

Depending on your attitude, motivation, enthusiasm and commitment, earnings in the first year are likely to range from £600 to £1,000 per week.



We will invite you to spend a day with an experienced Ed's Business Owner to show you what is involved in an Ed's business.



This prospectus can help you decide whether an Ed's Garden Services business is right for you and whether you are right for an Ed's Business

## proven business model



## your next step



## Business Owner prospectus



### How does Ed's work?

All Ed's Business Owners share an administration centre that receives and distributes customer enquiries. Calls are professionally answered and each customer's information is collected and verified. The details are forwarded to you instantly, wherever you are (probably on the road already performing jobs).

You are then responsible for contacting the customer directly to arrange a meeting, provide an estimate and agree a time for the completion of the work.

All Ed's Business Owners are provided with Ed's Jobs – a bespoke Internet-based scheduling system specifically designed to save Business Owners administrative time and to enable you to focus on delivering the best possible service to customers.

It gives you access to all customer details in real time, whenever you connect to the Internet and works on Smart phones.

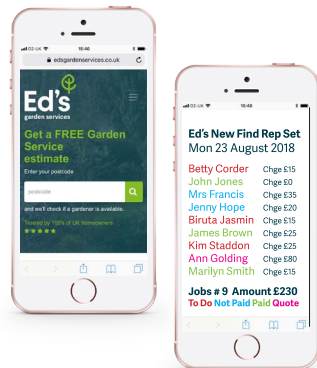
Successful Business Owners tend to provide an estimate within hours of the customer calling and, in most cases, deliver the work on the same day.

This outstanding level of service is very effective at converting one-off jobs into regular, repeat business. And you can customise your territory, so you can work wherever you wish.

### What training will you receive?

Training starts when you meet us and / or go out on the road with an experienced Business Owner who will show you how an Ed's business works. You will also receive comprehensive training on the following subjects:

- How to estimate jobs effectively
- How to use the equipment
- How to use the Ed's Jobs management information system
- Understanding the fee structure and contract
- Understanding your territory
- Effective Marketing
- Keeping business records – customer contacts, costs and revenue
- How to provide exemplary customer service
- How to convert a one-off customer into a regular customer



### The next step to become an Ed's Business Owner.

Investing in a new business is a big decision. We ask that you personalise your own business plan to check the figures add up for you. We will then invite you to meet us to explain what is involved in running an Ed's business and answer your questions.

Following the meeting, we will invite you to spend time with an experienced Ed's Business Owner. This gives us an opportunity to assess your suitability and your ability to succeed within Ed's.

We will then meet to discuss your goals and aspirations. If we both agree that an Ed's business is right for you, your Ed's business can be purchased, your territory agreed, and you can start the Ed's training.

You have already taken the first step towards considering an Ed's business opportunity. We encourage you to understand the information in this prospectus then ask yourself whether you think you can make a success of this business.

If you are interested in an Ed's business opportunity and would like to arrange a further meeting or a day on the road, please contact us. We look forward to hearing from you.

**Edward Mauleverer**  
Managing Director

### Regional trainer

Region:

Trainer:

