

Franchise Owner Profile

Name: Dan Hillenbrand, Spring-Green Franchise Owner

Location: Oklahoma City, Okla.

Receiving marketing support and being able to run his own company made joining Spring-Green the right choice for Dan Hillenbrand.

Living the Dream

Owning a business always topped Dan Hillenbrand's list of life goals.

"Since I was 10 years old, I've been thinking about what business I wanted to own and run," Hillenbrand said.

After gaining experience in the green industry, briefly running his own business, and spending some time on the corporate side of lawn maintenance, he's achieved that dream with Spring-Green Lawn Care.

Hillenbrand got his start in the industry while he was in the Army, working weekends with someone who taught him the ins and outs of lawn maintenance. After leaving the military, he went to college and started his own maintenance company.

He managed that company for five years before selling it, then worked at a few different small lawn maintenance companies, as well as a Colorado-based Scott's Lawn Service franchise. In 2007, he moved back to Oklahoma City, where he eventually landed at Scott's corporate, where he worked his way through the ranks.

When TruGreen purchased Scott's in late 2016, Hillenbrand started to rethink his future with the company. That led to a conversation with Spring-Green...which took an unexpected turn.

Hillenbrand learned about the franchise opportunity after applying for a business consultant position with Spring-Green. It piqued his interest. When he found out a local Spring-Green franchise owner in the Edmond Oklahoma area was willing to sell, Hillenbrand knew it was the right business move for him.

"For the past 10 years, I've been managing a professional team that treated lawns and landscapes, so it was an easy decision and one my family would support," he said.

Getting Family Support

Being able to purchase an existing business — instead of starting from scratch — was an attractive option to Hillenbrand and his family. Having his family's support was an important component for Hillenbrand, and his wife, Candice, and two daughters supported his decision to become a business owner again.

"She knew this was a lifelong passion for me to have my own business," he said of his wife. "She was very supportive."

Hillenbrand was excited to own his own business again and begin building his new team and servicing the Edmond area under the Spring-Green Lawn Care brand.

“It was a good fit culturally, and Spring-Green’s support structure puts me in a position for success while allowing me to focus on local relationships and services,” he said. “I am very proud of what we do for the community and the environment.”

Operating in a Digital Age

Hillenbrand was drawn to one aspect of Spring-Green in particular: their marketing support.

“I know the lawn fertilization and weed control business, and I know customer service. But I only *thought* I knew marketing,” he said. “After reviewing the industry-leading marketing support provided by Spring-Green, I knew it would be the perfect strategic partnership and help accelerate my growth.”

As a franchise owner, Hillenbrand taps into Spring-Green’s marketing experts and works with the corporate office’s digital team on a regular basis to come up with different marketing ideas, from photos for social media to printed campaigns his franchise can use to improve engagement and sales.

“Digital marketing is the wave of where things are going,” he said. “It can either make you or break you.”

Envisioning a Bright Future

Hillenbrand’s transition to Spring-Green has been smooth, in part because he was already familiar with the company’s systems. But when something does come up, Hillenbrand said he had always been able to turn to other franchise owners within the company for answers — or contact his business consultant with questions.

Knowing he has the resources he needs to be successful, Hillenbrand is excited about his business’s future and what they’ll be able to accomplish.

“I have high hopes and lots of ideas for 2018, as well as what we have planned going forward,” he said.

About Spring-Green Lawn Care

Founded in 1977, the Plainfield, Ill.-based Spring-Green Lawn Care has been delivering lawn and tree care services nationwide for over 40 years. Its service is centered on the beautification of residential and commercial customers in middle-class and affluent neighborhoods and communities. Spring-Green is an attractive opportunity for existing green industry business owners who want to align themselves with a business model that has proven economic resilience, healthy profit margins, industry leading business and marketing intelligence, recurring revenue and retirement and succession planning. For more information, visit www.springgreenfranchise.com.