



Lawnjob.com
Own It. Grow It. Profit

MASTER TERRITORY Guide

Guide - 2025



Visit Our Website
lawnjobfranchise.com





Be Part of the Shift. Own the Future of Lawn Care.

LawnJob.com isn't just another lawn care brand — it's a movement. We've stripped away the old, outdated model built on trucks, gas, and overhead... and replaced it with a smarter, cleaner, more scalable system that puts control (and profit) back in the hands of local owners.

As a Master Franchisee, you're not just joining a business — you're getting in on the ground floor of a brand that's redefining how lawn care works across Canada.

With our low-cost infrastructure, eco-conscious approach, and community-powered model, LawnJob.com is built for today's economy — and tomorrow's growth.

“Like Uber for lawn care, but with better margins, lower overhead, and the ability to grow block by block.”

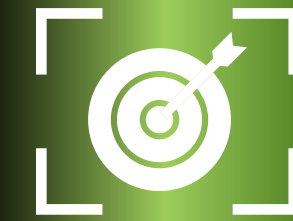


Vision & Mission



Lawnjob.com Vision

At LawnJob.com, our vision is to redefine lawn care through simplicity, technology, and local empowerment. We're replacing outdated, high-overhead models with a lean, eco-friendly system that connects communities with reliable, affordable mowing services — all at the tap of a button. Our goal is to create opportunities for everyday people to earn, grow, and lead — while making fresh, clean lawns the new standard in every neighbourhood.



Lawnjob.com Mission

Our mission at LawnJob.com is to make lawn care effortless, accessible, and affordable by empowering local operators with low-cost, eco-friendly tools and a modern booking system. We're here to simplify the industry, create real opportunities for everyday earners, and deliver clean, professional cuts — without contracts, trucks, or complications.

The future of lawn care is simple, local & built for today.

A smarter way to mow

LawnJob.com is redefining lawn care — an on-demand, tech-driven system that does for mowing what Uber did for taxis.

Out with the old

We've stripped away the trucks, fuel, and overhead — replacing them with a lean, battery-powered network that runs on simplicity and local power.

Built for what's next

It's cleaner, quieter, and more profitable. A model with lower costs, higher margins, and more freedom — designed for today's neighborhoods and tomorrow's operators.

LawnJob.com — the cleaner, smarter way to grow local business from the ground up.



The Magic of LawnJob.com's Formula



Low Overhead, High Margin Model

No trucks. No trailers. No fuel.
Our streamlined, battery-powered system eliminates the biggest costs of traditional lawn care — delivering more profit per cut with far less risk and complexity.



On-Demand Simplicity

Customers book in seconds. Operators show up, cut, and get paid. It's the modern, contract-free model people expect — and it's built to scale fast across neighborhoods and cities.



Flexible Workforce = Scalable Growth

From gig workers to lone wolves to franchise operators, our tiered system lets you expand your region efficiently, without being locked into a single labor model or full-time crews.



You're First In — Own the Market

As a Master Franchisee, you get in on the ground floor of a new way to cut grass — one that's already aligned with where the world is going: local, sustainable, tech-enabled, and on demand.

Grow Your Region as a Master Franchisee



Recruit and Launch Franchise Operators

Bring on driven franchisees and help them set up their own exclusive territories. You earn on franchise sales and ongoing royalties — the more you build, the more you earn.



Activate Gig Workforce in Dense Zones

Deploy part-time or seasonal gig operators (students, weekenders, retirees) in high-demand areas where full franchisees aren't yet placed. Great for coverage and quick cash flow.



Develop Lone Wolf Operators

Support independent individuals who want to start small — then help them grow into full franchisees. This creates a steady pipeline of motivated owners under your umbrella.



Increase Market Presence, Boost Your Royalties

The more lawns being cut in your region — by any model — the more you earn. Expand your visibility, enable more jobs, and watch your royalties rise with every fresh cut.



Build Local Brand Presence & Partnerships

Establish visibility through localized marketing, real estate agent referrals, and strategic partnerships (e.g., HOAs or property managers). The stronger the brand in your region, the faster operators and customers join.



Advantages of the LawnJob.com On-Demand Formula

The demand for quick, reliable, no-hassle service is growing — and LawnJob.com is built to meet it. As today's customers expect speed, simplicity, and control, we continue to expand our reach and strengthen our tech-driven approach.

With each new neighborhood we serve, we're adding more capabilities, more operators, and more ways to deliver a better lawn care experience.

First of Its Kind

A true on-demand platform built specifically for lawn care — no contracts, no callbacks, just book and go.



Real-Time Scheduling, Real Local Operators

Customers book when they want, and nearby LawnJob.com operators get the job done — fast, clean, and professional.



Smart, Scalable, and Sustainable

Our battery-powered system and lean operating model eliminate delays, reduce cost, and scale effortlessly as demand grows.



Multiple Ways to Profit, One Smart Model

Royalties from Operators

Master Franchisees receive a percentage split of ongoing royalties collected from each Franchise Operator within their region.



Franchise Sale Fees (Territory Buy-ins)

Masters earn a large percentage of the initial franchise fee paid when a new Franchise Operator signs on.

Revenue from Lone Wolf / Solo Operators

Lone Wolf operators pay a lower-tier royalty to operate independently in the region.



Gig Worker Cut-Based Royalties

If the region runs on-demand gig workers you receive a royalty per completed cut done by those gig workers.

Contact Us

We're looking for bold, forward-thinking leaders to take charge as Master Franchisees. Be on the forefront of a new beginning in on-demand lawn cuts — a scalable, profitable model that's replacing the old with something smarter.

Let's talk about bringing LawnJob.com to your area.

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