

DAVID ROMAN

*Envirosapes of Georgia and Spring-Green Franchise Owner
Logansville, Ga.*

Growing a Business

David Roman taps into franchise resources to diversify his services and grow his company.

The green industry is in David Roman's blood — he's following in the footsteps of his father.

"I've been in the landscape industry since I was 13 years old," he explained. "It's something I enjoy, and it's evolved into a way of making a living."

He owned and operated Roman Landscape and Maintenance in Florida before moving to Georgia in 2000. Then in 2012, he started Envirosapes of Georgia, a full-service landscaping company focused on residential maintenance and mowing.

"Working for myself is in my DNA," he said. "I'm more comfortable as an entrepreneur."

Through the years, he's done everything from hardscape and landscape installations to lawn maintenance and lawn care. But it was at an industry tradeshow that he learned a way he could further diversify his service offerings.

Discovering the Benefits of Franchises

In 2015, Roman participated in a roundtable discussion at GIE+EXPO in Louisville, where a business owner shared a story of getting into lawn care via a franchise. The owner stated that lawn care had quickly become the company's profit center, which piqued Roman's interest.

"From that conversation, I went back to the Expo center, and I began to investigate franchise opportunities in metro Atlanta," he recalled.

That search led him to Spring-Green Lawn Care. Roman had no prior experience with franchises, but "seeing was believing" when he experienced the Spring-Green system in operation.

"We wanted to go with a model we knew would work," Roman said.

"Spring-Green was an easy fit — a perfect match for what we were trying to do. Getting started was seamless."

Spring-Green especially impressed Roman with its trusted system, smooth onboarding process, and most of all its marketing expertise.

"Marketing was one key component we knew we weren't utilizing in our business," Roman said. "The phones just lit up when our mailers started going out. It was the largest growth we've seen in such a short amount of time."

Another important aspect for Roman was Spring-Green's family atmosphere. His wife Maria is the office manager for both of his businesses, and the couple has four sons.



"[The family culture is] an invaluable part of Spring-Green, and you see it firsthand with the other franchise owners," Roman said. "I've gained a lot of knowledge from them — not to mention friendships."

Housing Two Businesses

Roman still owns Envirosapes of Georgia, so when he decided to become a Spring-Green franchise owner, he had to figure out some of the logistics — like whether he should house both businesses in the same building.

"We're in the same office," Roman explained. "At first, that was a concern, but it has worked out fine."

They have separate phone lines and teams for each business, and Roman said he thinks his Envirosapes lawn maintenance crew aspire to be Spring-Green technicians. "They see the professionalism of the organization as a whole," he said. Roman has even incorporated some of Spring-Green's policies and practices into Envirosapes.

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so as an organization
we can all succeed”*

As with any business, Roman's biggest challenge has been balancing his time. However, Roman said Spring-Green's support team has been instrumental throughout the process, keeping him on track to meet his long-term goals.

"They want us to succeed, so as an organization we can all succeed," Roman said.

Spring-Green has offered Roman everything he was looking for in a franchise, from support to marketing tools. As a local owner who lives in the community he serves, customer service is of the highest priority for Roman and his team — and Spring-Green has offered him more ways to provide top-notch service for maximum customer satisfaction.

"Spring-Green has upped our level of customer service with our other company Envirosapes," he said. "Many benefits extend beyond the franchise."

**For more information, please visit
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