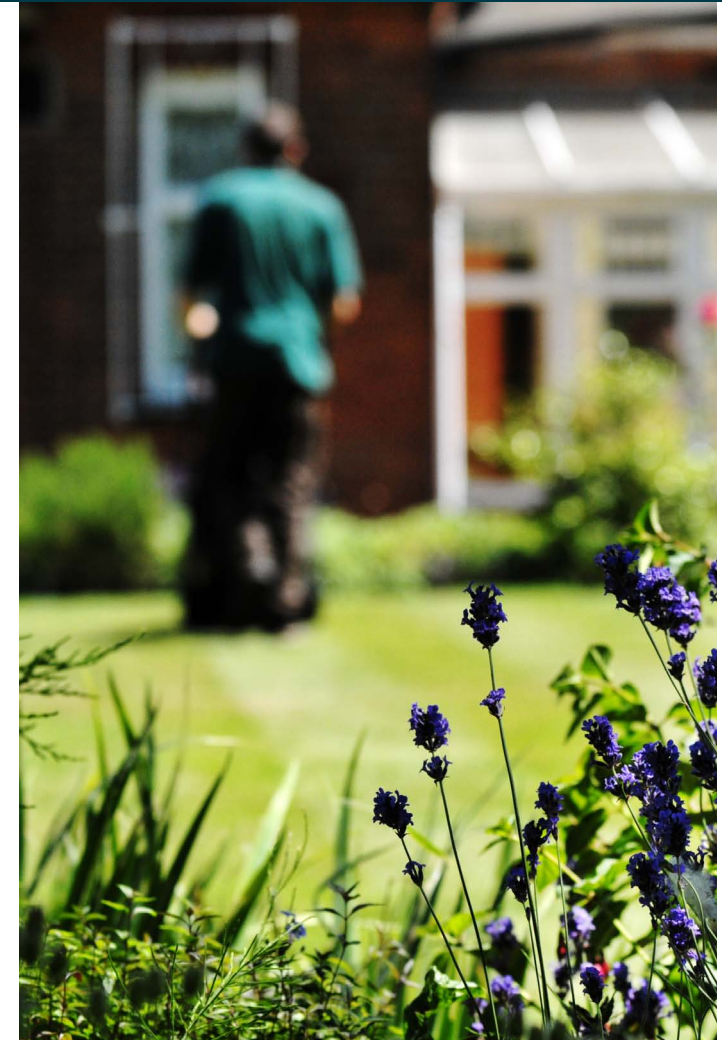
Telephone:

Email:



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You need to have a clear understanding of what is involved in an Ed's business, so that you can decide whether it is a suitable investment for you.



Under the Ed's Initial Work Guarantee, you are guaranteed enough work to provide you with instant revenue from the day you start.



Business Owners who give excellent service tend to convert new enquiries into regular customers with ease.



## be your own boss



## lifestyle choice



## guaranteed work



The main points to consider are:

- Are you motivated and customer focused?
- How good are you at interacting with people?
- Do you have the right mindset to run your own business?
- Do you enjoy making your own decisions?
- Are you prepared to be committed and work hard to be successful?

The first Ed's Business Owner joined in 2007 and the network has been growing by three to five new Business Owners each year.

Today we are the UK's largest garden maintenance franchise business with nearly 50 Business Owners growing their own successful garden maintenance businesses.

### What is an Ed's business?

In short, it can be what you want it to be: a career change, a new opportunity, a lifestyle choice. You tell us what you want it to be and we'll support you to help you to realise your goals.

An Ed's business offers you flexible working hours, work where and when you want it and a work/life balance to suit you.

### Why choose Ed's?

You may choose Ed's because you want to own your own business without taking too many risks, or because you already have a business that is not as profitable as you would like. You may wish for a change of lifestyle or a chance to make good money with the aim to sell your business when you are ready to move on.

Ed's helps build your confidence to achieve your goals and aspirations.

### Becoming an Ed's

Business Owner means joining a team. It is important that all Ed's Business Owners are committed to providing good-quality, professional and reliable service.

This will ensure that the Ed's reputation is maintained and that the whole team benefits from that.

### Ed's Story.

Ed's was founded by Edward Mauleverer in January 2003. Within a short time, the business was highly profitable and had more customers than it could handle.

Ed decided to share his business approach with others and let them share in his growing success.

### What kind of work is involved?

An Ed's Garden Services business offers the following core services to customers:

- lawn mowing
- garden clearance
- turfing
- jet washing
- hedge trimming

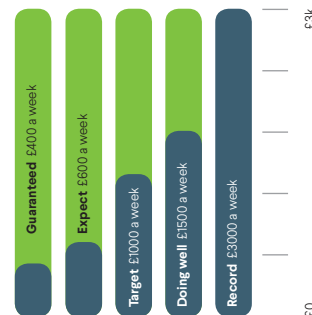
Ed's Business Owners can choose to offer additional services depending on having the requisite knowledge, experience and/or qualifications.

Most of the work will be for private households. It will be a mixture of on-demand work (people will call for a one-off job to be done as soon as possible) and regularly scheduled, repeat business. However, we do deliver some commercial work too.

### What skills do you need?

A certain level of physical fitness is needed to undertake this work and in-depth practical training is provided on how to deliver the core services.

### First Year Weekly Revenue illustrations



Above all, the right attitude is the most important attribute to have. You must be prepared to deliver a high level of customer service, professionalism and reliability.

