

Franchise Owner Profile



Name: Travis Snead

Location: Shallotte, NC and
Wilmington, NC

Spring-Green feels more like a family invested in your success.

Guidance and Support

After a hitch in the military and a 15-year career in law enforcement, Travis Snead started his lawn care business with his son in 2002. T and T Lawn and Sweeping Services handles mowing, plant installs, mulching, ice removal and parking lot sweeping for big box retailers like Wal-Mart and Home Depot in North Carolina's Wilmington and Brunswick County market. His business has grown steadily over the years but as Snead looked to the future and his retirement, he knew he needed to diversify and address the inconsistent income that sometimes challenged his company.

"I started exploring franchises and first talked to Spring-Green in 2013," Snead recalled, "But I didn't pull the trigger. I second-guessed myself."

A year of contemplation convinced Snead he needed to make the move, and in 2014 he purchased the Spring-Green franchise for the Wilmington/Brunswick County Market. "I looked at other franchises, big ones, but they just didn't fit me. We're a family business, and when I met the folks from Spring-Green it really felt like more of a family. Their goals and their direction were what interested me."

The Spring-Green "family," which includes a dedicated business consultant and a team of experts focused on Snead's success, has made all the difference for Snead as he grows his business. "Spring-Green has helped me not only create financial, operational and marketing plans, but they also have worked to include my personal goals. They know that there is more to life than just business."



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Now more than a year into the relationship, Snead has verified his instincts were right. The support he receives feels very much like family. “I talk to my Spring-Green business consultant two or three times a week,” he said. “It may be for a few minutes or a couple of hours, but they are always there to answer questions and lend guidance.”

Data-Driven Marketing changes the game

That guidance has been especially beneficial as Snead is discovering the power of Spring-Green’s data-driven marketing. It was eye-opening to see the results of the first direct mail drop. “They said get ready because it’s coming,” Snead said. “And they were right. No lie, one week there was nothing and then all of a sudden it was just like a dam broke. It was on.”

What Spring-Green promised came true because they have the documentation. “They had all the data on my market and knew what it was capable of doing,” said Snead. “And we grew by about 300 percent the first year.” What so impressed Snead was Spring-Green’s suite of tools that help streamline the marketing process — their highly targeted and personalized direct mail program that integrates with the national call center and the Spring-Green website for a seamless, multi-channel experience.

By diversifying his existing lawn care business with a Spring-Green franchise, Snead is discovering just how well the two businesses can complement one another. “It has definitely grown my other business,” he said. “With my contacts in over 20 years of lawn care it has been easy to offer and sell the new services and products from Spring-Green. To a certain degree the challenge is how to control it and decide how much volume my lawn care business can take on at this point.”

One of the most powerful attributes of being associated with Spring-Green



is the opportunity to leverage the collective knowledge of the other owners including the company-owned and operated locations. The network of support — the Spring-Green family — has been invaluable. “Not just the business consultants but other franchisees from across the country, with all kinds of experience out in the field. I can ask, ‘Hey, how did you handle this?’ or ‘How do you take care of that?’ and there’s a whole system of support. What you learn is the most cost-efficient way to do your job.” Insights are gathered and shared through the National Advisory Council, peer group and national meetings, the Spring-Green support center, peer-to-peer interaction, online forums, training and newsletters. In a confidential environment, owners share challenges that keep them up at night.

Operating cost-efficiently is the fastest way to Snead’s ultimate goal, which is to set aside mowing and sweeping and work exclusively as a Spring-Green franchise, where he sees so much more growth opportunity. “We just added the mosquito control service offering this year, and that’s big where we are

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on the coast. I expect that to grow year by year and be very profitable for us. We’re also doing core applications now and in the future we will add the irrigation part to our business.”

Whether you’re a commercial mowing and maintenance company, a landscaper or an existing lawn care or pest control company, running a Spring-Green franchise in conjunction with your existing business allows you to expand your portfolio of services.

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About Spring-Green

Founded in 1977, Plainfield, Illinois-based Spring-Green Lawn Care has been delivering lawn and tree care services nationwide for over 38 years. Its service is centered on the beautification of residential and commercial customers in middle-class and affluent neighborhoods and communities. Spring-Green is an attractive opportunity for entrepreneurs and existing green industry business owners who want to align themselves with a business model that has proven economic resilience, healthy profit margins, industry leading business and marketing intelligence, recurring revenue and retirement and succession planning.

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

