

## Franchise Owner Profile

Name: Jon Thurman

Location: Springfield, MO

# Growing Pains

## Spring-Green gave Jon Thurman the confidence and resources to expand his business

Like many others, Jon Thurman got his start in the green industry mowing lawns as a teenager. He originally began his career in lawn care to help him pay for college but found more success than he anticipated within the business.

“I didn’t plan on doing it after graduating, but it was doing so well that it didn’t make sense to do anything else,” he said. Instead, Thurman applied his college degree in business administration to growing his own business, Trimworks.

By his early 20s, however, he was tired of mowing. He wanted to find work that was year-round, and irrigation fit the bill.

“With mowing being seasonal, I had to lay guys off in the winter and fight to get crews back in the spring,” he said.

Within the next five years, Thurman also started offering landscaping, dirt work, landscape maintenance, grading, and installation services on top of irrigation. He’d begun exploring other options to grow his business and considered purchasing an existing local company — until he learned about Spring-Green Lawn Care franchising opportunity.

“I got a letter from corporate saying there was a local franchise interested in selling,” Thurman said. “I had seen their trucks around and liked how professional they looked. The timing was perfect.”

Spring-Green gave him all of the resources he needed to make a move.

## Built-In Resources

When Thurman joined Spring-Green as a franchise owner, he was met with a wave of support that reaffirmed he had made the right decision.

“The first thing I noticed was how welcoming everyone was. How interested everyone was in my business and my life, and how I got to where I was,” he said. “As soon as you show up, everyone is nice and caring and genuine — it immediately makes you feel good about this system.”

Spring-Green also appealed to Thurman because of the business support and marketing technology franchise owners benefit from.

“They’re not going to let me fail,” Thurman said. “If something happens, it’s just a matter of making a phone call.”

Spring-Green provides a call center, which allows his franchise to handle a large volume of calls during his busiest season. Another important resource: Thurman’s business consultant, who he can call anytime — even after normal business hours.

“I’ve called at 7 or 8 p.m.,” he said. “They always answer and help you. When we’re having an issue in the office, they walk us through stuff step by step.”

## Balancing Act

One benefit of having an already established local customer base is that he can now provide a new list of services to them. Thurman is confident that with proper marketing, his customers will come to think of him as a one-stop shop for all their outdoor needs.

“I already had a lot of irrigation customers I’ve been servicing for years, so they trust us,” Thurman said. “Once I became a Spring-Green owner, I was excited to let them know. By taking care of my customers and emphasizing good customer service, I believe we’ll succeed.”

Running two businesses at the same time could be a challenge, but having an office manager who goes back and forth between Trimworks and Spring-Green has been a big help.

“I’m just excited to jump in and see the growth potential and see how many of my irrigation customers I can get to come over to Spring-Green — and vice versa.”

## 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](http://www.springgreenfranchise.com).