



TRAVIS RECTOR

Northwest Lawn and Landscape &
Spring Green Franchise Owner

Toledo, Ohio

Diversifying for Growth

Their business was growing, but they wanted to grow the lawn care side of the business.

Drawn to the Outdoors and Helping People

Travis Rector has always enjoyed being outdoors and finds it very rewarding when he can help people. He turned that into a career. As a senior in high school, he started Northwest Lawn and Landscape to establish an income to cover his bills. What started out as a local weekly mowing business then turned into landscape design, installation, and maintenance. Travis then ventured into fertilization and sprinkler repair and service. He kept that business going until a few years ago, when he rolled the services back into Northwest Lawn and Landscape. He saw the value of diversification but acknowledged that installs and maintenance were completely different businesses and posed additional complexity and challenges, as a result.

that could help Travis expand his services, achieve his growth goals, and generate recurring revenue. Having the initial fees waived, the potential forgivable marketing costs put into a note and a partner that was willing to make a substantial investment into his startup was an opportunity he could not pass up. His wife Elizabeth was in full support when he introduced the idea, and she looks forward to being a part of the business, as well.

Knowing Your Strengths

Travis is quick to note that if given the choice, he would prefer to be out speaking to customers about their lawns, "It's not for everyone, but I really enjoy driving around and talking to customers about their lawns and working to make them happy." Spring Green provides the ongoing support needed so business owners can focus on their customers and their teams, which was important to Travis. In addition to the dedicated business consultant, he is looking forward to the full-service marketing and reporting Spring Green provides so he can concentrate on his customers, "I prefer to be out in the field with customers, so having the support from Spring Green will reduce the time I will need to be at my desk in the office," notes Travis.

Vision for the Future

Though Travis and Elizabeth have younger children at home, they do see a role for them as they get older. "I hope the boys will join in someday and be able to grow it with me. I realize after participating in the Spring Green training that it is important to think about your exit strategy." By adding Spring Green to their service offering, the Rectors are building a recession-resistant business that offers recurring revenue and a customer base, which are the assets needed as they plan for their future.

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Spring Green's Program for Industry Veterans

Already aware of the benefits diversifying brought to his customers, adding a Spring Green business to work in conjunction with his existing Northwest Lawn and Landscape business provided the operational resources

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