

CORY BENOIT

*Evergreen Maintenance and Spring-Green Franchise Owner
Saline, Michigan*

Full-Time Dedication

Cory Benoit grew and diversified his mowing business with a Spring-Green franchise.

Cory Benoit, a seasoned green industry expert, started mowing lawns at the age of 19 and by the time he was 26 years old he began his own business, Evergreen Maintenance.

Cory added Spring-Green so that he will have full control over how to care for the customer's lawn. With the addition of Spring-Green to his current business, Benoit will now be able to offer his customers lawn care services including fertilization along with mowing maintenance, snow removal, and irrigation.

"We're cutting the lawn, but we aren't able to control the irrigation or the fertilization. There's only so much you can do to a lawn as the last thing that's done, which is mowing," expressed Benoit. "I wanted to be able to provide those extra services so that I had control over how to develop the lawn to give it the best overall look," said Benoit.

An Entrepreneur at Heart

Cory has always considered himself an entrepreneur, but when his family began to grow and three boys were added to the Benoit family, he decided to diversify. "Diversifying gives me added security. I've learned not to have all my eggs in one basket, as separating them allows me to look at the end result", said Benoit.

A main factor in Cory's decision of owning and operating a Spring-Green Lawn Care business was the fact that it is a family owned business that has been operating for over 40 years. When he was conducting his initial search on franchise opportunities, he felt that Spring-Green would be able to provide him with what he was looking for.

"They have experienced the struggles that businesses face. I wanted to be part of a franchise who has experience with that, so that they can better overcome struggles in the future. In addition, the fact that they are a family owned business was a key selling point for me. They express this throughout all their franchisees as they strive for their success," Benoit explained.

Benoit also stated that having a good reputation was a major driving factor in joining Spring-Green. "A good reputation, a clear path of direction, and support throughout the process has been amazing," said Benoit.

Support Center

Cory is appreciative of the assistance the Spring-Green support center provides him. "I've yet to meet a person at Spring-Green that doesn't live up to my expectations. They're helping you every step of the way. The experience as a whole has been amazing," expressed Benoit.



Cory feels that he wouldn't be where he is today without the support of the National Call Center. The Spring-Green National Call Center, which provides inbound customer sales and outbound selling expertise, was an especially appealing element of the company's marketing services.

"Having that support there to take on the sales calls went great," said Benoit. "I got a lot of the customers because of them. They know what they're doing, they know what the customer wants, and they're able to express that to the customer. I never expected over 100 customers my first season," said Benoit.

“They want you to succeed. Their success is your success.”

Along with the help the National Call Center provides Cory, the marketing efforts have had a huge impact on his first season as a Spring-Green business owner. Cory's Integrated Mail Campaign went so well in his first season that he has already planned to double it the following year.

Online Presence is Crucial

"You have to be on the internet," stressed Benoit. "Spring-Green does a great job with Facebook." The digital marketing team posts on behalf of the franchise owners. Postings consist of general lawn information, common lawn problems, what's going on in the environment, and much more.

"That kind of information is really important in today's age. The more they know, the more comfortable they feel," said Benoit.

Cory feels that the impact the Digital and Direct Marketing team has made on his business exceeded his expectations. "I'm three times my money spent on marketing," said Benoit.

For more information, please visit
www.springgreenfranchise.com or call 1-800-777-8608

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