

RODNEY GADDIS

*Gadco and Spring-Green Franchise Owner
Franklin, Tennessee*

Sharing Success

Working as a family, the Gaddis' have turned their company into a million dollar business.



Rodney Gaddis always has had a passion for lawn care. He began working in the industry when he was only 17 years old, jump starting a successful career journey for him and his family.

Rodney and his wife, Heather, started their own commercial mowing, hardscaping, and maintenance company, Gadco, in the mid 90's. At the time, the couple was subcontracting lawn care to another company preventing them from retaining all their potential profit. So in 2005, they decided to purchase the Franklin, Tennessee, Spring-Green franchise so he could control his own business, retain the profits in the lucrative area of fertilization and weed control, and also expand to residential, which would maximize his opportunity for building recurring revenue.

"I wanted an all encompassing business, including fertilization and weed control, instead of subcontracting those services," said Gaddis. "I purchased my own Spring-Green franchise to boost sales and revenue."

Gaddis has not stopped growing and recently expanded his territory in 2015. He says the the expansion is a great business move because of the rapid residential growth in the area and the potential for increasing customer density in areas he currently has business. The decision to expand was also influenced by their son, Aaron, who is in the business full-time.

"I've been able to make a great living for my family, doing what I love," said Gaddis. "Heather and I make a great team. She manages the office side of the business, and I take care of the labor and field work." By working as a team, they have been able to consistently develop their business over the years and offer a full range of lawn care services to their growing customer base.

A Family Business

Rodney and Heather have recently introduced their son Aaron to the Spring-Green business. This step is very important in the future transition of the business. Aaron is a millennial and has come into the business with tremendous help in technology and social media. "He has really owned

our Facebook page and has turned it into something I never could have done myself," said Rodney. "Aaron brings new ideas while staying true to the values we have worked so hard to establish."

During his school, Aaron majored in Plant Soil Science. "We have been mentoring him to our business since he was a little boy. He's has completely taken over the other side of his business. We enjoy him so much," expressed Rodney.

Heather and Rodney are appreciative of the fact that they get to see Aaron everyday and that they get to watch him develop personally, as well as in the business. The Gaddis family is excited for the future of their family owned business.

Marketing Advancements

The Gaddis family has been operating their Spring-Green business since 2005. "The Marketing has changed from night to day. When we first signed on, we had VCR tapes that we used for training sessions. It's light years from that now, it's so much better. I can't imagine coming into it now, knowing what I know now, how much better it has changed," expressed Gaddis.

Marketing is necessary for any business. Amongst all the available marketing programs, each year, Spring-Green runs an Integrated Mail Campaign that sends direct mail to the best potential customers to market lawn care services to.

"The Integrated Mail Campaign has evolved each year. We keep changing how we select our mail each year and it's getting better and better each year," said Gaddis. "It's crucial for our business to have that. Our business would not be as big today if we didn't have the Integrated Mail Campaign."

Along with the mail, Gaddis is very impressed by the National Call Center. So appreciative that Rodney and his family buy lunch for the Call Center Representatives once a year when they're really busy. "As business owners, we know how stressful answering the phone can be. Therefore, we will buy them lunch and in return, they really do sell for us," said Gaddis. "We value them very much. The National Call Center is a great add on to our business."

The Gaddis family has been operating their Spring-Green business since 2005. In 2019, the business reached over \$1 million in sales. The family is excited to see what the future holds for Spring-Green. "We keep increasing in revenue 20%-30% each year. It's just booming," said Gaddis.

If anybody has a family that is close knit like ours, this is a great company to be a part of.

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

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