



Military service an asset for new franchisee

You name it and Matt Denney has heard it, seen it and done it — twice. For nearly 15 years, Denney traveled everywhere from North Carolina to Japan and back again as a member of the U.S. Navy. The military had always been a dominating force in his life, and Denney began to wonder what was in store when his service came to an end.

"The Navy wasn't just a part of my life, it was my life," said the former lieutenant from Sneads Ferry, N.C. "I couldn't imagine doing anything else I enjoyed as much, but at the same time, I knew I wouldn't be able to maintain that lifestyle forever."

In September 2007, at the age of 32, Denney was medically retired and left Camp Lejeune for the "real world." Instead of searching for a traditional nine-to-five job to pay the bills, he took the training, precision and discipline of his military career and went the entrepreneurial route. Denney debated starting a business from scratch but found franchising to be his best bet.

"As a first-time business owner, I knew I would hit some roadblocks. With a franchise, however, there is a proven system in place to handle any issue from financing to location and everything in between," said Denney. "The only thing I had to do to get things started was find the right concept."

Denney and his wife Diana sat down and pinpointed what was most important to them in a business. After working mostly desk jobs while in the Navy, Denney wanted the opportunity to spend more time outdoors



while still providing a useful service. With a little research, they found the best of both worlds in Spring-Green Lawn Care — and an added bonus, too. The Plainfield, Illinois-based company has strong military ties and offers all veterans up to \$15,000 off the initial franchise fee through their Military Assistance Program (MAP).

"Spring-Green's ideals matched up with ours perfectly, with MAP being a pleasant surprise," said Denney. "They are a company that really cares about their franchisees and will do anything in their power to help them grow. Everyone I've spoken with at Spring-Green, from the receptionist to the CEO, has been extremely accommodating and accessible — so much so that they've given me their cell phone numbers in case I need assistance after normal business hours. Commitment like that lets me know they are in it for the long haul."

Denney officially opened for business on Sept. 15, servicing the coastal counties of Pender, New Hanover and Onslow in North Carolina. Though he is still relatively new to the lawn care industry, Denney is already looking toward the future — he hopes to have offices in Wilmington and Jacksonville

within the next few years to better serve his clients.

"What differentiates us from our competitors is our service and value. With larger, nationally owned companies, it's easier to get lost in the shuffle, but since Spring-Green is locally owned and operated, our customers won't have to worry about having the job done right," said Denney.

"If my time in the Navy has taught me anything," he said, "it's the importance of delivering on your promises. I view every lawn as a mission to be accomplished and won't stop until it's perfect. My clients expect the best, and that's what they'll get each and every time."

Spring-Green Lawn Care has been delivering lawn and tree care services nationwide for the past 30 years. To learn more about Spring-Green, visit their web site at www.spring-green.com.