

Provision	Section in Franchise or Other Agreement	Summary
(t) Integration/merger clause	15.N of Agreement	Only the terms of the Agreement, including the preambles and exhibits, and the Operating Manual are binding (subject to state law). Any representations or promises outside of the Disclosure Document and Agreement may not be enforceable.
(u) Dispute resolution by arbitration or mediation	15.F of Agreement	Except for certain claims, all disputes must first be submitted to LDI's and your principals for internal dispute resolution and, if not resolved, to a mediation hearing conducted according to the procedure stated in the Franchise Agreement. Mediation will be held in LDI's then-current home city (currently in New Jersey). Disputes that cannot be resolved through mediation are resolved through arbitration. Arbitration occurs within 10 miles of LDI's then-current principal office (currently in New Jersey), subject to state law.
(v) Choice of forum	15.H of Agreement	Subject to arbitration requirement, litigation generally must be in state or federal courts in New Jersey (subject to state law).
(w) Choice of law	15.G of Agreement	Except for Federal Arbitration Act and other federal law, New Jersey law generally governs (subject to state law).

Item 18

PUBLIC FIGURES

LDI does not use any public figure to promote LDI or the Business.

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 this 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.

All financial performance representations are based on internal unaudited historical data.

LDI has included in Table A certain Net Revenues results for Lawn Doctor Businesses with at least 2 full years of operational experience as of December 31, 2024. LDI has included in Table B certain customer data for Lawn Doctor Businesses with at least 2 full years of operational experience as of December 31, 2024. LDI has included in Table C certain gross profit margin results for Lawn Doctor Businesses with at least one full year of operational experience as of December 31, 2023. LDI has included in Table D certain Net Revenues results for each year from 2009 to 2024 for the Lawn Doctor Businesses that had at least 2 full years of operational experience as of the end of each of those years. “Net Revenues” means the actual gross revenues collected from customers, whether for cash or credit, plus all other revenues derived from the Business, excluding taxes collected from customers, and refunds and adjustments. (This Item 19 does not include any Net Revenues attributable to the HOLIDAY LIGHTING HEROES® trademark that were offered by 14 Lawn Doctor Businesses as of the end of 2024.)

As of December 31, 2024, 653 Lawn Doctor Businesses were in operation. These 653 Lawn Doctor Businesses were operated by 229 Strategic-Partners that, for reporting purposes, consolidated their Lawn Doctor Businesses’ financial information.

Table A comprises Net Revenues information for all 205 Strategic-Partners that operated Lawn Doctor Businesses for at least 2 full years as of December 31, 2024. LDI compiled this Net Revenues information from weekly reports of Net Revenues that its Strategic-Partners provide to LDI. LDI does not verify the figures in these reports.

Table B comprises customer data for 205 Strategic-Partners that operated Lawn Doctor Businesses for at least 2 full years as of December 31, 2024 and had this data available. LDI compiled this Customer Data information from LDI’s software provider.

Table C comprises gross profit margin information. LDI compiled this information from 2023 year-end financial statements submitted by 130 of the 205 Strategic-Partners that operated Lawn Doctor Businesses for at least one full year as of December 31, 2023. Data concerning the remaining 75 Strategic-Partners that operated Lawn Doctor Businesses for at least one full year as of December 31, 2023 was not included in Table C, due to insufficient information from the Strategic-Partners. LDI does not know whether the inclusion of such data, if available, would have a material effect on the gross profit margin percentages.

Table D comprises Net Revenues information for each year from 2009 to 2024 for Strategic-Partners that operated Lawn Doctor Businesses for at least 2 full years as of the end of each of those years. LDI compiled this Net Revenues information from weekly reports of Net Revenues that its Strategic-Partners provide to LDI. LDI does not verify the figures in these reports.

Table A

Statement of 2024 Net Revenues for 205 Strategic-Partners that operated Lawn Doctor Businesses for 2 Full Years or More as of December 31, 2024. This information is categorized by the number of Lawn Doctor Businesses operated.

# of Territories Operated	# of Strategic Partners	Average Net Revenues (all territories combined)	Number of Strategic-Partners that Attained or Surpassed the Average	Percentage of Strategic-Partners that Attained or Surpassed the Average	Median Net Revenues (all territories combined)	Lowest Net Revenues (all territories combined)	Highest Net Revenues (all territories combined)
1-3	146	\$682,287	47	32%	\$380,456	\$34,736	\$3,650,118
4-6	41	\$1,614,120	12	29%	\$1,131,544	\$84,503	\$11,372,439
7 or More	18	\$3,664,164	6	33%	\$3,009,092	\$408,912	\$9,200,248
All territories included (per Strategic-Partner)	205	\$1,130,477	60	29%	\$659,073	\$34,736	\$11,372,439

Table B

Strategic-Partner Customer Data during 2024 for all Lawn Doctor Businesses in operation for 2 or more years with available data as of December 31, 2024

		Number and Percentage of Strategic-Partners that Attained or Surpassed the Average
Average Annual Customer Program Value	\$860.37	85 (41%) of 205 franchisees
Median Annual Customer Program Value	\$647.89	
Highest Annual Customer Program Value	\$63,671.10	
Lowest Annual Customer Program Value	\$100.17	
Average Customer Tenure In Years	6.15	85 (41%) of 205 franchisees
Median Customer Tenure In Years	4.21	
Highest Customer Tenure In Years	51.19	
Lowest Customer Tenure In Years	0.00	
Average Annual Customer Revenue	\$765.36	81 (40%) of 205 franchisees
Median Annual Customer Revenue	\$576.00	
Highest Annual Customer Revenue	\$62,144.69	
Lowest Annual Customer Revenue	\$100.05	

Notes to Table B:

1. Customer Program Value Data includes all “sold” programs that were a part of the 2024 season (including both active and active + cancelled) that are related to franchisees that have been open for at least 2 years. Customer Program Value is the total annual value of all programs and services purchased by a customer. Active + cancelled includes programs and services that were still active at the end of the year as well as those that had been sold but cancelled at some point prior to the end of the year. Any cumulative programs under \$100 were removed.
2. Customer Tenure In Years Data includes all active customers. Customers “since date” (creation date) was used. If creation date was missing, adjacent customer IDs were used to find closest value as a substitute. Any customers prior to 1970 and after 01/01/2024 were excluded.
3. Customer Revenue Data includes all “revenue” (payments received) from customers that were posted in the year 2024 that are related to franchisees that have been open for at least 2 years. Any cumulative payments under \$100 were removed.

