

Your Next Step Toward Ownership

If this opportunity seems like it may be right for you, the next step is to contact an Earth Graphics representative. The Federal Trade Commission requires that we provide you with a document known as a Uniform Franchise Offering Circular (UFOC). Its purpose is to give you, in one document, a fair and unbiased presentation of this Franchise opportunity. The document is prepared in a standard format and is on file with the Federal Government. The FTC has many regulations concerning the purchase of a Franchise which are designed to help you make an informed and objective decision. We at Green Industry Systems will sit down with you in a face to face meeting to go over the UFOC, to make sure that you understand this document in its entirety. After this, you will have at least ten days before you can sign any purchase documents, and another four days to cancel your decision following your signature. We at Green Industry Systems Inc./Earth Graphics want you to make an enthused AND informed choice, and we are here to answer any questions you might have concerning this purchase.

Prior to purchasing the Franchise, we will sit down with you to determine the availability and expandability of your exclusive territory. These territories are defined by zip codes and by the existing demographics that make up these areas. Think strategically where you want your business to grow. Territories that currently have low to moderate housing density, but are preparing to increase greatly, are excellent territories to target because of the demographics expansion of your business over time. Areas that have slow to static growth, but have high home values may also be excellent targets as long as your existing company already shows an aptitude for penetrating such a market. It is important to talk with an Earth Graphics representative early concerning your particular market. We anticipate many territories selling quickly; since these territories are exclusive, you will not be able to purchase a Franchise in your particular region if someone else “beats you to the punch.” Have a list of the zip codes you would like to purchase ready for us at our first meeting so that we can check on the demographics and availability of your target area.

We look forward to meeting with you to answer your questions and study your own business’ aptitude toward purchasing an Earth Graphics Franchise. We stand ready to innovate with you in the creation and expansion of the world’s very first mobile landscape design Franchise.

Training Support & Assistance from the Franchisor

The key to any successful Franchise system is the effectiveness of its training methods. Our objective in training Earth Graphics designers and business owners is that they excel in running efficient, effective, and profitable landscape design businesses. (We DO NOT want to affect or change a designer's particular "style." This would create a "stamped" look and would not appeal to the client base most of us want; we DO want to make sure that designers are team players, and that their designs compliment the abilities and objectives of both the local and Franchisor companies while meeting the needs of the client.)

Our training manuals and instruction address all aspects of running an Earth Graphics Franchise. First, owners will be carried through business set up, routines, scheduling, reporting, bookkeeping, marketing, hiring, and a host of other details. This administrative training may also include one or more office personnel who may attend training with you. Next, your designer(s) will be trained in our four week program. Two of these weeks will be in Greensboro, and two will be back at your home site, generating designs while working with your new "office" and under the supervision of a coach. Our training won't stop with the end of the training period. We will periodically have training days and seminars developed specifically for Earth Graphics designers to keep them growing and improving.

Perhaps the most important benefit to being an Earth Graphics Franchise owner is the residual effect of accelerated growth of the Franchise and the benefits you will receive from having your own exclusive share of that market. It stands to reason that if the entire system prospers, you, as an individual owner, will have in your local business a great source of revenue and residual product/service sales. Our ongoing support is therefore, twofold. First, we want to be able to help and coach you in your local market, so that you will be successful. Second, and just as important, we want to grow the Franchise system into a "brand name", a "household word" – nationwide – so that your equity stake in Earth Graphics will grow as our reputation and brand name grows.

Qualities of a Great Earth Graphics Franchisee

Experienced landscape designers and architects, design/build landscape firms, and design/supply companies (either garden centers, landscape nurseries or re-wholesalers with in-house designers), may all qualify for an Earth Graphics Franchise. The Earth Graphics Franchise system is designed from the ground up to be “Co-branded” with an existing business. A Co-branded franchise is a type of business format that allows an existing business to maintain its own identity in the marketplace as a “construction” or “re-wholesale” firm, but with the added power of a design department operating as a stand-alone entity under the national trademark. (An example of a co-branded business format Franchise operating together for mutual benefit is the Subway Franchise operating within the convenience store gas station.)

