score\***

World-Class Franchises exceed 66% here

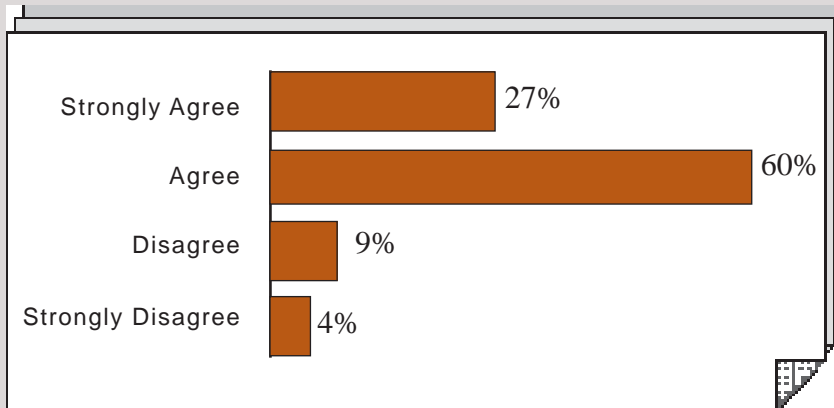
\*Quick Score: See the Methodology page of this report for an explanation of the importance of the FranSurvey® Quick Score.



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Do you agree or disagree with the following statements?



Survey Report Created for:

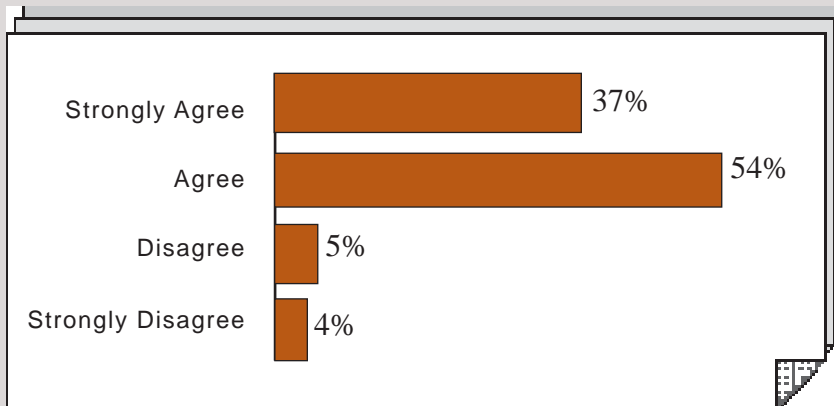


**Q: MY FRANCHISOR AND I ARE COMMITTED TO A POSITIVE, LONG TERM RELATIONSHIP. (n=74)**

Combined scores of "Agree" + "Strongly Agree"

**= 87% Quick Score\***

World-Class Franchises exceed 66% here

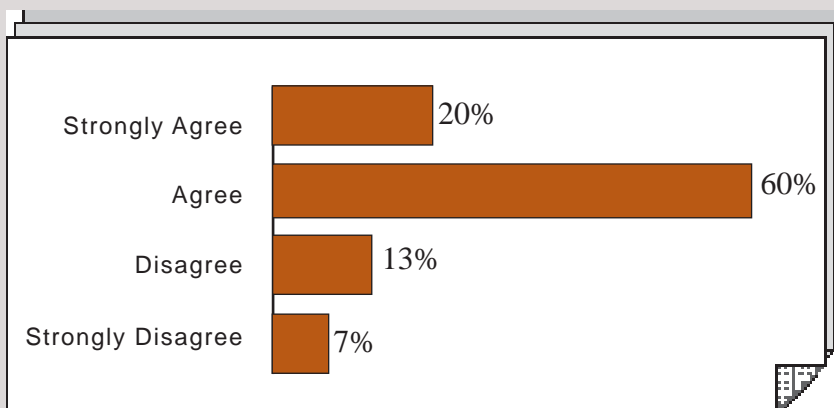


**Q: MY FRANCHISOR UNDERSTANDS THAT IF I AM SUCESSFUL, THEY WILL BE SUCCESSFUL. (n=76)**

Combined scores of "Agree" + "Strongly Agree"

**= 91% Quick Score\***

World-Class Franchises exceed 66% here



**Q: MY FRANCHISOR IS A COMPETENT, SKILLFUL ORGANIZATION WHICH I RELY ON FOR HELP. (n=75)**

Combined scores of "Agree" + "Strongly Agree"

**= 80% Quick Score\***

World-Class Franchises exceed 66% here

\*Quick Score: See the Methodology page of this report for an explanation of the importance of the FranSurvey® Quick Score.