### Earn much more than an independent gardener

Ed's Business Owners can earn substantially more than an independent gardener for three reasons:

- The Central Office provides a continual stream of customer enquiries – much more than an independent gardener can generate alone.
- Jobs are priced individually – not per hour – so you're not restricted by a low hourly rate.
- The equipment you will use allows you to complete jobs faster, so you can complete more jobs – and earn more money – each day.

### Ongoing support helps you to improve your business

You will receive ongoing training, support and business coaching to ensure that you are able to grow and improve your business. There are regular Business Owner meetings to review your business and offer advice to help you achieve greater profitability. A business coach is at hand to help you understand where improvements can be made.

### Low start-up costs make it

easy to launch your business Start-up costs will vary, depending on your specific circumstances.

### Buying an Ed's business is a sound investment.

When you buy an Ed's business you are entering into a partnership that has to work for both you and us.

The investment level tends to be the initial licence fee plus a vehicle and additional/alternative equipment depending on your set of circumstance. If you nurture and grow your business, it will increase in value for when you are ready sell.

### What an Ed's business offers?

- Help with ongoing training for you and your business.
- Excellent support from our Central Office and from our network of established Business Owners.
- Proven successful business model with potential for good profit margins.
- An established growing network.
- Capital value of your business grows by following our format.
- Start-up finance is available.
- The opportunity to turn your business into a management operation.
- A simple business format that translates into real profit.
- Substantial investment in the Ed's brand.
- Security of knowing that we are BFA members and subscribe to their code of ethics.
- We help you become successful.

### Guaranteed Work.

Ed's is unusual in that it offers an Initial Work Guarantee for new Business Owners. Under this system you are guaranteed enough work to provide you with instant revenue from the day you start.

### Great opportunities

Depending on your aspirations and goals, there are many options available to you. Some of these include:

- Putting more vehicles on the road.
- Releasing capital by splitting your protected area and selling it on.
- Being part of the largest, most established and growing garden services franchise business in the UK.



I became an Ed's Business Owner because I wanted to improve my lifestyle and enjoy the flexibility of being my own boss. Within the first month I'd beaten my first target of £600 a week, and I'm now making over £1,500. This is very rewarding.

**James**  
London







"I could have done it on my own but I wouldn't have been half as successful"  
**Louis** (Banstead)



business illustration

## projected profit example

### How much might you earn?

An Business Owner can earn from £0 to in excess of £500 a day. An experienced Business Owner might aim to generate an average of £200 to £350 a day. The actual figure an Business Owner earns can be higher or lower than this and depends on the Business Owner's individual ability, area and the likely seasonal variation.

Assuming an average of £270 per day working 5 days a week with 17 weeks off for holiday and down time an annual turnover of £47,250 would be generated. To date some of our Business Owners have generated over £50k in their first year. A typical annual running cost ex vat for Year 1 might be\*:

Year	Year 1
Projected revenue	£47,250
Projected overheads including fees	£14,062
Projected operating profit (EBITDA)	£33,188

### Typical annual overheads ex vat for Year 1 might be\*:

Fees	
Management (10% of turnover with minimum of £435 per month)	£5,220
Marketing (optional after first year)	£1,440

Telephone	
Mobile	£100
Enquiries from £1.20 per enquiry	£360
Vehicle 11,000 miles @45p per mile (Government allowance - inc fuel, insurance, depreciation, repairs)	£4,950

Machinery, Maintenance and Fuel	£1,000
Business insurance	£290
Accountancy	£480
Office / Miscellaneous	£222
<b>Total running costs</b>	<b>£14,062</b>

\*These figures are for illustrative purposes only and should not be used as actual or potential sales, overheads or profit. We can give you data based on actual Business Owners when you put together your business plan. No direct costs such as waste or materials are included as these are assumed to be added onto the price of the work you deliver.

If you are financing your business with debt you will need to include the interest. In subsequent years your revenue and costs are likely to depend on the lifestyle option you choose. To date Business Owners tend to take on staff to help manage their supply and demand.

