



Professional Landscape Affiliate Program (P.L.A.P.)

“Strong Lawn Residential Lawn Care Program”

Landscapers and Lawn Care Professionals are some of GroPro Organics™ best partners. With combined efforts we can provide our customers with high quality products, at reasonable prices. GroPro Organics™ has specifically designed the Professional Landscape Affiliate Program (PLAP) to help us with these goals.

GroPro Organics™ recognizes Professional Landscapers and Lawn Service Providers as soldiers, working in the trenches of America’s lawns and turf. P.L.A.P. was created to give you all the essential marketing material, product knowledge and support to assist you in the battle of keeping clients satisfied, while operating a profitable business. Whether you currently administer a fertility program for your clients, or you would like to increase your business with a new service, we have developed amazing organic products and protocols that will assist you in catapulting your business to the next level.

Now you can provide clients with high quality liquid and/or granular fertilization programs. Our granular fertilizers and soil amendments are easily applied with any spreader. As well, all of our liquid fertilizers are easily applied through any sprayer or sprinkler system and will not clog nozzles. Our products are 100% safe for children and pets and have no odor.

Our products and protocols are currently in use all over the country. We service golf courses, municipalities, professional sports turfs, universities, and thousands of homes. Just to mention a few places that use our services are Ripken Baseball, University of Maryland, and The Links At Madison Green Golf Course.

We will help you market this program with a plethora of marketing to include full color brochures, lawn placards, signs and magnets for your trucks and spray tanks. Last but not least we are launching a nationwide, two minute infomercial campaign, this March. The infomercial will showcase some of our larger clients and will be a HUGE marketing tool for you to get this business from your clients.





What GroPro Organics provides:

- Our fertility protocol for lawns and turf
- High quality Organic granular and liquid fertilizers for great prices
- Full colored informational sales brochures for your clients
- Large full colored “Strong Lawn™” stickers and magnets for your tanks and/or trucks
- Advertising signs for lawns you service
- Technical support

P.L.A.P. Costs and Breakdown

The average lawn care service provider charges approximately \$45.00 per application per ¼ acre. Most recommend approximately six applications per year. Our suggested retail is \$37.50 per application, per ¼ acre. Based on 6 applications per year suggested retail is \$225.00 per ¼ acre.

We recommend applying 3 ozs. per 1,000 sq.ft. of turf or 1 qt. per ¼ acre/1 gallon per acre. If the turf is highly stressed or in bad condition, the initial application may require a heavier initial dose. Landscapers pay \$25.00 per gallon. Each ¼ acre requires 1.5 gallons per year. This comes out to \$37.50 per year, per ¼ acre, for product costs. Profit for every ¼ acre covered is a \$ 187.50 per year. Landscapers profit is \$750.00 per year, per acre.

Not only is this program cost effective, all of our products are 100% organic and all natural. Our products are completely safe for children and pets; your clients will be able to enjoy their lawn or turf immediately following application.

<u>Lot Size</u>	<u># of Applications</u>	<u>Gallons Per Yr.</u>	<u>Cost of Product/Yr.</u>	<u>Suggested Retail /Yr.</u>
¼ acre	6 apps	1.5 gal	\$25 x 1.5 gal = \$37.50	\$225.00
½ acre	6 apps	3 gal	\$25 x 3 gal = \$75.00	\$450.00
1 acre	6 apps	6 gal	\$25 x 6 gal = \$150.00	\$900.00

Please contact us today at 410-356-4622 for more detailed information on how to get started.

