

PROVISION	SECTION IN DEVELOPMENT AGREEMENT	SUMMARY
r. Non-competition covenants after the franchise is terminated or expires	§10(c)	Subject to applicable state law, no involvement during the two year period following the term in a competing business which is located (i) at the Waterloo Turf Business Address of any existing or former Waterloo Turf Business developed pursuant to this Agreement; or (ii) within the former Development Area, or (iii) within 25 miles of the perimeter of the former Development Area, or (iv) within 25 miles of the home or office premises of any other Waterloo Turf Business.
s. Modification of the agreement	§16(f)	No changes unless mutually agreed to in writing.
t. Integration/ merger clause	§18(b)	Only written terms of Development Agreement and of the exhibits referred to are binding (subject to applicable state law). Any representations or promises outside the Disclosure Document and Development Agreement may not be enforceable.
u. Dispute resolution by arbitration or mediation	Not Applicable	
v. Choice of forum	§14(b)	Subject to applicable state law, the state and federal courts located in the county in which Franchisor has its then current principal place of business (currently the U.S. District Court for the Western District of Texas, Austin Division, or the state courts in Austin, Texas). But see state specific amendments to the Development Agreement.
w. Choice of law	§14(a)	Subject to applicable state law, Texas law. But see state specific amendments to the Development Agreement.

**ITEM 18
PUBLIC FIGURES**

We do not use any public figure to promote our franchise.

**ITEM 19
FINANCIAL PERFORMANCE REPRESENTATIONS**

The FTC’s Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance

information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

TABLES 1, 2, 3, 4 AND 5
ANALYSIS OF HISTORICAL GROSS SALES, COST AND NET INCOME INFORMATION
FOR COMPANY-AFFILIATED WATERLOO TURF BUSINESSES
IN AUSTIN, TEXAS AND SAN ANTONIO, TEXAS
FOR THE PERIODS FROM JANUARY 1, 2023 TO DECEMBER 31, 2023,
FROM JANUARY 1, 2024 TO DECEMBER 31, 2024 AND FROM JANUARY 1, 2025 TO
DECEMBER 31, 2025

This analysis contains historical Gross Sales, cost and net income information incurred in operating the company-affiliated Waterloo Turf Business located in Austin, Texas during the twelve-month period beginning January 1, 2023 and ended December 31, 2023, the twelve-month period beginning January 1, 2024 and ended December 31, 2024 and the twelve-month period beginning January 1, 2025 and ended December 31, 2025 (the “Austin Waterloo Turf Business”) and the company-affiliated Waterloo Turf Business located in San Antonio, Texas during the twelve-month period beginning January 1, 2024 and ended December 31, 2024 and the twelve-month period beginning January 1, 2025 and ended December 31, 2025 (the “San Antonio Waterloo Turf Business”).

This analysis excludes the 26 franchised Waterloo Turf Businesses that were open at the end of our last fiscal year ended December 31, 2025 because none of the 26 franchised Waterloo Turf Businesses were open the entire twelve-month period beginning January 1, 2025 and ended December 31, 2025.

The Gross Sales, costs and net income information in Table 1 was prepared based on the results of the Austin Waterloo Turf Business that was open and operating for the entire 2023 calendar year. The Gross Sales, costs and net income information in Table 2 was prepared based on the results of the Austin Waterloo Turf Business that was open and operating for the entire 2024 calendar year. The Gross Sales, costs and net income information in Table 3 was prepared based on the results of the Austin Waterloo Turf Business that was open and operating for the entire 2025 calendar year. The Gross Sales, costs and net income information in Table 4 was prepared based on the results of the San Antonio Waterloo Turf Business that was open and operating for the entire 2024 calendar year. The Gross Sales, costs and net income information in Table 5 was prepared based on the results of the San Antonio Waterloo Turf Business that was open and operating for the entire 2025 calendar year.

The Austin Waterloo Turf Business began operations in March 2021. The San Antonio Waterloo Turf Business began operations in December 2023.

While the Austin Waterloo Turf Business and San Antonio Waterloo Turf Businesses in this analysis offers substantially the same products and services that a franchised Waterloo Turf Business will offer, the Austin Waterloo Turf Business is comprised of approximately 2.55 Territories of the type of Territory that will be offered to you under this disclosure document and the San Antonio Waterloo Turf Business is comprised of approximately 2 Territories of the type of Territory that will be offered to you under this disclosure document. Therefore, the Austin Waterloo Turf Business and San Antonio Waterloo Turf Businesses do not represent the population or size of the Territory that you will be offered for your franchised Waterloo Turf Business.

