

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.

Background

In the calendar year ending on December 31, 2024, we had 98 franchisees that operated for the entire calendar year and operated full-time. We had an additional 20 franchisees that operated their Augusta Lawn Care business as a part-time business. In the below tables, we provide the information for each of these grounds of franchisees.

Table 1 – 2024 Performance of Full-Time Franchisees

Category	All Locations	All Locations Open Two Years Prior to 2024	Top 10% Locations Open Two Years Prior to 2024	Top 50% Locations Open Two Years Prior to 2024	Bottom 10% Locations Open Two Years Prior to 2024	Bottom 50% Locations Open Two Years Prior to 2024
No. of Locations	98	45	4	22	4	22
2024 Average Revenue	\$400,782	\$519,357	\$1,388,181	\$732,107	\$148,909	\$255,598
2024 Median Revenue	\$295,623	\$396,425	\$1,267,015	\$603,542	\$158,816	\$247,674
2024 Highest Revenue	\$2,151,154	\$1,991,911	\$1,991,911	\$1,991,911	\$189,539	\$396,197
2024 Lowest Revenue	\$67,664	\$88,467	\$1,026,784	\$396,425	\$88,467	\$88,467

Table 1 consists of locations open from January 1, 2024 through December 31, 2024, with no interruption in service and no transfer of ownership. This includes locations that converted an existing lawn care business into an Augusta Lawn care franchise.

Table 2 – 2024 Performance of Part-Time Franchisees

Category	Locations Open Two Years Prior to 2024 Starting with No Full Time Business	Top 25% Locations Open Two Years Prior to 2024 Starting with No Full Time Business	Bottom 25% Locations Open Two Years Prior to 2024 Starting with No Full Time Business
No. of Locations	20	5	5
2024 Average Revenue	\$470,545	\$1,001,329	\$144,310
2024 Median Revenue	\$360,340	\$703,876	\$159,812
2024 Highest Revenue	\$1,991,911	\$1,991,911	\$176,423
2024 Lowest Revenue	\$88,467	\$620,105	\$88,467

Table 2 highlights the 40% of Augusta owners who did not have a lawn care background prior to joining. These locations were opened between January 1, 2024, and December 31, 2024, with no transfer of ownership, and were not converted from existing lawn care businesses.

For the purposes of this Item 19, “Gross Revenue” shall mean the total of all income of any type or nature and from any source derived or received directly or indirectly from, through, by or on account of the operation of the Augusta Lawn Care business at any time after the signing of the Franchise Agreement, in whatever form and from whatever source, including but not limited to cash, services, in kind from barter and/or exchange, on credit or otherwise as well as business interruption insurance proceeds, all without deduction for expenses including marketing expenses and taxes. However, the definition of Gross Revenues does not include sales tax that is collected from customers and actually transmitted to the appropriate taxing authorities.

Notes

1. The above represents the results reported by our franchisees that operated in 2024.
2. These results are unaudited.
3. These results represent sales of products and services similar to those that will be available for a franchisee to sell and/or offer.
4. **Some outlets have earned this amount. Your individual results may differ. There is no assurance you’ll earn as much.**

We recommend that you make your own independent investigation to determine whether or not the franchise may be profitable to you. We strongly suggest that you consult your financial advisor or personal accountant concerning financial projections and federal, state and local income taxes and any other applicable taxes that you may incur in operating a Business.

Written substantiation of the data used in preparing these sales figures will be made available to you upon reasonable request.

Beyond the foregoing, we do not make any representations about a franchisee's future financial performance or the past financial performance of company-owned or franchised Businesses. 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 Business, however, we may provide you with the actual records of that Business. 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 Mike Andes at 8115 Birch Bay Square, Suite 133, Blaine, Washington 98230, franchise@augustalawncareservices.com, 360-386-5635, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 **BUSINESSES AND FRANCHISEE INFORMATION**

Table 1
Systemwide Business Summary for Years 2022 to 2024

Business Type	Year	Businesses at Start of Year	Businesses at End of Year	Net Change
Franchised	2022	63	98	+35
	2023	98	135	+37
	2024	135	163	+28
Company-Owned	2022	3	8	+5
	2023	8	7	-1
	2024	7	2	-5
Total Businesses	2022	66	106	+40
	2023	106	142	+36
	2024	142	165	+23