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Grade specific areas of your Franchise Relationship

**Q; ASSIGNING AN “A” THROUGH “F” GRADE, HOW WOULD YOU RATE YOUR FRANCHISOR IN THE FOLLOWING AREAS?**

**1. Initial training supplied by the franchisor. (n=77)**

Combined scores of “A, B, C”

**= 90 % Quick Score\*** ← World-Class Franchises exceed 66% here

**2. The initial opening support supplied by the franchisor. (n=77)**

Combined scores of “A, B, C”

**= 89%**

**3. The ongoing training and support supplied by the franchisor. (n=76)**

Combined scores of “A, B, C”

**= 88 %**

**4. The helpfulness of the franchisor’s field representatives. (n=77)**

Combined scores of “A, B, C”

**= 88%**

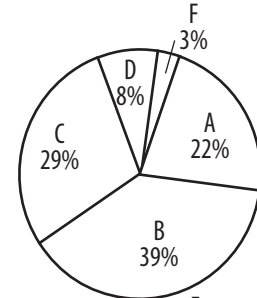
**5. The helpfulness and communication between fellow franchisees. (n=77)**

Combined scores of “A, B, C”

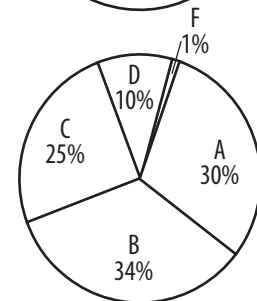
**= 86%**

\*Quick Score: See the Methodology page of this report for an explanation of the importance of the FranSurvey® Quick Score.

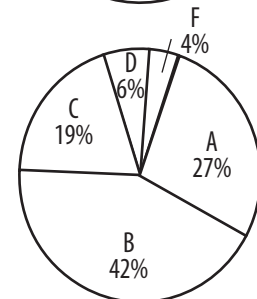
1.



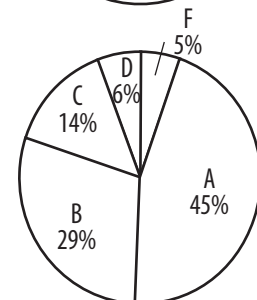
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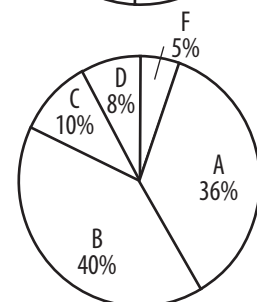
3.



4.

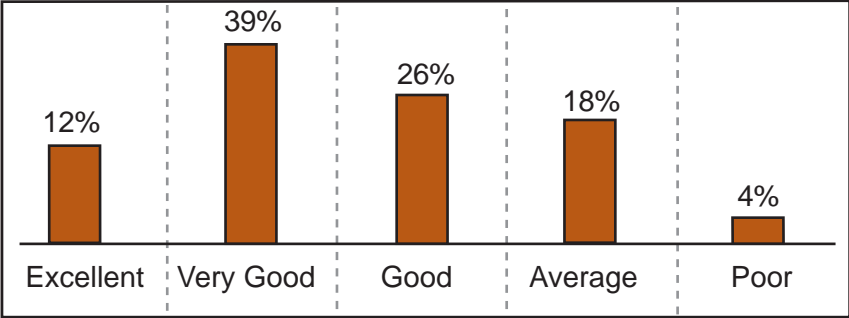


5.