For these reasons, we have included Gross Sales both when measured as a whole for the Austin Waterloo Turf Business and San Antonio Waterloo Turf Business then also Gross Sales when measured by the current Territory size to show the Austin Waterloo Turf Business and San Antonio Waterloo Turf Business Gross Sales based on the population of the Territory that will be purchased by the franchisees. However, with respect to costs, our information and experience reflects that there is no material difference in general costs as a percentage of sales whether reflecting the actual Gross Sales of the Austin Waterloo Turf Business and San Antonio Waterloo Turf Business or the Gross Sales of the Austin Waterloo Turf Business and San Antonio Waterloo Turf Business when measured by the population or size of the Territory that will be purchased by the franchisees.

The Austin Waterloo Turf Business and San Antonio Waterloo Turf Business did not pay any Royalty Fees, National Brand Fund contributions or Technology Fees, and did not have any mandatory Local Ad Expenditure. See Item 6. Accordingly, the amounts depicted below also show what the Austin Waterloo Turf Business and San Antonio Waterloo Turf Business would have paid had it operated as a franchisee under this offering. However, the Austin Waterloo Turf Business and San Antonio Waterloo Turf Business did incur costs for advertising and technology (similar to fees and costs you will incur as a franchisee) and also had certain expenses that you would not likely incur as a franchisee. Accordingly, those amounts are discussed in the notes to the Tables and treated as Add Backs and subtracted from the performance numbers for the Austin Waterloo Turf Business and San Antonio Waterloo Turf Business.

Gross Sales are as defined in the Franchise Agreement, namely Gross Sales means the “aggregate of all revenue and income of Franchisee from whatever source derived, whether or not collected by Franchisor or Franchisee and whether it is in the form of check, cash, credit or otherwise, arising out of, in connection with or relating to Franchisee’s Waterloo Turf Business including, without limitation, (a) income from the sale of any Approved Products and Services sold from or through the Waterloo Turf Business; (b) income from any other products or services provided to Customers; and (c) all proceeds from any business interruption insurance, but excluding i) all refunds, cancellation fees and discounts made in good faith to a Customer; ii) any sales, goods and services and equivalent taxes which are collected by Franchisee for or on behalf of any Governmental Authority and actually remitted to such Governmental Authority; iii) tips paid by Customers to Waterloo Turf Business personnel; and iv) the value of any gift card, coupon, voucher or other allowance authorized by Franchisor and issued or granted to Customers of Franchisee’s Waterloo Turf Business which is received or credited by Franchisee in full or partial satisfaction of the price of any Approved Products and Services offered in connection with Franchisee’s Waterloo Turf Business.”

Table 1
Austin Waterloo Turf Business
(January 1, 2023 to December 31, 2023)

Category	Total	Percentage of Gross Sales (selected costs)
Income		
Services	\$1,062,925.66	
Unapplied Cash Payment Income	\$21,090.46	
Gross Sales (see * below)	\$1,084,016.12	
Cost of Goods Sold		
Contractors	\$390,156.17	
Cost of Goods Sold		

Equipment Rental	\$2,522.21	
Total Cost of Goods Sold	\$2,522.21	
Job Supplies	\$294,992.81	
Total Cost of Goods Sold	\$687,671.19	
Gross Profit	\$396,344.93	36.56%
Expenses		
Advertising & Marketing	\$38,973.85	3.60%
Bank Charges & Fees	\$1,474.90	
Car & Truck		
Mileage Reimbursements	\$12,281.91	
Parking & Tolls	\$379.00	
Total Car & Truck	\$12,660.91	
Charitable Contributions	\$840.00	
Computer & Internet	\$313.53	
Insurance	\$6,266.53	
Legal & Professional Services	\$17,463.95	
Meals & Entertainment	\$2,424.71	
Office Supplies & Software	\$3,275.41	
Payroll Expenses		
Payroll Processing Fees	\$588.48	
Payroll Tax	\$6,051.93	
Wages	\$75,384.54	
Total Payroll Expenses	\$82,024.95	
QuickBooks Payments Fees	\$4,593.26	
Reimbursable Expenses	\$19,894.50	
Shipping and Postage	\$89.29	
Total Expenses	\$190,295.79	
Net Operating Income	\$206,049.14	
Net Income	\$206,049.14	
<i>Franchise Adjustments</i>		
<i>Royalty Fees</i>	<i>\$65,040.97</i>	
<i>National Brand Fund Contributions</i>	<i>\$21,680.32</i>	
<i>Local Ad Expenditures</i>	<i>See Note 6</i>	
<i>Technology Fee</i>	<i>\$7,200</i>	
<i>Net Income After Franchise Adjustments</i>	<i>\$112,127.85</i>	<i>10.34%</i>
<i>Add Backs</i>	<i>\$48,898.57</i>	
<i>Net Income After Add Backs and Adjustments</i>	<i>\$161,026.42</i>	<i>14.85%</i>

*As noted above, the Austin Waterloo Turf Business is larger than the current prototype size of Territory (350,000 persons). The Austin Waterloo Turf Business services approximately 893,770 persons and its Gross Sales during the 2023 calendar year when reduced down to and measured by the current prototype size of Territory (350,000 persons) is approximately \$425,104.36 (based on approximately 2.55 350,000 person Territories).

