



PO Box 1748 • 209 West 3rd Street  
McCook, NE 69001

## Someone is going to become a K-Lawn dealer in your community. Why not you?



K-Lawn believes your community has great potential for a K-Lawn dealership. And we're going to find someone who has the drive, the energy and the motivation to run a successful service-oriented business.

Your neighbors want a trouble-free lawn. And many of them will pay to get it. As a K-Lawn dealer, they could be paying you.

Contact K-Lawn today to discover more about the entrepreneurial opportunity that awaits you as a K-Lawn dealer. There's no obligation.

**800.445.9116**  
**www.k-lawn.com**  
**growyourfuture@k-lawn.com**

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## K-Lawn: A family approach to entrepreneurship.

K-Lawn is a division of Kugler Company — a Midwest-based, third generation family-owned company that for more than 40 years, has specialized in the manufacture, marketing and distribution of premium quality fertilizers backed with outstanding customer service. As a K-Lawn dealer, you benefit from the support, training and fertilizer technology that has helped dozens of people just like you establish a growing business.

We understand the opportunities and challenges of entrepreneurship — and we take the time to make sure you are confident and capable to provide the best service possible to your customers.

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[www.k-lawn.com](http://www.k-lawn.com)

The key to your financial success could be right there in your neighbor's lawn.

Your community needs a K-Lawn dealer. It could be you!

# A hometown K-Lawn dealership is a “growing” opportunity — right in your backyard!

Look around your hometown. Chances are you know dozens of people who want a great looking lawn. And they're either spending a lot of time and money keeping their lawn green — or simply giving up because they can't keep up.



**This is your opportunity.** The opportunity to be an entrepreneur — to solve a problem, fill a need, be a hero — and make some money as a K-Lawn dealer.

With a K-Lawn dealership, you can become your area's lawn care expert — with the proven program, the unmatched expertise and the high quality products your neighbors need to have a lawn they can be proud of.

Your neighbors will be working with a local business — owned by you! You set your own hours. You build your customer base. You'll be building value and equity in a business that is all yours.

With K-Lawn, you're in charge of your own success. We'll be there to help you every step of the way.

## **An affordable investment puts you in business.**

K-Lawn is a dealership, **not a franchise**. So you make a surprisingly affordable investment to start your dealership — and keep your profits from that point on! No continuing franchise fees or “money off the top” to a corporate office. Your K-Lawn dealership can grow as quickly and as large as you want it to be — and so can your profitability!

**Big opportunities in smaller communities.** Some of the most successful K-Lawn dealerships are located in smaller communities — towns where the big national companies don't want to be. That means less competition for you. The fact is that people in rural communities are just as busy as those in big cities — and they want nice-looking lawns as well. With a K-Lawn dealership, you can do business with people who know you — and you enjoy the value of being a locally owned business.

Because K-Lawn offers a proven lawn care program that is priced competitively, you'll likely find customers in neighboring communities as well!



## **Our marketing helps you get a good start!**

Because our success depends on your success, as a new dealer, you will receive additional marketing support from K-Lawn. We'll help you identify potential customers in your hometown and nearby communities — and we'll provide advertising support to let them know about you and your K-Lawn dealership.

With great service, a powerful marketing program and your dedication to growth, it's possible to generate enough revenue to pay off your initial investment within the first year!

**You'll know your bluegrass from your fescue and how to make them look great.** As a K-Lawn dealer, you receive complete training from experts in the field — from equipment operation and maintenance to proper application techniques, from turf management to customer relations. You'll learn everything you need to keep your customers' lawns looking fabulous — and, through K-Lawn's marketing support, build a successful business.



Better yet, you have direct access to a proven line of fertilizer and lawn products designed to keep your customers' lawns thick, green and healthy. You can be assured that, by following our recommendations and our 4-Step Lawn Care Program, your customers will have the best looking lawns in town — and that's the best advertising of all!

**Join more than 70 successful K-Lawn dealers in seven states.** For more than 25 years, K-Lawn has proven to be a powerful and profitable opportunity for dozens of entrepreneurs all across the High Plains and Midwest.



The reason: K-Lawn works! Our 4-Step Lawn Care Program ensures a great-looking lawn for your customers. Our easy-to-apply, premium quality products ensure the right formulations for the right situation. Our training and marketing support combine to help you become both knowledgeable and successful.

## Do you fit the profile of a successful K-Lawn dealer?

K-Lawn dealers come from all walks of life. The common denominator is the motivation to provide great service and learn the basics of top-notch lawn care.



- o **Coaches and teachers** who have extra time during the summer and would like to make some extra cash.
- o **Entrepreneurial young people** who want to begin building their own hometown business.
- o **Outdoor enthusiasts** who enjoy helping things grow — and making people happy.
- o **Early retirees** who want to keep working — but on their own terms.
- o **Farm wives** who want to supplement the family income and still have time for other responsibilities.
- o **Yard service companies** that offer mowing or lawn sprinkler services — and are looking for an additional revenue stream.
- o **Currently employed individuals** who want to have more control over their time, talent and success.
- o **Firefighters, law enforcement and other shift workers** who want to supplement their income during days off.
- o **Any motivated and eager person** ready to launch a new business in their hometown and build equity and value.