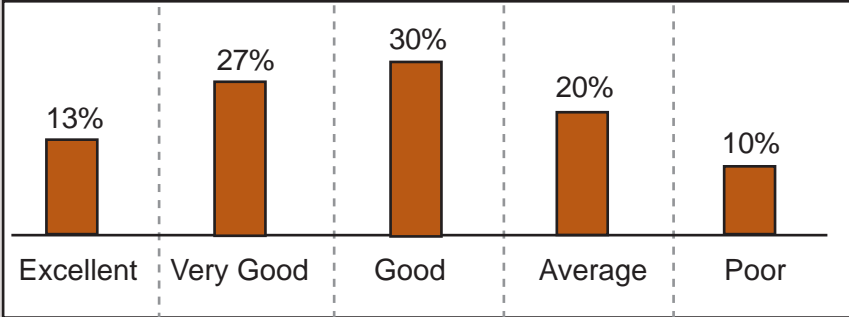




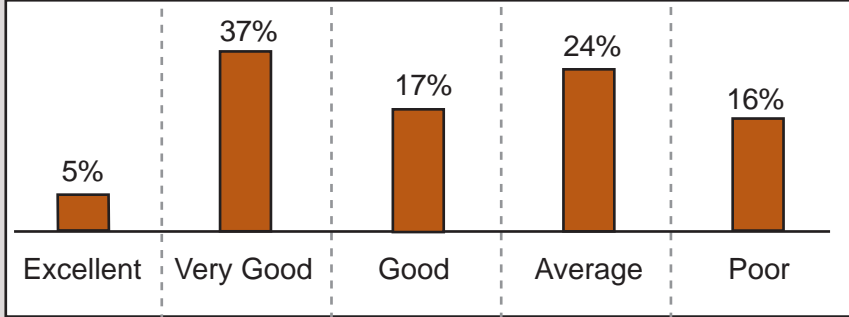
How would you rate your Franchisor?



**Q:** HOW WOULD YOU RATE THE QUALITY OF PRODUCTS AND/OR SERVICES RECEIVED FROM YOUR FRANCHISOR? (n=76)



**Q:** HOW WOULD YOU RATE THE QUALITY OF NEW PRODUCT AND/OR SERVICE INTRODUCTIONS SUPPLIED BY YOUR FRANCHISOR? (n=70)

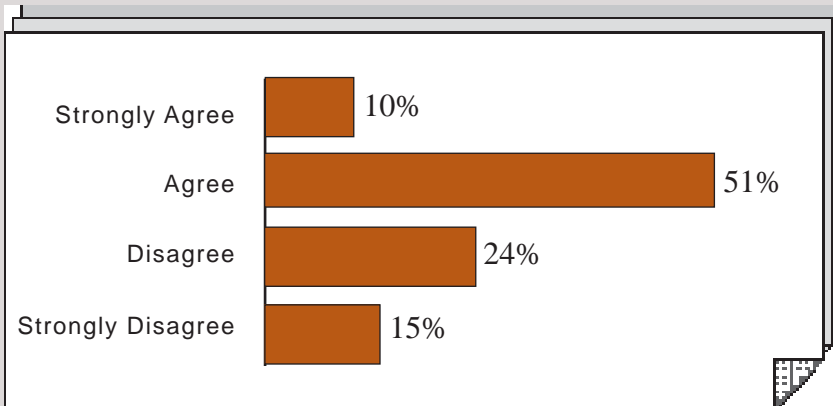


**Q:** HOW WOULD YOU RATE THE QUALITY OF THE ADVERTISING, MARKETING AND PROMOTIONAL PROGRAMS RECEIVED FROM YOUR FRANCHISOR? (n=75)