Table 2
Austin Waterloo Turf Business
(January 1, 2024 to December 31, 2024)

Category	Total	Percentage of Gross Sales (selected costs)
Income		
Discounts given	-\$5.00	
Services	\$1,294,837.42	
Unapplied Cash Payment Income	-\$4,326.24	
Uncategorized Income	\$0.00	
Gross Sales	\$1,290,506.18	
Cost of Goods Sold		
Cost of Goods Sold		
Contractors	\$357,383.00	
Equipment Rental	\$735.27	
Job Supplies	\$440,176.21	
Total Cost of Goods Sold	\$798,294.48	
Total Cost of Goods Sold	\$798,294.48	
Gross Profit	\$492,211.70	38.14%
Expenses		
Advertising & Marketing	\$36,427.45	2.82%
Bank Charges & Fees	\$86.92	
Total Car & Truck	\$3,537.66	
Charitable Contributions	\$2,042.06	
Insurance	\$17,744.22	
Interest Paid	-\$4.68	
Legal & Professional Services	\$25,651.70	
Meals & Entertainment	\$3,685.44	
Office Supplies & Software	\$2,934.28	
Payroll Expenses		
Payroll Processing Fees	\$746.13	
Payroll Tax	\$11,388.81	
Wages	\$114,525.31	

Total Payroll Expenses	\$126,660.25	9.81%
QuickBooks Payments Fees	\$3,550.65	
Shipping and Postage	\$10.22	
Storage	\$850.00	
Travel	\$70.00	
Uniforms	\$1,684.65	
Total Expenses	\$224,930.82	
Net Operating Income	\$267,280.88	
Other Income		
Interest Income	\$36.76	
Other Income	\$2,000.00	
Sales Tax Discount	\$115.92	
Total Other Income	\$2,152.68	
Net Other Income	\$2,152.68	
Net Income	\$269,433.56	20.88%
Franchise Adjustments		
<i>Royalty @ 6%</i>	\$77,430.37	
<i>Brand Fund @ 2%</i>	\$25,810.12	
<i>Local Ad Expenditure</i>	\$2,287.74	
<i>Tech Fee</i>	\$7,200.00	
<i>Large Franchisee Royalty Break</i>	-\$2,812.13	
Net Income after Franchise Adjustments	\$159,517.46	12.36%
Add Backs	\$42,313.48	
Net Income after Add Backs and Franchise Adjustments	\$201,830.94	15.64%

* As noted above, the Austin Waterloo Turf Business is larger than the current prototype size of Territory (350,000 persons). The Austin Waterloo Turf Business services approximately 893,770 persons and its Gross Sales during the 2024 partial calendar year when reduced down to and measured by the current prototype size of Territory (350,000 persons) is approximately \$506,080.85 (based on approximately 2.55 350,000 person Territories).

Table 3
Austin Waterloo Turf Business
(January 1, 2025 to December 31, 2025)

Category	Total	Percentage of Gross Sales
Income		
Discounts given	-\$2,351.70	
Services	\$1,474,056.59	
Tip Income	\$2,913.97	
Unapplied Cash Payment Income	-\$3,879.67	
Total for Income	\$1,470,739.19	
Cost of Goods Sold		
Cost of Goods Sold		
Contractors	\$328,232.95	
Equipment Rental	\$0.00	
Job Supplies	\$471,201.54	
Total for Cost of Goods Sold	\$799,434.49	
Total for Cost of Goods Sold	\$799,434.49	
Gross Profit	\$671,304.70	45.64%
Expenses		
Advertising & Marketing	\$56,370.16	
Website	\$5,066.30	
Total for Advertising & Marketing	\$61,436.46	4.18%
Bank Charges & Fees	\$307.73	
Car & Truck	\$4,328.78	
Auto Repair & Maintenance	\$1,108.78	
Parking & Tolls	\$386.69	
Vehicle Lease Payments	\$11,445.22	
Total for Car & Truck	\$17,269.47	
Computer & Internet	\$8.00	
Insurance	\$10,248.83	
Interest Paid	\$480.30	
Legal & Professional Services		
Accounting	\$17,813.90	
Legal Services	\$1,397.50	
Tax Services	\$3,244.00	
Total for Legal & Professional Services	\$22,455.40	
Meals & Entertainment	\$7,134.09	
Office Software	\$3,772.68	
Office Supplies	\$888.72	