## be your own boss

## intial guarantee of work

## comprehensive training

## work where and when you want

## be part of a team

Thirty percent of Ed's business owners delivered in excess of £70,000 of gardening services in 2019

Ed's highly tuned website generated on average over £8,500 per Business Owner in 2020

Some business owners have delivered over £60,000 of garden services in their first year

## Ed's Garden Services delivers over £2.3 million of garden maintenance services annually to customers across the UK.

This is done through our network of Business Owners offering friendly, prompt, reliable and efficient garden services.

If you would be interested in joining our team and finding out more about us, please get in touch.



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## investment

Low start-up investment makes it easy to launch your business. Start-up costs will vary, depending on your specific circumstances, but suggested start-up costs are as follows:

**Business set-up**  
 Ed's Garden Services business purchase including upto 6,250 protected households and use of the Ed's brand that delivers over £2,3 million of services annually. £7,500.00

Comprehensive induction training and business set up £2,495.00  
**Total ex VAT £9,995.00**

**Suggested equipment**  
 Hayter lawn mower (48 Pro) £803.00  
 Stihl strimmer with hedge cutter (KM 94 RC-E, KM-AC, HL-KM 145) £597.00  
 Stihl backpack petrol blower (BR 600) £431.00  
 Stihl pressure washer (RE 130 Plus) £255.00  
 Hand tools and ancillaries £200.00  
 Uniform, PPE, Office stationery (business cards, letter head) £212.00  
**Total ex VAT £2,500.00**

**Vehicle Options**  
 Vehicle Branding £500.00  
 Either hire or purchase your own van (many options)



VAT

Investment Capital:

Equity:

Debt

All set-up costs are exclusive of VAT. Prices are correct as of January 2022. Note that no costs have been included for office set-up, such as a computer, mobile printer and internet access, which are required. You may also prefer alternative and/or additional equipment. It is important that all equipment is fit for commercial use, and that you and your vehicle looks professional.



"I could have done it on my own but I wouldn't have been half as successful"  
**Louis** (Banstead)



**Neil Collis**

facts and figures



case study



1

Over half of Ed's Business Owners delivered in excess of £43,000 of gardening services in 2017

2

Ed's highly tuned website generated on average over £8,500 per Business Owner in 2017

3

Some Business Owners have delivered over £60,000 of garden services in their first year

This is not a get rich quick scheme. It relies on hard work and established, traditional business methods and processes.



be your own boss

initial guarantee of work

comprehensive training

work where and when you want

be part of a team

Over half of Ed's Business Owners delivered in excess of £43,000 of gardening services in 2017

Ed's highly tuned website generated on average over £8,500 per Business Owner in 2017

Some Business Owners have delivered over £60,000 of garden services in their first year

**Ed's Garden Maintenance delivered over £1,700,000 of garden maintenance services to customers across the UK over 2017.**

This was done through our network of Business Owners offering prompt, reliable and efficient garden services.

If you would be interested in joining our team and finding out more about us, please get in touch.



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**In December 2013 I started my Ed's Garden Services franchise in Sevenoaks.**

Why did I join Ed's? Well, we had just moved from New Zealand to the UK as our twin boys needed to be close to Great Ormond Street Hospital to meet their medical needs. I'd always enjoyed gardening and really wanted to run my own gardening business but knew that, in order to provide financial security for my family, I was going to need a lot of help. Ed's gave me a vehicle to turbo-charge my business so I could waste no time getting it to the scale it had to be.

Ed's gave me peace of mind that I was adopting a business model that had been proven to work numerous times. Ed's also gave me the necessary freedom and flexibility to be there for my family when it most mattered. Finally, I particularly liked the fact that you can split your business with Ed's – that means packaging up a group of regular customers as a business for sale to release capital and free up capacity for further expansion. This capital growth model fitted very well with my longer-term dream to move my family to Cornwall.



Joining Ed's has been a great decision for me. The scale and financial performance of my business have exceeded even my own ambitious expectations. I have already been able to split my business twice in less than four years since setting up. I genuinely enjoy what I do and have built a great team. I work hard but I also have an excellent work-life balance.



Neil splitting business with Warren

Ed's nominated me for the bfa 2017 Franchisee of the Year award – a very prestigious award in the UK franchise sector. I was thrilled to win a place in the Finals. This shows just how far I've come on my Ed's journey.

**Neil Collis**  
 Ed's Business Owner