

# NaturaLawn® of America

## The Leader in Pet-Friendly Lawn Care

Start a Business Pet Owners Across the Country are Looking For!

NaturaLawn of America—providing safer and effective, organic-based lawn care since 1987.



### Safer Lawn Care Naturally!™

**(301) 694-5440**

Blaine Young  
VP of Franchise & Business Development

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[www.naturalawnfranchise.com](http://www.naturalawnfranchise.com)



## MEET THE PEOPLE BEHIND THE BRANDS



THE LEADER IN ORGANIC-BASED LAWN CARE®



**Philip Catron**  
President and Founder of  
NaturalLawn of America

# THE LEADER IN PET-FRIENDLY LAWN CARE

*Providing safer, pet-friendly lawn care since 1987.*

By Christina Huang

**N**aturalLawn of America has been providing safer and effective, organic-based lawn care since 1987. We have an exclusive interview with the president and founder, Philip Catron.

### What inspired you to start a NaturalLawn franchise?

Inspiration can come from unexpected circumstances. In my case, it was when I was fired from a previous company. I had been working on developing a non-chemical alternative to traditional lawn care for more than

seven years, but I was unsuccessful in establishing the concept with the chemical lawn care company that employed me. Not seeing eye-to-eye, I was fired, and it allowed me to launch the NaturalLawn of America concept and franchise system.

### How does your franchise differ from other lawn care businesses?

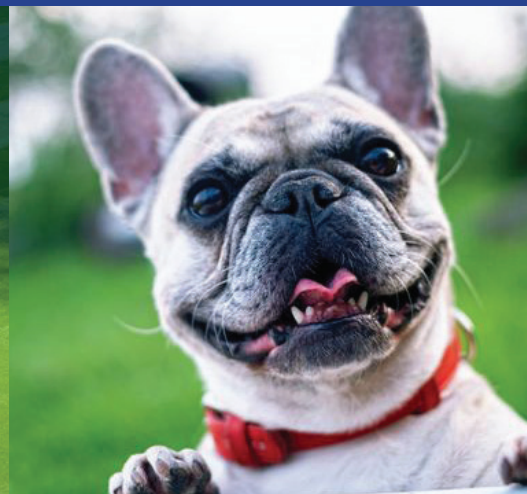
Other lawn care companies traditionally use harsh and unnecessary pesticides and chemicals. They also follow the practice of simply treating the symptoms of lawn problems. We use organic-based products and biological controls to focus first on the root cause of the problem. Then, we take corrective actions to prevent the recurrence of the problem. Simply treating a symptom but not the underlying cause of the issue will only delay the recurrence of the problem, not solve it.

### Could you explain how NaturalLawn Pet-Friendly Lawn Care works?

Pets are as much a part of the family as any other family member and should be treated with care and concern for their safety. Our products are designed with pet safety in mind. Harsh chemicals like 2,4-D, linked to non-Hodgkin's lymphoma in pets, have never been used in NaturalLawn programs. Unfortunately, this pesticide is still widespread and available in many weed and feed products at big box stores and local garden centers.







**Can you explain the benefits of NaturaLawn care for homeowners and the environment?**

Anytime you can reduce the unnecessary use of pesticides, chemicals, and petroleum-based fertilizers, that's a plus for the consumer and the environment. Compared to traditional lawn care, NaturaLawn has reduced pesticide use for weed control by 86% and insect control by 93%. To put this in perspective, in our first five years alone, we reduced the usage of petroleum-based fertilizers by over 12.5 million pounds. We prevented more than 5 million gallons of petroleum-based pesticides from entering our environment. A traditional chemical lawn care company would have used more than 1,500 gallons of herbicide (weed control) and over 600 gallons of insecticide (insect control) to treat the same acreage.

**How does your franchise ensure that NaturaLawn care products and methods are effective and safe?**

We conduct internal and external research on every product to ensure both efficacy and safety for our people, customers, and pets. There are numerous products available in the industry that are less expensive than the ones we use or have developed. We have always chosen safety over cost and understand that being "cheap" is not a substitute for the level of safety we insist upon.

