



Success Profile:

Tom Mauer

Weed Man USA

Name: Tom Mauer

Markets: Springfield-Hartford, MA

Number of Locations: In January 2016, I purchased four additional territories, so we now operate nine territories in Western MA and Northern CT

Education: Associate's Degree in Landscape Management from Springfield Technical Community College & Bachelor Degree from UMass Amherst

Career Background:

Prior to becoming a Weed Man franchisee, I owned a landscape company with my partners. We operated a full-service landscape business—complete with lawn care, snow plowing, etc.—and were trying to grow the lawn care side of our business. We were struggling to achieve our growth marks and had worked with marketing companies, but I wanted more than just the good looking brochures and signage that they provided. I started looking at franchises for help with branding and marketing, as well as improving efficiency in our operations. That's when we were introduced to Weed Man USA and decided to purchase a franchise.

I've always had a love for the green industry and my partners and I owned the landscaping business for 20 years before we purchased Weed Man as an add-on business. Once I saw the depth of support from Weed Man and the experience of the people driving the franchise, I sold my share of the landscaping business to focus solely on the growth of my Weed Man territories.

What are you most proud of so far as a Weed Man franchisee?

Creating a great growth opportunity for my employees and building a team that was awarded the 2015 Weed Man Award of Excellence.

What is the key to your success?

My key to success is just to be absolutely committed to following the plan and systems set in place by Weed Man. It's important to trust the franchise—there is nothing to be gained by trying to do it on your own when you have proven tools and processes to grow your business.

What's Next for You and Your Business?

I was recently honored as Weed Man USA's 2015 Award of Excellence recipient and received the Marketing Performance (over \$1.5 million) award at the company's annual conference. Both awards are testament that I made the right decision to go with Weed Man to achieve the business growth I was seeking, along with the support system of meticulous planning and marketing plans. I've recently purchased an additional franchise territory and am thrilled to be expanding our service area. With continued growth, our team is excited about new opportunities for employees to grow with the company. As we develop our people and build bench strength in our staff, we plan to look for additional areas to consider for expansion.