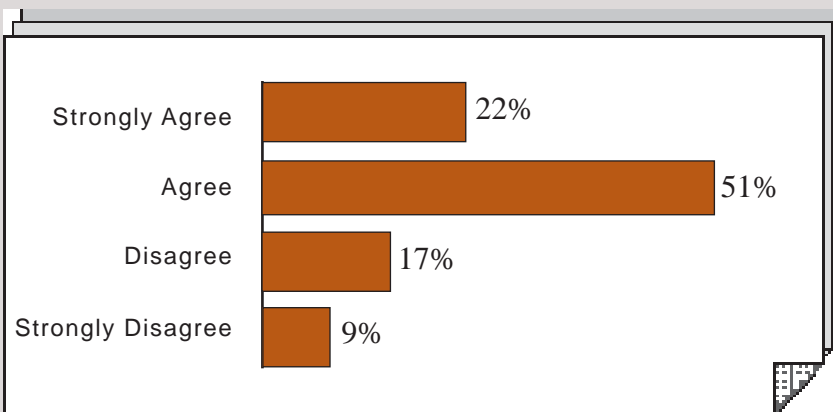
Not relevant with every franchise system you should discuss with company executives.



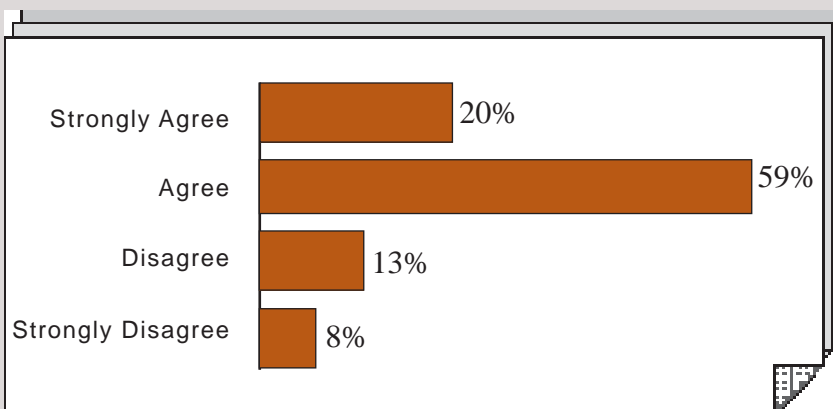
Do you agree or disagree with the following statements?



**Q:** MY FRANCHISOR IS ABLE TO SOLVE DISAGREEMENTS BETWEEN ITSELF & FRANCHISEES EFFECTIVELY. (n=62)



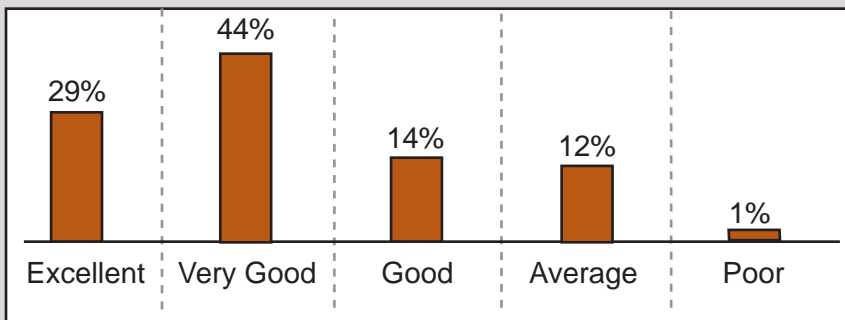
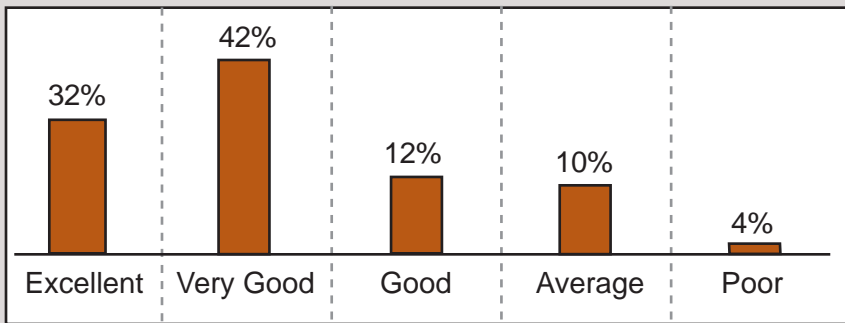
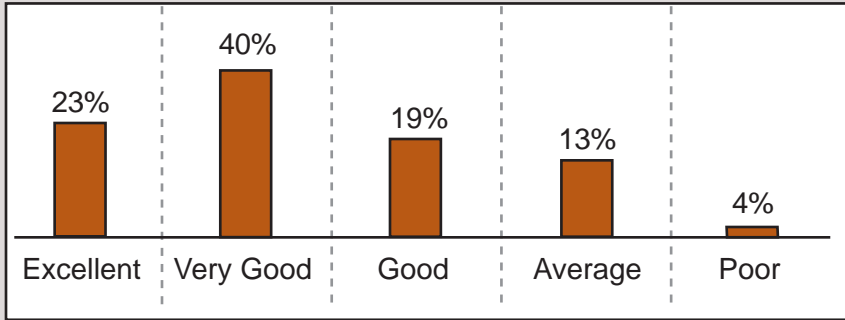
**Q:** I AM ABLE TO COMMUNICATE DIRECTLY AND EFFECTIVELY WITH SENIOR MANAGEMENT. (n=76)