**What challenges have you faced in running a NaturaLawn franchise, and how have you overcome them?**

In our infancy, large chemical company suppliers and our chemical competitors criticized our programs to the public, saying they wouldn't work and were too costly. They even filed bogus complaints against us with

a couple of federal agencies. However, after 35 years, while the rest of the industry is trying to catch up and even duplicate what we have been doing all these years, we have grown into the third-largest lawn care company in the United States, serving over 130,000 customers in 24 states.

**Can you share some success stories or positive feedback from your customers?**

When the company first started, I was the only one making lawn care treatments on customers' lawns. We still have a handful of these customers after 35 years, and many insist on calling to speak with me directly for assistance and to have their questions answered. Overall, NaturaLawn keeps customers for an

average of eight or more years. Additionally, many use our safer lawn care services and our natural mosquito control program, Mosquito Ranger®, and our natural tick control program, Tick Ranger®.

**How does your franchise support and train its franchisees?**

Even though our owners are independent franchisees, we support them like a company-owned store. Our Home Office (we don't refer to ourselves as a Corporate Office) provides an array of services to the franchisees, including marketing support, operational and ongoing in-field training to service technicians and office personnel, IT and web-based assistance, sales training, accounting and budgeting





# SAFER LAWN CARE NATURALLY!

We use organic-based products and biological controls to focus first on the root cause of the problem.  
- Philip Catron, president and founder of NaturaLawn of America.



support, and ongoing purchasing support to ensure the best prices and supply chain availability.

## What are your plans for the future of your franchise?

Sustained but not rapid growth is critical to a successful business. If you grow too big and too fast, it is easy for a business to implode.



We are very selective, limiting the number of new owners to four per year, even though we may have 10 or more people per year who want to become a franchisee. Limiting the number of new owners allows us to ensure they receive the proper training, especially in their first two to three years, so that they will be a successful franchise business.

We will continue to expand into the southern and central U.S. At the same time, our do-it-yourself product line, distributed through our sister company, Natural Alternative®, will also grow alongside the NaturaLawn of America franchise system.

## What advice would you give someone interested in starting a NaturaLawn care business?

I believe any person wanting to start a NaturaLawn business (or any business for that matter) should ask themselves a few questions:

- Can I devote my full time to ensure the business is successful?
- Will my family support the decision?
- Do I have sufficient financial resources?
- Is this a business I can believe in, and will I follow the proven franchise system?
- If this business fails, do I have a “fallback”

option? Hint: if the answer to this last question is something like, “Yes, my spouse makes enough money for both of us, etc.” then *do not* go into business because you do not have the drive to see it through the difficult times.

## Lastly, is there anything else you would like to share about NaturaLawn and where readers can follow you online?

We offer a wide range of consumer and pet-friendly products and services, and we encourage people to explore these options. When the time comes to make a purchasing decision, we hope they will experience the significant difference of working with NaturaLawn® of America. For more information about our franchise program, please visit [naturalawnfranchise.com](http://naturalawnfranchise.com). You can also follow us on Facebook and Instagram, where we regularly share lawn care tips, tricks, and best practices for creating safer, pet-friendly lawns. ▸

## For more information:

[franchise@naturalawnfranchise.com](mailto:franchise@naturalawnfranchise.com)  
[www.naturalawnfranchise.com](http://www.naturalawnfranchise.com)  
(301) 694-5440 x 124  
Blaine Young  
VP of Franchise & Business Development

