



ALSO KNOWN AS GRASS HOPPER, Inc.

Imagine it. Create it. Live it!

*S*owing the seeds of a
promising business opportunity



Thank you for inquiring about a **Picture This Landscape™** franchising opportunity.

We believe the **Picture This Landscape™** franchise represents an excellent opportunity to be part of an exciting market, specializing in a complete landscape “back yard paradise” designed with the unique lifestyle of each client in mind.

Today, when the cost of housing is sky high and people are more apt to “stay in one place,” the value of landscape design and unique installations cannot be overestimated. With a reputation that has earned prestigious awards from the Texas Nursery and Landscape Association, we believe that our **Picture This Landscape™** program (which is celebrating its 20th year in business) is now ready to offer its distinctive services to homeowners throughout Texas and eventually nationwide. You can be a part of this exceptional opportunity by becoming a **Picture This Landscape™** franchisee.

If the idea of becoming the owner of a **Picture This Landscape™** franchise appeals to you, simply fill out the Preliminary Information Sheet enclosed and return it to us. If it appears as though we would be a good “fit” together, we will call to schedule a meeting.

We appreciate your interest in our **Picture This Landscape™** franchise and look forward to hearing from you soon. Should you have any questions regarding this franchise opportunity, please contact us.

Sincerely,

Bruce Gunderson

About the founder and the **Picture This Landscape™** *concept*



Twenty years ago, Texas native Bruce Gunderson discovered a career that in his words “took off in a rather unusual way.”

Shortly after receiving his Bachelor’s Degree in Finance from Sam Houston University, Mr. Gunderson was caught in the recession experienced in the Houston, Texas area, a region that was hit hard by declines in the oil industry. Fresh out of school, Gunderson looked at options available to him during those tough economic times.

He “picked up a lawn mower” and started a lawn maintenance company, Grass Hopper Inc., thinking the seasonal service would get him through until the Texas region’s recession lifted. Gunderson soon garnered a solid customer base, one that continued to grow.

With his business booming, Bruce realized how much he enjoyed working with nature. Over a relatively short period of time, he began attending classes to learn how to expand his services and improve the quality of his workmanship. As Grass Hopper Inc.’s services expanded, he brought on individuals whose design experience helped make his business a premier design-build landscape company, offering the “back yard paradise” experience to their constantly increasing client list.

Mr. Gunderson’s desire to challenge himself creatively, combined with an innate entrepreneurial spirit were the foundations for the evolution from a lawn maintenance business into a company that specializes in complete back yard packages. Today, Grass Hopper Inc., transitioning to its new name, **Picture This Landscape™**, is well known in the Clear Lake area of Houston. Choosing the **Picture This Landscape™** name because of its descriptive and memorable elements, he has become the pioneer in Southeast Houston in the complete landscape/hardscape industry.

For two consecutive years, **Picture This Landscape™** has won prestigious Texas Excellence in Landscaping Awards in Residential Design and Installation from the Texas Nursery and Landscape Association. Mr. Gunderson is now prepared to take the **Picture This Landscape™** service to the next level by franchising his unique landscape design business initially in the Greater Houston area, and eventually throughout the United States.

Bruce and his staff have enjoyed the excitement of transforming backyards into beautiful outdoor areas which represent the individual lifestyle of each of his customers. With a goal to serve clients with integrity and respect while delivering absolute beauty and quality craftsmanship, the **Picture This Landscape™** franchise may be just the right opportunity for you.



Why Customers Need

Picture This Landscape™ Services

The potential **Picture This Landscape™** client list is as wide as the entire residential market. And if that market isn't large enough, a **Picture This Landscape™** franchise can also enter its way into the light commercial arena.

From clients looking to reinvent an existing back yard to those who have recently purchased a home and want to create their own "back yard paradise," the **Picture This Landscape™** franchisee can design a personal back yard landscape with the individual in mind.

The **Picture This Landscape™** service can provide a number of high quality back yard landscape offerings, including design and installations such as waterfalls, koi ponds, natural stone or paved patios, walkways, outdoor lighting, wood decks, arbors, gazebos, sprinkler systems and drainage systems – offered individually or together in a complete package that is uniquely suitable to the customer's lifestyle.

More and more, people are looking at their own back yard, quite literally, as a haven for relaxation and entertainment. With that in mind, the **Picture This Landscape™** franchise can offer customers focal points, one of the fastest growing trends in design-build landscape. Our natural-looking waterfalls

and ponds are designed with environmental friendliness in mind. For example, the **Picture This Landscape™** pond system is designed with a surface skimmer and an ecosystem filter comprised of mechanical and biological filters, allowing customers to enjoy a low maintenance pond with crystal clear water.

The **Picture This Landscape™** sprinkler system allows a wide-open residential market to take pleasure in lawns and outdoor plants without worrying about watering. The **Picture This Landscape™** automatically programmed sprinkler system does the entire job, allowing **Picture This Landscape™** franchisee customers to free up more of their precious time. Not only can a professionally installed

system be programmed to water an entire lawn, it can also help protect a green landscape investment – another excellent selling point for the **Picture This Landscape™** franchisee. Let's not forget **Picture This Landscape™** drainage systems that can help remove standing water from property following the heavy rains experienced not only in the Houston area, but also throughout the country.

