

PROVISION	SECTION IN DEVELOPMENT AGREEMENT	SUMMARY
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 AND 3 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 AND FROM JANUARY 1, 2024 DECEMBER 31, 2024

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 and the twelve-month period beginning January 1, 2024 and ended December 31, 2024 (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 (the “San Antonio Waterloo Turf Business”).

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 San Antonio Waterloo Turf Business that was open and operating for the entire 2024 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
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	
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		
<i>Royalty @ 6%</i>	<i>\$46,315.23</i>	
<i>Brand Fund @ 2%</i>	<i>\$15,438.41</i>	
<i>Local Ad Expenditure</i>	<i>\$2,536.52</i>	
<i>Tech Fee</i>	<i>\$7,200.00</i>	
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%

*As noted above, the San Antonio Waterloo Turf Business is larger than the current prototype size of Territory (350,000 persons). The Austin 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).

Notes to Tables 1, 2 and 3:

1. The Austin Waterloo Turf Business costs include salaries and related benefits for a territory manager for sales and a project management. The San Antonio Waterloo Turf Business costs include salaries and related benefits for a territory manager for sales and a project management. Your franchised Waterloo Turf Business may not incur these personnel costs.
2. Royalty Fees are currently 6% of Gross Sales.
3. National Brand Fund contributions are currently 2% of Gross Sales.
4. Local Ad Expenditures are currently 3% of Gross Sales.
5. Technology Fees are based on an amount we set for each calendar year based on our then current estimated costs payable in installments each Accounting Period; currently \$600 per month per franchised Waterloo Turf Business.
6. The advertising and marketing based costs of the Austin Waterloo Turf Business during the 2023 fiscal year were greater than the Local Ad Expenditure you are required to make under your franchise agreement.
7. Add Backs are (a) costs that are similar to those in the Franchise Adjustments that were incurred by the Austin Waterloo Turf Business and/or San Antonio Waterloo Turf Business even though not under the franchise framework during the relevant fiscal year and (b) costs that were incurred by the Austin Waterloo Turf Business and/or San Antonio Waterloo Turf Business during the relevant fiscal year that would not normally be accrued by a typical franchisee. During the 2023 fiscal year, these Add Backs for the Austin Waterloo Turf Business include Charitable Contribution of \$840, Office Supply & Software of \$3,275.41 (Replaced by Tech Fee), Legal and Professional Fees of \$17,463.95, Reimbursable Expenses of \$19,894.50 and Mileage of \$5,000. During the 2024 fiscal year, these Add Backs for the Austin Waterloo Turf Business include Add Backs: Charitable Contributions of \$2,042.06, Legal and Professional Services of \$25,651.70, Meals and Entertainment of \$3,685.44, Office Supply and Software of \$2,934.28, Insurance of \$8,000.00. During the 2024 fiscal year, these Add Backs for the San Antonio Waterloo Turf Business include Fraudulent Charges of \$59.39, Legal & Professional Services of \$13,872.06, Meals & Entertainment of \$1,164.19, Office Supplies & Software of \$1,295.73, Reimbursable Expenses of \$266.00, Other Business Expenses of \$3,652.66.

Written substantiation for the financial performance representation will be made available to the prospective franchisee upon reasonable request.

Some outlets have earned this much. Your individual results may vary. There is no assurance you'll earn as much.

Except as noted above, we do not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to our management by contacting Tim Lovett at 11701 Bee Caves Road, Suite 180, Austin, Texas 78734 and 512-343-0938, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20
OUTLETS AND FRANCHISEE INFORMATION

TABLE 1
SYSTEMWIDE OUTLET SUMMARY
FOR FISCAL YEARS 2022 TO 2024

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Company-Owned**	2022	3	3	0
	2023	3	5	+2
	2024	5	5	0
Total Outlets	2022	3	3	0
	2023	3	5	+2
	2024	5	5	0

*We began franchising in December 2024.

** We do not own or operate any Waterloo Turf Businesses, but we treat the Waterloo Turf Businesses owned and operated by WT and our Founder and President Lance Ingram as company-affiliated units for purposes of these Item 20 charts even though we do not have management or operational control of the WT owned Waterloo Turf Businesses.

TABLE 2
TRANSFERS OF OUTLETS FROM FRANCHISEES TO NEW OWNERS
(OTHER THAN THE FRANCHISOR)
FOR YEARS 2022 TO 2024

State	Year	Number of Transfers
None	2022	0
	2023	0
	2024	0
Total	2022	0
	2023	0
	2024	0