

Franchise Owner Profile

Name: Marty Amundson, Green Edge Lawn Services and Spring-Green Owner

Location: Rochester and Winona, Minnesota

Making a Turnkey Operation His Own

Diversifying a green industry business was easier when taking over an already successful Spring-Green franchise.

When Marty Amundson bought his Spring-Green Lawn Care franchise in 2016, he was no stranger to diversification: He founded Green Edge Lawn Services in 2002 to supplement his work as a farmer.

Seeking ways to provide for his family's future and his eventual retirement, he began exploring a franchise as part of his continued diversification strategy. He discovered an opportunity to purchase an existing Spring-Green franchise and began exploring.

"I wanted to have control and be my own boss and have the flexibility to spend more time with my kids and wife," he said. Spring-Green's family atmosphere, resources, and support were just what he was seeking.

Discovery Day

For Amundson, the final decision to become a Spring-Green franchise owner didn't happen until Discovery Day.

"I was on the fence when we came down to Discovery Day, but Ty, my manager, helped convince me it was a good step to take," he said. "When we left, we felt pretty good. ... It's a franchise that lets franchise owners be their own bosses."

Amundson said he's excited about the professionalism that comes with owning a franchise, and his goal is to focus on visiting with customers and bringing in more business.

"Now I can be the face of the business," he said, "This is the leap I needed because I like dealing with customers face-to-face."

Benefits of Joining a Franchise

As a farmer, Amundson was impressed with the flexibility that a Spring-Green franchise offered him. "Every year, the weather is different — I didn't want to be locked into a program," he said.

Spring-Green enabled him to develop his own program that worked for his current clients. "There's definitely buying power that I would've never had on a smaller scale, and the support and knowledge Spring-Green brings helps a lot," Amundson said.

Beyond the support that comes from joining a franchise, there were additional benefits to assuming ownership of an existing franchise.

“They had an established office manager, and at that point, they already had three other employees,” Amundson said. “Coming into something that was already up and running — it was a turnkey operation. I got a really good office staff with the purchase of this existing territory.”

Something that comes with all Spring-Green franchises — both new and existing is the support center.

“If you set a goal, the people here know the business,” he said. “The marketing systems they have in place have been going for more than 40 years now. There’s a lot of experience there. It’s easy to project where you want to be in your growth pattern.”

Gaining Professional Advice

Amundson was also given a business consultant, whom he meets with once a year to assess his business plan and figure out how best to meet his goals.

“Taking over an existing territory at the beginning of the season would’ve been tough to do without a business consultant. I’m really glad I got paired up with Gary [Brown],” he said. “He came up to see me three times, and Harold [Enger, Director of Education] came up twice. Five visits in a summer — that’s pretty good.”

He also meets with his peer group twice a year, which allows him to bounce ideas off other business owners who have become like teammates for Amundson. “You can call each other any time to see how things are going, what kind of issues they’re seeing, and what customers are talking about,” he said.

The franchise also comes with a level of professionalism that carries over to its trucks and equipment. “The trucks really are a moving billboard when I’m driving around. They’re clean; the boxes on the sides are just genius,” Amundson said. “You can take it down a suburban street, and you don’t feel like you’re going to crush everything.”

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.