Table C

Statement of 2023 Gross Profit Margin Results as a Percentage of Net Revenues
for 130 of the 205 Strategic-Partners that operated Lawn Doctor Businesses for One Full Year or More as of
December 31, 2023

# of Strategic Partners	Average Gross Profit Margin	Number of Strategic-Partners that Attained or Surpassed the Average	Percentage of Strategic-Partners that Attained or Surpassed the Average	Median Gross Profit Margin
130	85.4	54	41.5%	84.5%

Notes to Table C:

1. LDI compiled these Gross Profit Margin figures from the year-end income statements that its Strategic-Partners provide to LDI. Some Strategic-Partners prepare their financial statements using cash basis accounting, and some use accrual basis accounting. Similarly, some Strategic-Partners prepare their statements in accordance with generally accepted accounting principles and some do not.
2. LDI obtained the stated Gross Profit Margin percentage by subtracting Material Costs from the 100% Net Revenues. Material Costs refers to treatment products.

3. The Gross Profit Margin will be reduced when royalty and marketing expenditures are taken into account. The required Royalty and Service Fee is set at 10% of Net Revenues. All Strategic-Partners are required to spend the greater of \$30,000 or 10% of Net Revenues for marketing and promotion of their Lawn Doctor Businesses. Some strategic partners have elected to spend a greater amount.

4. The results described in Table C include certain cost information for 130 Strategic-Partners that operated Lawn Doctor Businesses for at least one full year as of the end of 2023.

Table D Statement of Net Revenues for Strategic-Partners that operated Lawn Doctor Businesses for 2 Full Years or More as of December 31st for the corresponding Year							
Year	# of Strategic Partners	Average Net Revenues (all territories combined)	Number of Strategic-Partners that Attained or Surpassed the Average	Percentage of Strategic-Partners that Attained or Surpassed the Average	Median Net Revenues (all territories combined)	Highest Net Revenues	Lowest Net Revenues
2009	214	\$367,108	63	29%	\$206,592	\$2,947,850	\$4,366
2010	204	\$393,829	62	30%	\$228,819	\$3,246,320	\$1,939
2011	196	\$430,376	65	33%	\$238,049	\$3,548,984	\$616
2012	173	\$478,130	58	34%	\$261,770	\$3,589,439	\$4,989
2013	155	\$534,341	52	34%	\$349,166	\$3,794,198	\$251
2014	163	\$598,806	54	33%	\$375,736	\$4,391,138	\$2,374
2015	160	\$630,462	56	35%	\$400,065	\$4,756,989	\$15,523
2016	173	\$634,278	62	35%	\$397,221	\$4,879,391	\$4,101
2017	177	\$671,848	64	36%	\$407,456	\$5,256,201	\$135
2018	178	\$715,399	60	34%	\$421,253	\$5,580,914	\$11,801
2019	184	\$768,910	62	34%	\$442,415	\$6,005,754	\$27,980
2020	184	\$816,756	57	31%	\$473,181	\$6,532,589	\$20,652
2021	191	\$922,043	56	29%	\$529,499	\$8,085,392	\$24,645
2022	196	\$1,010,244	58	30%	\$545,004	\$9,619,076	\$20,484
2023	192	\$1,114,402	58	30%	\$655,952	\$10,204,658	\$29,420
2024	205	\$1,130,477	60	29%	\$659,073	\$11,372,439	\$34,736

The numbers reported above do not reflect the costs of sales, operating expenses, or other costs or expenses that must be deducted from the Net Revenues figures to obtain your net income or profit. You should conduct an independent investigation of the costs and expenses you will incur in operating your Lawn Doctor Business. Franchisees or former franchisees, listed in the Disclosure Document, may be one source of this information.

Written substantiation of all financial performance information presented in this financial performance representation will be made available to you upon reasonable request.

Some Lawn Doctor Businesses have sold this amount. Your individual results may differ. There is no assurance that you will sell as much.

Other than the preceding financial performance representation, LDI does not make any financial performance representations. LDI also does not authorize its employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, LDI 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 the franchisor's management by contacting Scott D. Frith at 142 State Route 34, Holmdel, New Jersey 07733, (732) 946-4300, the Federal Trade Commission, and the appropriate state regulatory agencies.

Item 20

OUTLETS AND FRANCHISEE INFORMATION

All year-end numbers appearing in the tables below are as of December 31st in each year.

Table No. 1

Systemwide Outlet Summary For years 2022 to 2024

Column 1 Outlet Type	Column 2 Year	Column 3 Outlets at the Start of the Year	Column 4 Outlets at the End of the Year	Column 5 Net Change
Franchised	2022	613	624	+11
	2023	624	630	+6
	2024	630	653	+23
Company-Owned	2022	0	0	0
	2023	0	0	0
	2024	0	0	0
Total Outlets	2022	613	624	+11
	2023	624	630	+6
	2024	630	653	+23