## TOP 100 PET FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
🐾 Scenthound	2005	2019	\$311,174 - \$485,624	Hannah Keyser	(561) 308-9674	www.scenthound.com
🐾 Naturalawn of America	1987	1989	\$57,500 - \$122,650	Blaine Young	(301) 694-5440	www.naturalawnfranchise.com
Happy Cat Hotel & Spa	2014	2020	\$398,000 - \$878,000	Chris Raimo	(844) 822-8386	www.happycatfranchising.com
City Kitty Franchise LLC	2000	2016	\$65,000 - \$80,000	Adrienne Kawamura	(206) 778-4717	www.citykittygrooming.com
Pet Passages	2011	2017	\$200,000	Mike Harris	(585) 265-9933	national.petpassages.com
Pet Butler	1988	2005	\$35,000	Kandra Witkowski	(815) 977-7970	www.petbutlerfranchise.com
K9 Franchising	2005	2011	\$1,094,907 - \$2,042,840	Jason Parker	(908) 889-7387	www.k9resorts.com
Central Bark	1997	2003	\$552,769 - \$934,172	Bob Crawford	(866) 799-BARK	www.CentralBarkUSA.com
Angel's Five-Star Pet care	2020	2020	\$50,000	Raphael Manzetti	(805) 453-8510	www.angels-five-star-petcare.com
Wild Birds Unlimited, Inc.	1981	1983	\$197,919 - \$325,763	Paul Pickett	(888) 730-7108	franchise.wbu.com
Woofie	2004	2018	Under \$200,000	Maggie Cruz	(312) 972-0702	Ownawoofies.com
PetWellClinic	2010	2017	\$144,000 - \$254,000	Joe Sexton	(916) 524-2046	www.petwellfranchise.com
Pets Are Inn	1981	1986	\$60,000	James Platt	(651) 402-8085	www.PetsAreInn.com
Doggy Inn, Inc.	2020	2020	\$49,500 - \$608,298	Al Crawford	(919) 210-1220	www.doggyinn.com
All American Pet Resorts, LLC	2005	2005	\$632,000-\$1,546,000	Stephan Dimitroff	(248) 449-2949	allamericanpetresorts.com
Dogtopia	2002	2005	\$757,253 - \$1,553,415	Alex Samios	(602) 730-6000	www.dogtopia.com
Always Faithful Dog Training	2003	2017	\$42,500 - \$65,600	Abraham Mashal	(630) 696-2572	www.alwaysfaithfuldogs.com
Zooming Groomin	2003	2006	\$46,100 - \$138,250	Donna Sheehy	(866) 504-7660	www.zoomingroomin.com
Sitter 4 Paws	2009	2014	\$21,275 - \$46,825	Alexandra Alvarez	(323) 316-0673	www.sitter4paws.com
Got Poo?	2011	2017	\$37,800 - \$108,800	Ali Mathews-Bacon	(808) 497-9273	www.gotpoo.biz
D Pet Hotels	2008	2012	\$172,100 - \$734,000	Allan Cruz	(323) 464-7387	www.dpethotels.com
D.O.G. Hotels	2012	2014	\$429,000 - \$548,500	Andres Antunez	(786) 955-6173	www.doghotels.com
Pack Leaders Dog Training	N/A	N/A	N/A	Angie Scharpf	(319) 350-3230	www.packleadersdogtraining.com
A Tail Above	N/A	N/A	N/A	Ann Greene	(410) 491-8245	www.atailabove.com
Good Dog Camp	N/A	N/A	N/A	Annalisa Johnson	(507) 261-3913	www.GoodDogCamp.com