**Q:** MY FRANCHISOR HAS BEEN HELPFUL IN IMPROVING MY BUSINESS. (n=75)



## General Opinion of Franchise



## Survey Report Created for:



**Q: IN GENERAL, HOW WOULD YOU RATE THE OPPORTUNITY PROVIDED BY THIS FRANCHISE SYSTEM? (n=77)**

Combined scores of "excellent" + "very good" + "good" responses

**= 82% Quick Score\***

World-Class Franchises exceed 66% here

**Q: THE LONG TERM GROWTH POTENTIAL FOR MY BUSINESS IS? (n=77)**

Combined scores of "excellent" + "very good" + "good" responses

**= 86% Quick Score\***

World-Class Franchises exceed 66% here

**Q: HOW WOULD YOU RATE YOUR FRANCHISE BUSINESS COMPARED TO THE LOCAL COMPETITION? (n=77)**

Combined scores of "excellent" + "very good" + "good" responses

**= 87% Quick Score\***

World-Class Franchises exceed 66% here

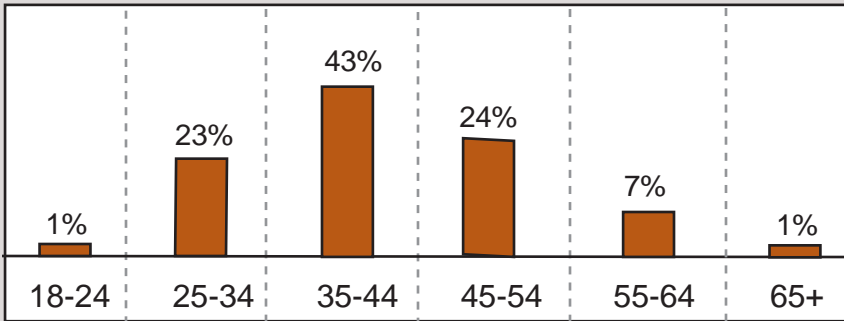


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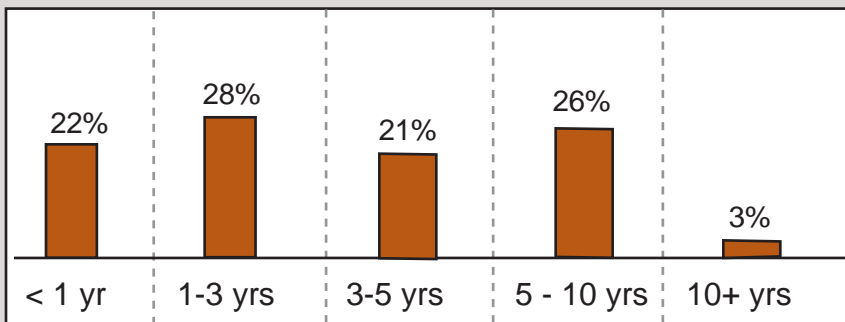
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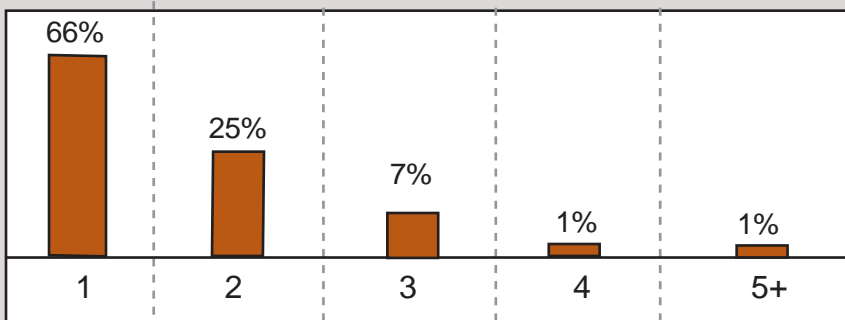
Personal Profile