Payroll Expenses		
Employee Tips	\$1,286.61	
Officer's compensation	\$0.00	
Officer's payroll tax	\$0.00	
Payroll Processing Fees	\$1,421.55	
Payroll Tax	\$8,703.83	
Reimbursement	\$7,800.46	
Wages	\$112,188.76	
Total for Payroll Expenses	\$131,401.21	8.93%
QuickBooks Payments Fees	\$591.70	
Travel	\$214.36	
Uniforms	\$15,722.58	
Total for Expenses	\$271,931.53	
Net Operating Income	\$399,373.17	
<i>Franchise Adjustments</i>		
<i>Royalty Fees</i>	\$88,244.35	
<i>National Brand Fund Contributions</i>	\$29,414.78	
<i>Technology Fees</i>	\$7,200.00	
<i>Net Income After Franchise Adjustments</i>	\$274,514.03	
<i>Add Backs</i>	\$38,642.83	
<i>Net Income After Add Backs and Franchise Adjustments</i>	\$313,156.86	21.3%

* As noted above, the Austin Waterloo Turf Business is larger than the current prototype size of Territory (350,000 persons). The Austin Waterloo Turf Business services approximately 893,770 persons and its Gross Sales during the 2025 partial calendar year when reduced down to and measured by the current prototype size of Territory (350,000 persons) is approximately \$576,760.47 (based on approximately 2.55 350,000 person Territories).

Table 4
San Antonio Waterloo Turf Business
(January 1, 2024 to December 31, 2024)

Category	Total	Percentage of Gross Sales (selected costs)
Income		
Discounts given	-\$5,411.07	
Sales	\$700,705.38	
Services	\$76,646.35	

Category	Total	Percentage of Gross Sales (selected costs)
Unapplied Cash Payment Income	-20.18	
Uncategorized Income	\$0.00	
Gross Sales	\$771,920.48	
Cost of Goods Sold		
Contractors	\$225,667.84	
Equipment Rental	\$1,081.54	
Job Supplies	\$250,656.13	
Total Cost of Goods Sold	\$477,405.51	
Gross Profit	\$294,514.97	38.15%
Expenses		
Advertising & Marketing	\$20,621.09	2.67%
Bank Charges & Fees	\$105.26	
Total Car & Truck	\$521.53	
Fees	\$264.71	
Fraudulent charges	\$59.39	
Legal & Professional Services	\$13,872.06	
Meals & Entertainment	\$1,164.19	
Office Supplies & Software	\$1,295.73	
Other Business Expenses	\$17,340.34	
Payroll Expenses		
Payroll Processing Fees	\$345.44	
Payroll Tax	\$6,891.34	
Wages & Commissions	\$55,130.73	
Total Payroll Expenses	\$62,367.51	8.08%
QuickBooks Payments Fees	\$3,039.90	
Reimbursable Expenses	\$266.00	
Uniforms	\$194.85	
Total Expenses	\$121,112.56	
Net Operating Income	\$173,402.41	
Other Income		
Sales Tax Discount	\$69.12	
Total Other Income	\$69.12	
Net Other Income	\$69.12	
Net Income	\$173,471.53	22.47%
Franchise Adjustments		

Category	Total	Percentage of Gross Sales (selected costs)
<i>Royalty @ 6%</i>	\$46,315.23	
<i>Brand Fund @ 2%</i>	\$15,438.41	
<i>Local Ad Expenditure</i>	\$2,536.52	
<i>Tech Fee</i>	\$7,200.00	
Net Income after Franchise Adjustments	\$101,981.37	13.21%
Add Backs	\$20,310.03	
Net Income after Add Backs and Franchise Adjustments	\$122,291.40	15.84%

* Gross Sales and related cost expenses only include installation and landscaping services, and not any maintenance services since maintenance services are not mandatory for your Waterloo Turf Business.

**As noted above, the San Antonio Waterloo Turf Business is larger than the current prototype size of Territory (350,000 persons). The San Antonio Waterloo Turf Business services approximately 670,770 persons and its Gross Sales during the 2024 partial calendar year when reduced down to and measured by the current prototype size of Territory (350,000 persons) is approximately \$385,960.24 (based on approximately 1.92 350,000 person Territories).

Table 5
San Antonio Waterloo Turf Business
(January 1, 2025 to December 31, 2025)

Category	Total	Percentage of Gross Sales (selected costs)
Income		
Deferred Revenue	-\$50,703.79	
Discounts given	-\$18,407.11	
Sales	\$683,373.66	
Services	\$799,650.33	
Total for Income	\$1,413,913.09	
Cost of Goods Sold		
Cost of Goods Sold	-\$150.00	
Contractors	\$326,970.65	
Equipment Rental	\$3,634.26	
Job Supplies	\$582,680.95	
Trash Hauling	\$1,400.00	