Paws Pet Care	2010	2019	\$29,560 - \$72,450	Betheny Buster	(502) 802-5052	www.pawspetcareathome.com
Pets Warehouse	1974	2016	\$175,000 - \$425,000	Bob Novak	(631) 842-0400	www.petswarehouse.com
Advanced Canine Techniques	N/A	N/A	N/A	Bonnie Krupa	(317) 281-6124	www.advancedcaninetechniques.com
The Dog and Cat Health Food Store!	2005	2015	\$178,550 - \$350,550	Brad Romero	(916) 797-3647	www.bensbarketplace.com
The Balanced Dog	N/A	N/A	N/A	Brian Agnew	(310) 697-3096	www.thebalanceddogca.com
Crawlspac Medic	2017	2017	\$109,600 - \$229,700	Brian Lowry	(678) 509-3764	www.crawlspacemedic.com
The Developing Canine	N/A	N/A	N/A	Carolyn Weinbaum	(706) 327-9881	www.TheDevelopingCanine.com
Pet Stores	1987	1990	\$454,870 - \$1,524,200	Chris Rowland	(800) 960-2275	www.petsuppliesplus.com
Pet Supplies Plus	1987	1990	\$440,600 - \$1,315,200	Christine Schultz	(248) 793-6656	www.petsuppliesplus.com
Barkly Pets	2015	2015	N/A	Christopher Gonzalez	(202) 780-9932	www.barklypets.com
Splash and Dash Groomerie & Boutique	2009	2014	\$118,250 - \$218,500	Cindy Sullivan	(888) 815-2284	www.splashanddashfordogs.com
Flying Colors Canine Academy	N/A	N/A	N/A	Clarice Kashuba	(260) 490-8386	www.flyingcolorscanine.com
Pet Door	2015	2019	\$22,950 - \$27,850	Dan Allred	(800) 826-2871	www.petdoors.com
Out U Go!	1996	2008	\$35,400 - \$49,850	David Lipschultz	(877) 268-8846	www.outugo.com
First Friend Dog Training	N/A	N/A	N/A	Dawn Geremia	(203) 284-0224	www.firstfrienddogtraining.com
Camp Run-A-Mutt	2008	2010	\$264,075 - \$589,875	Dennis Quaglia	(619) 578-2267	www.camprunamutt.com
PupJoy	2015	2015	N/A	Dustin McAdams	(312) 212-5418	www.pupjoy.com
Villa La Paws	2006	2012	\$219,500 - \$497,500	Elizabeth Hernandez	(856) 608-7833	www.villalapaws.com
Canine Sports Dog Training	N/A	N/A	N/A	Emily Stoddard	(312) 203-7078	www.mycaninesports.com
Just 4 Paws Pet Spa	2004	2016	\$74,100 - \$138,490	Erica Salvemini	(201) 460 1900	www.just4pawspetspa.com
Aunt Faye Dog Training	N/A	N/A	N/A	Faye Kelley	(937) 698-8300	www.auntfayesdogtraining.com
DoodyCalls	2000	2004	\$35,612 - \$52,875	Fred Telmanowski	(800) 366 3922	www.doodycalls.com
Blue Chip Pet Care	2009	2011	\$20,700 - \$28,950	Hunter Reed	(703) 859-3781	www.bellesbluechip.com
Aussie Pet Mobile Inc.	1996	2009	\$50,001 - \$100,000	Ian Moses	(727) 741-7612	www.aussiepetmobile.com
Pet Sit Pros	2009	2013	\$19,720 - \$66,420	Jason Goldfischer	(562) 277-3992	www.petsitpros.com
Zoom Room	2007	2009	\$271,660 - \$407,410	Mark Van Wye	(310) 636-4606	www.zoomroom.com