With a commitment to providing the highest quality design-build landscape craftsmanship, the many services offered by **Picture This Landscape™** have garnered much success and professional satisfaction for its founder and employees. As a **Picture This Landscape™** franchisee, that success and satisfaction can also be yours.



Imagine

The Ideal

Picture This Landscape™ Franchisee

Perhaps you have always thought about owning your own business. Maybe you've become frustrated in the corporate world and are looking to do something different. Or you could be someone with a certain amount of experience in landscaping who wants to take that talent to another level. Why not become a part of an expanding and much needed industry where your services can make a difference.

Our ideal **Picture This Landscape™** franchisee is someone who:

- Is an aspiring entrepreneur
- Doesn't mind hard work
- Enjoys meeting people
- Has sales experience
- Possesses professional integrity
- Has a commitment to excellence
- Has a passionate desire to be successful
- Has leadership qualities
- Has good communication skills
- May feel stifled in their present position and wants to be their own boss



it. Create it. Live it!

Franchising and How it Works

One question potential franchisees sometimes ask is, "Why should I buy a franchise? Why can't I just go out and start my own business?"

The real value of a franchise is what you gain from the experience, know-how and operating plan that come with it.

Without the professional training, business experience, or connections it takes to succeed, it is difficult to get off the ground. Many small business owners even hire outside individuals with experience just for advice. Face it; opening your own business independently takes time and money.

The advantage to franchising is that, with the right opportunity, it provides you with a series of benefits that it might take years to develop on your own – if you develop them at all. The **Picture This Landscape™** opportunity gives you the ready-made framework within which to build a successful business.

For example, as a franchisee, you enjoy advantages that put you light years ahead of the independent business operator. Name-brand recognition and a network of support provide an immediate and distinct competitive edge over the independent, stand-alone business. You can avoid that costly trial-and-error period that causes so many problems for start-up businesses. As a franchisee, you'll "hit the ground running."

Each year, more than \$800 billion in goods and services are sold through franchises in the United States. There are over 550,000 individual franchise outlets nationally, and each working day, a new franchise opens every five minutes.

You could be a part of this growth story — as a part of our **Picture This Landscape™** franchise experience.

Call 281.924.5882 today for additional information.
Or e-mail BGunderson@PictureThisLandscape.com.



LANDSCAPE™

PICTURE THIS

ALSO KNOWN AS GRASS HOPPER, Inc.

Imagine it. Create it. Live it!



Initial Investment Estimates

Investment Item	Amount Estimated (Low)	Amount Estimated (High)
Initial Franchise Fee	\$30,000	\$30,000
Leasehold Improvements	\$0	\$2,000
Signs	\$300	\$500
Equipment and Supplies	\$10,000	\$15,000
Vehicle	\$0	\$36,000
Office Equipment & Supplies	\$2,000	\$3,000
Start-Up Marketing	\$15,000	\$20,000
Insurance	\$8,500	\$15,000
Professional Fees	\$1,500	\$2,500
Initial Training Expense	\$2,300	\$5,000
Licenses and/or Bonds	\$200	\$500
Lease Deposits	\$500	\$1,000
Other Deposits	\$0	\$500
Additional Funds	\$25,000	\$50,000
Total	\$95,300	\$181,000

Frequently Asked Questions

Do I need business experience to run a Picture This Landscape™ franchise?

Prior business experience and an interest in the landscape industry are helpful in running a **Picture This Landscape™** franchise, but you do not need to be a landscape architect to enter the **Picture This Landscape™** opportunity.

We will handle the design component and provide you with instruction on how to sell our services. With the necessary tools in place to sell our custom projects, the **Picture This Landscape™** franchisee can rapidly build a reputation for excellence. The **Picture This Landscape™** opportunity is ideal for those who want to sell a much-needed service and can build a sound customer base within a designated radius.

Where should I locate my business?

Our understanding of the market has enabled us to compile location criteria based upon population centers, and homeowner demographics. We will assist you in selecting the best demographic location for your **Picture This Landscape™** franchise.

What are the royalty fee and advertising fee, and what do they cover?

The royalty fee is 5% of monthly gross revenue, which covers your ongoing use of our **Picture This Landscape™** trademarks and systems, and our ongoing support of your franchise business. The advertising fee is 2% of gross revenue, which we will use to promote the goodwill and recognition of the **Picture This Landscape** trademarks and system through a variety of regional and national advertising programs and promotions.

How is a Picture This Landscape™ franchise different from other business opportunities?

Our **Picture This Landscape™** franchise relies upon proprietary training and business practices acquired from the founder. Our niche business is growing rapidly, as evidenced by the hundreds upon hundreds of designs done in the Houston area alone in the past few years.

What do I do next?

Please take a few minutes, fill out the Preliminary Information Sheet and send it to us. We will review it and, if you meet our criteria, call you to schedule a meeting.



Imagine it. Create it. Live it!

**2502 Coastal Oak Drive
Houston, TX 77059**

Phone: 281.924.5882

Fax: 281.280.0042

www.picturethislandscape.com

