

JIM & JOHN MERCON

*Nature Cuts and Spring-Green Franchise Owners
Valparaiso, Indiana*

A Family Business

Working side by side together, as father and son.

Jim Mercon has been involved in the green industry since 1996 when he started Nature Cuts, which focuses on residential and commercial lawn mowing, landscape, and clean up services.

Mercon has always been an entrepreneur at heart. "I enjoy the freedom of working for myself and being able to share the business with my family," said Mercon. Jim went on to say that he is very fortunate to have such support from his wife and children.

Jim's Nature Cuts business is well-established, serving over 400 customers weekly. There's a growing market in Valparaiso and surrounding areas and by adding Spring-Green Lawn Care, Mercon will begin offering lawn fertilization, weed control, mosquito control, and pest control, as well as core aeration, overseeding, and tree and shrub care.

"Being an entrepreneur is in my blood, however being part of a franchise system, such as Spring-Green Lawn Care, will help drive our business further and faster than we could have done independently," Mercon stated.

"Spring-Green has a strong marketing and operational support system; that's what attracted me to the business. In addition, the fact that Spring-Green has been in business for over 40 years and is family owned, led by its second generation, aligns well with what we are building. It says a lot about the culture of the organization and its values," said Jim Mercon.

Choosing Spring-Green

For quite some time, Jim had been looking for an opportunity to diversify his business. He recognized that the fertilization industry was growing and that business owners are doing well, so he began his search for a company that aligned with the values and opportunities he was searching for. Jim had looked at a handful of companies for several years. He knew exactly what he was looking for.

"I wanted to team up with a business that would be relatively close for us, but yet had a great track record, good people, and good systems that we could rely on," Jim expressed. When Jim came across Spring-Green, he conducted thorough research, and determined that the opportunity fits the criteria he was searching for.

A Father and Son Business

The Mercon's are thankful to have the opportunity to work side by side together, for the great moments they get to share together, and for being able to build the business as a family.

"The complement between John and myself is very well. John has a host of talents that I do not have. He's more in tune to technology, computers, and he's great with people. John possesses the qualities that you would

want in a son and in a business partner. He's honest, caring, and possesses a tremendous amount of integrity. Knowing that he possesses those traits give me peace of mind that whatever we do, whatever journey we are on, we will end up in the right place," said Jim Mercon.

John is grateful for the opportunity his dad provided him with the Spring-Green business. "I'm never going to get this time back. I get to spend every day with him which is very important to me. This is something I will be able to take when he is gone."

"It's beneficial to have both a dreamer and a realist working together so that you can meet in the middle."

Spring-Green understands the father-son relationship firsthand. The Spring-Green Lawn Care franchise system is a network of family owned businesses, so values matter. It's a great testament to Jim's values and his vision of a growing future for him and his family. Jim is working toward transitioning the Spring-Green business to his son when the time comes.

Benefits of Joining a Franchise

The Mercon's believed that Spring-Green was everything they were looking for when considering purchasing a franchise.

"They have a diversity of people handling a whole variety of jobs, so the burden was not on any one or two people to be all things to all people. The staff was seasoned and they cared about who we were and what we wanted to accomplish," said Jim Mercon.

Jim believed that other franchise opportunities he explored didn't compare to the support that Spring-Green provides for their franchise owners.



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

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