🐾 SEE THE COMPANY AD IN THIS ISSUE TO GET MORE INFORMATION.





# INDEPENDENT GUIDE TO THE BEST FRANCHISES

FRANCHISOR	FOUNDED	FRAN. SINCE	INITIAL INVESTMENT	CONTACT	PHONE	WEB ADDRESS
The Dog Wizard	2005	2013	\$50,450 - \$67,400	Jason Watson	(704) 724-0837	www.thedogwizard.com
Preppy Pet	2003	2006	\$105,950 - \$258,200	Jeffrey Scott	(407) 420-1060	www.preppypet.com
Hounds Town USA	2001	2008	\$263,800 - \$422,500	Jennifer Josephine	(631) 467-1643	www.houndstownusa.com
Mission Impawsible	N/A	N/A	N/A	Jennifer Stasinos	(603) 642-3647	www.missionimpawsible.com
The Dog Stop	2009	2013	\$259,500 - \$675,300	Jesse Coslov	(412) 315-7640	www.thedogstop.com
Dog Training Elite Franchising	1995	2015	\$79,650 - \$261,350	John Mestas	(385) 247-0278	www.dogtrainingelite.com
Dog is Good	N/A	N/A	N/A	Jon Kurtz	(562) 735-0219	www.dogisgood.com
Dee-O-Gee	2008	2015	\$157,050 - \$555,000	Josh Allen	(406) 551-2364	www.dee-o-gee.com
Lucky Dog Bark & Brew	2012	2016	\$250,000 - \$495,500	Kelly Byrnes	(704) 992-8706	www.luckydogbarkandbrew.com
That's My Dog, Inc.	N/A	N/A	N/A	Kelly Johnson	(563) 588-3039	www.thatsmydog.com
Doggie Mannerz	N/A	N/A	N/A	Kendra Beckman	(801) 580-7007	www.doggiemannerz.com
Now Who's The Boss	N/A	N/A	N/A	Kim Baer	(602) 391-5336	www.k9gal.com
Stateline Dog Watch Inc.	N/A	N/A	N/A	Laurie Spain	(815) 543-0094	www.statelinedogwatch.com
The Healthy Animal	2018	2018	\$101,700 - \$177,700	Lawrence Friedman	(781) 826-9760	www.thehealthyanimal.com
Doggies Gone Wild	2008	2015	\$145,600 - \$618,800	Marco Ramirez	(305) 928-2538	www.doggies-gonewild.com
In Home Pet Services Inc.	2001	2005	\$9,200 - \$35,100	Marine Park	(347) 275-3645	www.inhomepetservices.com
Pet Butler	1988	2005	\$30,000 - \$42,000	Mark Potocki	(844) 777-8608	www.petbutler.com
Ruffin's Pet Centres Inc.	1981	1987	\$96,000	Mark Reynolds	(905) 774-7079	www.ruffinspet.com
Pet Depot Franchises	2017	2018	\$142,300 - \$301,500	Matt Aschendorf	(626) 335-0469	www.petdepot.net
What a Great Dog! Training Center	2007	2007	N/A	Maureen Patin	(972) 677-7094	www.whatagreatdog.com
Michigan Dog Training	N/A	N/A	\$75,650 - \$248,850	Michael Burkey	(734) 634-4152	www.MichiganDogTraining.com
The Canine Coach	N/A	N/A	N/A	Michael Harvey	(941) 232-9766	www.k9coachfl.com
EarthWise Pet	2005	2008	\$230,500 - \$565,500	Michael Seitz	(800) 314-9765	www.earthwisepetfranchise.com
Mutts Canine Cantina	2013	2018	\$957,153 - \$1,391,667	Michelle Boggs	(817) 377-0151	www.muttscantina.com
Pet Passages	2009	2016	\$40,500 - \$385,000	Mike Harris	(585) 265-9933	www.petpassages.com
Bark Busters Home Dog Training	1989	2000	N/A	Mike Shamp	(877) 500-2275	www.BarkBusters.com
Three Dog Bakery	1990	2007	\$144,200 - \$282,000	Nicki Dobson	(800) 487-3287	www.threedog.com
Precision K-9	N/A	N/A	N/A	Paula McCollum	(208) 850-4124	www.precisionk-9.com
DogHouse Girls	N/A	N/A	N/A	Pauline Houliaras	(410) 292-3869	www.doghousegirls.com
Mobile Pet Imaging	2014	2017	\$554,870 - \$624,570	Pedro F. Armstrong	(305) 733-0673	www.mobilepetimaging.com
The Dawg Trainer	N/A	N/A	N/A	PJ Stull	(636) 828-5538	www.thedawgtrainer.com
Wag N' Wash Natural Pet Food & Grooming	1999	2006	\$425,050 - \$789,350	Rob Flanagan	(602) 462-9274	www.wagnwash.com
Neels Complete K9	N/A	N/A	N/A	Rodney Neel	(618) 585-3529	www.NeelsCompleteK9.com
Husse	1987	2002	\$21,000 - \$107,500	Ronnie Johansson	(201) 735-7722	www.husse.com
Baker Dog Training	N/A	N/A	N/A	Ryan Baker	(732) 996-7035	www.bakerdogtraining.com
Total Dog Training	2017	2017	N/A	Ryan Troester	(912) 856-8438	www.totaldog850.com
Sit Means Sit Dog Training	N/A	N/A	N/A	Sam Elgin	(866) 748-6748	www.sitmeanssit.com
Mans Best Friend, LLC	N/A	N/A	N/A	Sarah Burger	(937) 602-3339	www.mansbestfriend.com
Instinct Dog Training Inc.	2009	2017	\$344,575 - \$588,780	Sarah Fraser	(212) 828-3647	www.instinctdogtraining.com
Canine Peace of Mind	N/A	N/A	N/A	Scott Harris	(314) 348-4152	www.caninepeaceofmind.com
Pet Wants	2010	2015	\$59,830 - \$202,000	Scott Hoots	(877) 553-4064	www.petwantsfranchise.com
Good Dog! Dog Training	N/A	N/A	N/A	Stacey Ayub	(805) 312-1011	www.gooddogdogtraining805.com
Problem Solved Dog Training	N/A	N/A	N/A	Susie Mazzorana	(800) 769-7748	www.problemsolveddogtraining.com
Salty Paws	2018	2019	\$99,270 - \$175,650	Suzanne Tretowicz	(800) 443-PAWS	www.saltypawspetresort.com
Snaggle Foot Dog Walks & Pet Care	2006	2008	\$12,210 - \$21,750	Terri Harbut	(877) 609-7387	www.snagglefoot.com
Camp Bow Wow	2000	2003	\$751,000 - \$1,458,500	Todd Haavind	(410) 961-2275	www.campbowwow.com
Groom & Go	2015	2018	\$50,100 - \$63,300	Youlithce Martinez	(954) 702-5510	www.groomandgo.net
Tail Waggers Doggy Day Care	N/A	N/A	\$100,000 (min)	Tara Kerr	(920) 209-9870	www.tailwaggersdoggydaycare.com
The Paw Depot	N/A	N/A	N/A	Matt Aschendorf	(888) 477-9997	www.thepawdepot.com

