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Press Release

SPRING-GREEN LAWN CARE SCORES FOUR-STAR RATING BY FRANCHISE BUSINESS REVIEW

Spring-Green Lawn Care Franchisees Are More Than Satisfied

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(Plainfield, Ill.)---Spring-Green Lawn Care is pleased to announce they received four stars in the Franchisee Satisfaction Survey administered by Franchise Business Review, a national franchise market research firm that performs independent surveys of franchisee satisfaction and franchise buyer experiences.

With more franchise opportunities available today than ever before, the process of researching and purchasing a franchise can be overwhelming. Every year, Franchise Business Review surveys thousands franchisees, asking them detailed questions about their satisfaction. The independent franchisee satisfaction reports are an invaluable tool to measuring the health of any franchise system, based exclusively on the feedback of today's franchise owners – the real franchise experts!

"From my perspective, franchisee satisfaction, or what I call 'The Happy Factor' is the most important thing to consider before buying any franchise," said Eric Stites, founder and president of Franchise Business Review. "The franchise business is a great business but life is too short to risk investing in an average or below average franchise company. That's why I started Franchise Business Review...to help prospective franchise buyers get the facts about franchising and quickly identify the very best franchise opportunities in today's marketplace."

The Franchisee Satisfaction Survey asks franchisees to rate their system in 20 critical areas including training and support, system, franchisor and franchisee relations, financial opportunity and overall satisfaction. Possible ratings range from excellent to poor. A franchise system receives an overall four-star owner rating when the majority of franchisees give "Excellent" or "Very Good" responses to these twenty questions.

"Spring-Green received a four-star owner rating in our recent franchisee satisfaction survey of 74 percent of their franchisees," said Stites. "This is fantastic! Most notably, Spring-Green scored very high in the franchisor relationship section of the survey, which is an area where many franchisors rate poorly. Hats off to Spring-Green!"

Furthermore, 65 percent of the franchise owners said they had a balanced or very balanced life and 72 percent said they had a flexible or very flexible life schedule.

Spring-Green Lawn Care's innovative Flex Start program is partially responsible for such enthusiastic answers. Flex Start minimizes risks involved with starting a new business and allows Spring-Green owners who start their business later in the year to operate in a part-time capacity until January 1 of the following year, when they must make a full-time commitment.

The Flex Start program allows new Spring-Green owners to keep their current jobs while launching their Spring-Green career and helps create a smooth transition from corporate employee to entrepreneur. They become skilled at running their business, familiar with their territory and are able to secure a customer base so they are successful once they operate full-time.

"Flex Start is an in-demand program and the way of the future. It gives entrepreneurs a comfort level in migrating from their current career into business ownership," said James Young, president of Spring-Green Lawn Care.

Since its launch, more than half of Spring-Green's new owners have taken advantage of Flex Start, believed to be the only program of its kind available to franchisees.

"This is a real honor for everyone at Spring-Green Lawn Care. These results are the outcome of all the hard work and exceptional accomplishments of our team. We are very flattered and proud," said Young.

Headquartered in Plainfield, Ill., Spring-Green Lawn Care is a recognized leader in the lawn and tree care industry. Spring-Green Lawn Care has been beautifying the environment for 30 years and has 114 franchises operating in 23 states. Eleven franchises were added in 2006 and projections call for 15 new franchises in 2007. For more information call 815-436-8777 or visit <http://www.springgreenfranchise.com>.

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