**Q: WHICH AGE GROUP DO YOU FIT IN?** (n=74)



**Q: HOW LONG HAVE YOU OWNED THIS FRANCHISE?** (n=76)



**Q: HOW MANY STORES OR OUTLETS OF THIS FRANCHISE DO YOU OWN?** (n=73)





Personal Profile

Little to none	16%
Part-time or volunteer work	0%
2-4 years of entry level management	17%
5-10 years of middle management	32%
More than 10 years of business experience	36%

**Q: PRIOR TO OPENING THIS FRANCHISE MY BUSINESS EXPERIENCE COULD BE BEST DESCRIBED AS? (n=76)**

Some High School or Less	1%
High School Graduate	12%
Some college or current college student	30%
College graduate or beyond	56%

**Q: WHAT WAS THE LAST LEVEL OF SCHOOL YOU COMPLETED? (n=73)**

\*(n=#) represents the total respondents who answered that specific question.

FranSurvey® does not endorse any franchise companies. Investing in a franchise is an important decision. FranSurvey® research services are intended to provide basic, high-level information about franchise opportunities from current franchisees and should not replace the standard due diligence performed by any investor. FranSurvey® recommends that prospective franchise buyer consult a lawyer, accountant, and/or other professionals before signing any franchise agreement. See terms and conditions on FranSurvey.com for more information.





## Methodology

**FranSurvey®** sent a study-solicitation notification, to all one-hundred eight (108) US Lawns franchise owners. The study was completed in June 2006. US Lawns personnel gave franchisee contact information to **FranSurvey®**. The notification included the URL (web address) of the **FranSurvey®** franchisee satisfaction online survey as well as a numeric “pass code” to insure no duplication of responses.

Franchise owners were encouraged by the company and by **FranSurvey®** to complete the survey and were assured that their individual responses to the questionnaire would never be revealed to anyone outside of **FranSurvey®**, including US Lawns management.

Franchisees logged onto the online survey questionnaire, entered their individual “pass code”, completed and submitted the survey. Seventy-seven (77) of the one-hundred eight (108) total franchisees, or 71.3%, responded and took the survey. **FranSurvey®** has no reason to believe that non-respondents answers would vary substantially from those of respondents.

The maximum error range on this study is plus or minus 1.9% at the ninety five percent confidence level.

On our reports we offer a “**Quick Score**”<sup>\*</sup> for 7 questions, which is the total of the positive scores. Based on our experience and after surveying thousands of franchisees, we recommend a minimum baseline grade of 66% or two-thirds of the franchisees. Simply stated, “You can’t please all the people all the time”. But, it is reasonable to expect that a minimum of two out of three existing franchisees would rate a good opportunity positively on these seven questions.

To become **Franchisee Approved™** and designated as a **World-Class Franchise** you must obtain a “Quick Score” (positive grade) from at least **two-thirds** or **66%** of the company’s franchisees on all of these **7 questions...no exceptions!**

As a World-Class Franchise, Joe’s Deli has proven they are among the elite who have mastered both the art and science of franchising. This is a franchise opportunity definitely worthy of serious consideration.

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