DISCLAIMER: Our magazine is not an offer to sell a franchise, and is not directed to any reader to buy any franchises. The companies are not listed by rank. Our team carefully researched the listed information. The company information may change; please make sure to check and contact the company directly.

# NaturaLawn® of America – The Leader in Pet-Friendly Lawn Care

Start a Business Pet Owners Across the Country are Looking For!

**J**oin the leader in organic-based lawn care and start your own local franchise. With an expert support system for sales, marketing, operations, and more, now is the time to invest in your future. Featuring first-year potential gross revenues up to \$150,000 and over \$2.4 million in average gross revenues per owner, our franchise system has over 35 years of proven results.

If you're serious about owning a business with consistent reoccurring revenue, it's time to become part of the nation's most innovative and respected organic-based lawn care company. Americans spend over \$123 billion on products and services to keep their pets happy and healthy. Consumers are more concerned than ever about the health and safety of the goods and services they enjoy. At NaturaLawn® of America, our safer mission and services resonate with customers seeking safer lawn care for their pets, family, and the environment.

No other lawn care franchise opportunity offers the name-brand recognition NaturaLawn® of America provides with our exclusive and proprietary line of organic-based products, marketing, and industry and consumer contacts.

We expect our franchise owners to treat customers with superior service. We expect no less of ourselves—we help our owners grow by treating them as family, with support unequalled in the franchise world. While other franchise organizations charge fees for additional support, we understand the true importance of mutual growth. Nationally, we use our resources and experience to help you succeed. All you have to do is follow our proven franchise system, which includes:

- ▶ In-depth classroom and field training
- ▶ Proprietary natural, organic-based fertilizers
- ▶ Technical expertise
- ▶ On-site field training
- ▶ Professional marketing and promotional materials

#### ▶ National buying programs

Additionally, your lawn care franchise includes Tick Ranger and Mosquito Ranger as further revenue opportunities to diversify your business and customer base.

We're proud to be recognized nationally for our franchise model, and have been featured in many year-end lists recognizing the growth and success our franchise owners enjoy, including:

- ▶ 2022 Franchise Business Review: Top Franchises
- ▶ 2021 Lawn & Landscape Top 100: #24
- ▶ 2021 Landscape Management Top 150: #23 Overall, #6 in Residential, #4 in Turf + Ornamental, #6 in Northeast Region
- ▶ 2021 Entrepreneur Franchise 500: #471
- ▶ 2020 Franchise Business Review: Top Franchises

Nationwide, significant markets are ready for new locations. Our New Owners' Training starts annually in late September. Contact us today to discover why owning and operating a franchise is your right choice!



## NATURALAWN OF AMERICA

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Frederick, MD 21701

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