

**ITEM 18**  
**PUBLIC FIGURES**

We do not use any public figures to promote our franchises.

**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.

**TABLE 1**  
**2024 AVERAGE GROSS SALES AND CERTAIN EXPENSES**  
**OF MANAGEMOWED BUSINESSES**

The following financial performance representation presents the Average Gross Sales and Certain Expenses for 21 franchised ManageMowed businesses and five Company Operated Businesses that were in operation for the full 2024 calendar year. There were 23 franchised ManageMowed businesses in operation at the end of 2024. This financial performance representation excludes the performance of two franchised ManageMowed businesses that opened in 2024. The table also demonstrates the results by the number of years the franchised ManageMowed businesses have been in operation.

	<b>Systemwide</b>	<b>Franchised Businesses In Operation More Than 3 Years<sup>1</sup></b>	<b>Franchised Businesses In Operation Between 2 And 3 Years</b>	<b>Franchised Businesses In Operation Between 1 And 2 Years</b>	<b>Company Operated Businesses</b>
No. of Businesses	26	13	4	4	5
<b>Average Gross Sales<sup>2</sup></b>	\$426,571	\$396,221	\$224,611	\$57,012	\$962,697
<b>Cost of Services Performed</b>					
Vendors <sup>3</sup>	53%	57%	51%	49%	49%
Job Materials	2%	2%	2%	14%	1%
<b>Certain Expenses</b>					
Insurance	2%	1%	2%	8%	2%
Local Advertising <sup>4</sup>	0%	1%	0%	1%	0%
Royalty	8%	8%	8%	8%	8%
National Brand Fund	2%	2%	2%	2%	2%
Software/Office <sup>5</sup>	1%	1%	1%	7%	0%
Travel	1%	1%	0%	2%	0%
Range of Gross Sales	\$51,322 – \$1,430,177	\$63,323 - \$1,430,177	\$121,731 - \$399,610	\$51,322 - \$66,817	\$680,921 - \$1,033,141 <sup>2</sup>
Median Gross Sales	\$218,140	\$218,140	\$188,552	\$54,954	\$1,033,141

	Systemwide	Franchised Businesses In Operation More Than 3 Years <sup>1</sup>	Franchised Businesses In Operation Between 2 And 3 Years	Franchised Businesses In Operation Between 1 And 2 Years	Company Operated Businesses
No. and % of Businesses in each Category that Exceeded Average Gross Sales	14 54%	8 62%	2 50%	2 50%	4 80%

**TABLE 2**

**2024 CONSOLIDATED GROSS SALES OF MULTI-TERRITORY FRANCHISEES**

The table below displays the consolidated Gross Sales of six franchisees that operated their franchised ManageMowed businesses in two territories (“Multi-Territory Franchisees”) during the full 2024 calendar year. The Multi-Territory Franchisees reported their Gross Revenues to us on a consolidated basis. The data in the table below reflects the consolidated multi-territory Gross Revenues of each Multi-Territory Franchisee.

Range of Consolidated Gross Revenues <sup>1</sup> of Multi-Territory Franchisees	\$102,644 - \$1,086,904
Median Consolidated Gross Revenues of Multi-Territory Franchisees	\$399,265
Average Consolidated Gross Revenues of Multi-Territory Franchisees	\$522,252
No. and Percentage of Multi-Territory Franchisees at or above Average Consolidated Gross Revenues of Multi-Territory Franchisees	2 66%
Range of Consolidated Gross Revenues <sup>1</sup> of Multi-Territory Franchisees	\$102,644 - \$1,086,904

**TABLE 3**

**OUR MGEN CALL CENTER CAMPAIGN RESULTS FOR 2024**

The following financial performance representation presents the results reported for our MGen call center for ManageMowed businesses in 2024.

MGen Hours	509
Revenue Generated	\$507,967

**NOTES**

1. “Gross Sales” means the aggregate amount of all revenues generated from the sale of all services, products, merchandise and all other income of every kind related to each ManageMowed business (including the proceeds from business interruption insurance), whether for cash or credit (and regardless of collection in the case of credit), except Gross Sales does not include: (1) the amount of any credits, allowances and adjustments; (2) the amount of any sales taxes or other taxes collected from customers and paid directly to the appropriate taxing authority; (3) proceeds from insurance with respect to property damage or liability; (4) proceeds from any civil forfeiture, condemnation or seizure by governmental entities; (5) the value of tips and/or gifts paid to staff or Vendors; and (6) uncollectable amounts (up to 0.5% of Gross Sales only).
2. Of the 21 Franchised Businesses represented in Table 1, six franchisees were Multi-Territory Franchisees and reported their revenues and expenses to us on a consolidated basis for both of their Franchised Business territories . For purposes of Table 1, we allocated 50% of the reported revenues and expenses to each Franchised Business territory operated by a Multi-Territory Franchisee. Of the

five Company Operated Businesses, four operate on a consolidated basis in the state of Washington and we allocated 25% of the reported revenues and expenses to each business territory.

3. "Vendors" includes third party labor and expenses of Vendors of the franchised ManageMowed businesses.
4. "Local Advertising" includes all local advertising expenses of the franchised ManageMowed businesses and excludes National Brand Fund contributions. Canvassing local businesses would qualify as local advertising; however, these expenses are covered in the Employee data.
5. "Software/Office" includes the costs of software licenses and office supplies.

The franchised ManageMowed businesses reflected in this financial performance representation offer services for sale that are substantially similar to the services that you will offer for sale in your ManageMowed business.

The results shown in this financial performance representation for the ManageMowed businesses were prepared from reports provided to us by our franchisees. The results are unaudited.

You should conduct an independent investigation of the costs and expenses you will incur in operating your ManageMowed Business. Franchisees or former franchisees listed in this disclosure document may be one source of this information.

**Some ManageMowed Businesses have sold this much. Your individual results may differ. There is no assurance that you'll sell as much.**

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

Other than the preceding financial performance representation, 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 ManageMowed 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 Peter Roberts, Co-Founder, ManageMowed Franchising, LLC, at 144 Railroad Avenue, Suite 101, Edmonds, Washington 98020, or by phone at (866) 623-9749; the Federal Trade Commission; and the appropriate state regulatory agencies.

## **ITEM 20 OUTLETS AND FRANCHISEE INFORMATION**

**Table No. 1  
Systemwide Outlet Summary  
For Years 2022 to 2024\***

<b>Outlet Type</b>	<b>Year</b>	<b>Outlets at the Start of the Year</b>	<b>Outlets at the End of the Year</b>	<b>Net Change</b>
Franchised Outlets	2022	16	21	+5
	2023	21	21	0
	2024	21	23	+2
Affiliate-Owned**	2022	5	5	0
	2023	5	5	0
	2024	5	5	0