



Case Study

A One-Stop Shop for Canada's Largest Lawn Care Business Franchisees

Challenge

For the last 50 years, Weed Man has provided quality lawn care services to homeowners across North America, and it has now grown to offer the same services in the UK. The company has built a network of over 300 successful franchises that provide professional horticultural services under the Weed Man banner and operating infrastructure.

A change of ownership at Weed Man's head franchise level in Canada was the catalyst for the new owners to review operational issues in an effort to improve franchise value. A primary area of improvement was to integrate a vehicle leasing partner to deliver more responsive and comprehensive service than their current vehicle vendors were providing.

Weed Man's management team had a professional relationship with one of our representatives, Alan Reisler, and felt that reaching out to us at Foss National Leasing was the way forward.

When the Weed Man head office first approached us in December, 2018, they described a system that needed work and, in particular, that a number of their franchise owners were in urgent need of new vehicles. According to franchise owner Tom Davies, *"we were having increasing difficulty in sourcing the vehicles we needed, having to search through more avenues than ever to find them."* As a result of this challenge, they were looking for a long-term leasing partner that could deliver new vehicles consistently, while taking care of any required upfitting.

As December is late in the year to be placing vehicle orders, we needed to move quickly and deliver the right vehicles for the job, which is what we did.

Strategy

We began by working with eight Weed Man franchisees to determine their initial vehicle requirements. Thanks to our relationships with diverse OEMs, we quickly sourced, licensed, and leased each franchisee's required vehicles a few short months after the initial requests came in.

As a result of our efficiency, we've been recommended to an increasing number of Weed Man franchisees across Canada.

Over the past two years, we've provided 54 fit-for-purpose vehicles for 15 of the franchises.

What differentiates our approach is our focus on building and maintaining long-term relationships with each of our customers. We are committed to quick response times, because we know that franchisees are too busy to be chasing down their requests. So we make things easy for them by managing their vehicle acquisition and leasing processes, and always being there when they need us.

Alan Reisler, our Senior Account Manager for Weed Man explains, "Our commitment is to be a centralized, one-stop shopping event for each of the Weed Man franchisees, where we take the reins and get them the vehicles they need, with the Weed Man branding in place. Because we're a large national leasing company, I can use my nationwide resources, so our customers don't have to make five calls to get all the different services done. We do everything."

Key Services



Vehicle acquisition, licensing, and leasing



Vehicle upfitting



Short-term leasing



Strategic guidance



SHOWCASE #1

Providing Fit-for-Purpose Vehicles at the Right Cost

Right from the beginning of our relationship with Weed Man, we've been able to provide the franchise owners with the right vehicles, right when they're needed.

Chris Lemcke, National Technical Director at Turf Holdings Inc./Weed Man USA explains: *"You order vehicles and it takes six-to-eight months to get them. So we have to work with someone that we can rely on to help us get these vehicles in time for when we start doing applications in the springtime. Foss National has been a great partner in working with our franchisees to find us the right vehicles at the best cost."*

Where other leasing vendors might struggle to find certain vehicles, the contacts that we've developed over decades of being in the fleet leasing industry give us an advantage in getting our customers what they need. And not only do we find and lease the vehicles, we manage any additional upfitting requirements—resulting in a fit-for-purpose, driver-ready vehicle that gets the job done.

"Foss National has been extremely helpful in helping us source vehicles, and lease them if we need to."

Chris Lemcke, National Technical Director at Turf Holdings Inc./Weed Man USA



SHOWCASE #2

Reducing Costs With Short-Term Vehicle Leases

We've created Flex, a unique, short-term leasing solution, to provide people carriers on a short-term basis to support Weed Man during their canvassing period. Flex allows our customers to lease a fit-for-purpose vehicle from one to 24 months, without penalties for early termination. This program ensures Weed Man franchise owners don't pay for a full-term lease when it isn't needed, and prevents driver downtime as a result of an accident or other unforeseen event.

Not only that, our short-term leasing prices are among the most affordable in Canada.

 has definitely gotten us better pricing than anyone else we've dealt with so far for short-term leasing."

Chris Lemcke, National Technical Director at Turf Holdings Inc./Weed Man USA



SHOWCASE #3

Nurturing Long-Term, Beneficial Relationships With Franchise Owners

One of our core values at Foss National Leasing is fostering long-term, rewarding relationships with customers. Part of our commitment around making life easier for Weed Man franchisees is to make sure they never have to look elsewhere to get their fleet needs met. So we are efficient, relationship-focused, and responsive.



Alan Reisler explains, "We treat each franchisee as a unique customer. Our commitment is that they have to do nothing other than speak to us. For example, we arrange for the vehicle, any upfitting, any decal work and delivery. They simply pick it up and head straight to the jobsite. They promote us as their vendor and we promote them by making their franchises look good. They can focus on what matters most, their business itself, while we take care of managing their leased vehicles."

The team at Foss National Leasing is also here to keep the Weed Man franchise owners and head office informed on what's happening in the vehicle (especially pickup truck) industry as a whole. Our knowledge and strategic advice have been real assets in helping them understand the changing market.

When Weed Man Franchise owner Tom Davies was asked whether he would recommend Foss National Leasing to his peers, he replied, "Yeah, absolutely. And I have already recommended them to others."

"Foss is great to work with, easy to work with, and there's no reason why you wouldn't want to work with them. Which is what most franchisees are looking for. They don't want it to be complicated, they want it to be easy, and certainly Foss makes the process easy."

Chris Lemcke, National Technical Director at Turf Holdings Inc./Weed Man USA

"Alan is a highly energized, efficient individual who's persistent at making sure that his clients' needs are met."

- Tom Davies, Weed Man Franchise Owner

Driving Innovation

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