A great Earth Graphics Franchisee might start with a viable and existing business that already employs at least one or more designers. This company would require a good reputation in its other business practices. A willingness to be inventive, progressive, and creative with one’s business is a wonderful asset. A business that is active in local, state, or national trade organizations, and, in addition, well integrated into the business community will do well.

The local Franchisee may be a designer, and may do the technical work defined in the Franchise. More commonly, the Franchise owner might hire, or co-own the local Franchise with a landscape designer or architect. The specific qualities that make a great Earth Graphics designer are:

- Motivated
- Good listener/conversationalist
- Attentive to details
- Teachable
- Settled (in his/her career/location)
- Optimistic/Energetic

All Earth Graphics designers will be evaluated with personality profiles and will be trained individually to correct potential weaknesses in presentation, process or market approach.

Mobile Office Efficiencies & Advantages

The heart of the Earth Graphics Franchise system is a totally functional mobile office van. It took three prototypes to get the van the way we wanted it! The mobile office vehicle has a stand alone electrical system, lighting, seating for designer and clients, lockable files and paper storage areas. A removable laptop computer and portable printer complete the van. With a cell phone, the designer suddenly finds himself in the perfect environment for being connected to both the home office and the site, yet still remain effective at the drawing board.

The advantages are obvious. If the designer has a site question, he/she walks out of the van and finds the answer. Reviewing the plan with the client at the end of the day can take place in the van. The computer system is self supported in the van, and allows the designer to digitally image the finished concept in usually less than an hour. The signage on the sides of the van let passers-by and neighbors know of our unique service, and provides a significant marketing boost for the Franchisee. When the van is in transit (or traffic), it continues to advertise both the brand name, the design elements, and the contact points, including web page and toll free number.

Why a Landscape Design Franchise?

Franchising works! Franchising in America generates more than \$800 billion in annual sales. In the US, approximately 41% of all purchases are made with Franchise companies. In 1996, Time Magazine accurately predicted that by the year 2000, franchising would be the “primary method of closing business” in America. Franchising allows an entrepreneurial minded person to start a business which has a successful track record and an easily duplicated system in place.

Our first Earth Graphics prototype van and business plan proved to us and our clients that our system works. Because our system worked smoothly and efficiently, our customers would even ask us if we were a Franchise! So with the help of experts and members of the International Franchise Association, we founded Green Industry Systems Inc. as the Franchisor of the Earth Graphics Franchise system.

Strategically, our Franchise system of business expansion will allow the best and brightest design/build or design/supply companies throughout the US to synergize their marketing efforts. With home-owners now moving an average of every seven years, this will put the Earth Graphics brand name in a distinct advantage over a home grown name or “mom & pop” shop.

Earth Graphics Is...

...the nation's first Landscape Design and Digital Imaging Franchise. Our primary objective is to provide clients with same day landscape designs and digital images produced from a high profile mobile office platform.

Earth Graphics is a landscape design – marketing and productivity – system. It takes already skilled residential landscape designers and architects, and builds around them a marketing system that has been proven effective in creating a large client base. In addition, the productivity system enables the designer to create accurate and fulfilling designs in a custom format. The designs are supported by a computer digital imaging system which allows the client to view the “finished” landscape in a color photograph during the same visit. Since the designer has to go to the site only one time (spending either a half or whole day on site) a great deal of wasted time is avoided in the design process.

Earth Graphics_{SM} is a trademark of Green Industry Systems Inc. of Greensboro, North Carolina. Our team is committed to creating and preserving a business system that develops a nationally recognizable brand name for landscape design services. This “first to market” Franchise system has already become a valuable business asset. This means that Franchise owners stand to profit from not only the fruits of their own labor, but also from the value of the business they own and the territory they control, over time.