

## FRANCHISE DISCLOSURE DOCUMENT



HPB Lawn Care LLC  
A Pennsylvania limited liability company  
2525 N. 117th Avenue, Third Floor  
Omaha, NE 68164  
1-800-644-4894  
[franchising@heroeslawncare.com](mailto:franchising@heroeslawncare.com),  
[www.heroeslawncare.com](http://www.heroeslawncare.com)

We offer qualified individuals the right to operate a business that specializes in commercial and residential fertilization, and irrigation services under the “Heroes Lawn Care” mark.

The total investment necessary to begin operation of a Heroes Lawn Care business ranges from \$154,275 to \$198,775, which includes \$82,495 in fees that must be paid to us or our affiliates prior to opening. We also offer qualified parties the right to enter into multiple franchise agreements at once and subsequently operate multiple Heroes Lawn Care businesses. The total initial investment to operate two to three Heroes Lawn Care businesses is \$206,275 to \$323,775, which includes \$122,495 to \$157,495 that must be paid to us or our affiliates prior to opening.

This Disclosure Document summarizes certain provisions of your franchise agreement and other information in plain English. Read this Disclosure Document and all accompanying agreements carefully. You must receive this Disclosure Document at least 14 calendar days before you sign a binding agreement with, or make any payment to, us or an affiliate of ours in connection with the proposed franchise sale. **Note, however, that no governmental agency has verified the information contained in this document.**

You may wish to receive your Disclosure Document in another format that is more convenient to you. To discuss the availability of disclosures in different formats, contact Heroes Lawn Care’s Home Office at 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164 or call 1-800-644-4894.

The terms of your contract will govern your franchise relationship. Don’t rely on the Disclosure Document alone to understand your contract. Read your entire contract carefully. Show your contract and this Disclosure Document to an advisor, like a lawyer or an accountant.

Buying a franchise is a complex investment. The information in this Disclosure Document can help you make up your mind. More information on franchising, such as “A Consumer’s Guide to Buying a Franchise,” which can help you understand how to use this Disclosure Document is available from the Federal Trade Commission. You can contact the FTC at 1-877-FTC-HELP or by writing to the FTC at 600 Pennsylvania Avenue, NW, Washington, D.C. 20580. You can also visit the FTC’s home page at [www.ftc.gov](http://www.ftc.gov) for additional information. Call your state agency or visit your public library for other sources of information on franchising.

There may also be laws on franchising in your state. Ask your state agencies about them.

The Issuance Date of this Disclosure Document is April 23, 2024, as amended November 1, 2024.

## How to Use This Franchise Disclosure Document

Here are some questions you may be asking about buying a franchise and tips on how to find more information:

QUESTION	WHERE TO FIND INFORMATION
<b>How much can I earn?</b>	Item 19 may give you information about outlet sales, costs, profits or losses. You should also try to obtain this information from others, like current and former franchisees. You can find their names and contact information in Item 20 or <a href="#">Exhibit I</a> .
<b>How much will I need to invest?</b>	Items 5 and 6 list fees you will be paying to the franchisor or at the franchisor’s discretion. Item 7 lists the initial investment to open. Item 8 describes the suppliers you must use.
<b>Does the franchisor have the financial ability to provide support to my business?</b>	Item 21 or <a href="#">Exhibit E</a> included financial statements. Review these statements carefully.
<b>Is the franchise system stable, growing, or shrinking?</b>	Item 20 summarizes the recent history of the number of company-owned and franchised outlets.
<b>Will my business be the only Heroes Lawn Care business in my area?</b>	Item 12 and the “territory” provisions in the franchise agreement describe whether the franchisor and other franchisees can compete with you.
<b>Does the franchise have a troubled legal history?</b>	Items 3 and 4 tell you whether the franchisor or its management have been involved in material litigation or bankruptcy proceedings.
<b>What’s it like to be a Heroes Lawn Care franchisee?</b>	Item 20 or <a href="#">Exhibit I</a> list current and former franchisees. You can contact them to ask about their experiences.
<b>What else should I know?</b>	These questions are only a few things you should look for. Review all 23 Items and all Exhibits in this Disclosure Document to better understand this franchise opportunity. See the table of contents.

## What You Need to Know About Franchising *Generally*

**Continuing responsibility to pay fees.** You may have to pay royalties and other fees even if you are losing money.

**Business model can change.** The franchise agreement may allow the franchisor to change its manuals and business model without your consent. These changes may require you to make additional investments in your franchise business or may harm your franchise business.

**Supplier restrictions.** You may have to buy or lease items from the franchisor or a limited group of suppliers the franchisor designates. These items may be more expensive than similar items you could buy on your own.

**Operating restrictions.** The franchise agreement may prohibit you from operating a similar business during the term of the franchise. There are usually other restrictions. Some examples may include controlling your location, your access to customers, what you sell, how you market, and your hours of operation.

**Competition from franchisor.** Even if the franchise agreement grants you a territory, the franchisor may have the right to compete with you in your territory.

**Renewal.** Your franchise agreement may not permit you to renew. Even if it does, you may have to sign a new agreement with different terms and conditions in order to continue to operate your franchise business.

**When your franchise ends.** The franchise agreement may prohibit you from operating a similar business after your franchise ends even if you still have obligations to your landlord or other creditors.

### Some States Require Registration

Your state may have a franchise law, or other law, that requires franchisors to register before offering or selling franchises in the state. Registration does not mean that the state recommends the franchise or has verified the information in this document. To find out if your state has a registration requirement, or to contact your state, use the agency information in [Exhibit A](#).

Your state also may have laws that require special disclosures or amendments be made to your franchise agreement. If so, you should check the State Specific Addenda, set forth on [Exhibit D](#) and pages (v), (vi) and (vii) of this Franchise Disclosure Document.

## Special Risks to Consider About *This Franchise*

Certain states require that the following risk(s) be highlighted:

1. Out-of-State Dispute Resolution. The franchise agreement requires you to resolve disputes with the franchisor by mediation and/or litigation only in Pennsylvania. Out-of-state mediation or litigation may force you to accept a less favorable settlement for disputes. It may also cost more to mediate or litigate with the franchisor in Pennsylvania than in your own states.
2. Sales Performance Required. You must maintain minimum sales performance levels. Your inability to maintain these levels may result in loss of any territorial rights you are granted, termination of your franchise, and loss of your investment.
3. Mandatory Minimum Payments. You must make mandatory minimum royalty payments or advertising contributions regardless of your sales levels. Your inability to make these payments may result in termination of your franchise and loss of your investment.
4. Short Operating History. The franchisor is at an early stage of development and has a limited operating history. This franchise is likely to be a riskier investment than a franchise in a system with a longer operating history.
5. Supplier Control. You must purchase all or nearly all of the inventory or supplies that are necessary to operate your business from the franchisor, its affiliates, or suppliers that the franchisor designates, at prices the franchisor or they set. These prices may be higher than prices you could obtain elsewhere for the same or similar goods. This may reduce the anticipated profit of your franchise business.
6. Unopened Franchises. The franchisor has signed a significant number of franchise agreements with franchisees who have not yet opened their outlets. If other franchisees are experiencing delays in opening their outlets, you also may experience delays in opening your own outlet.

Certain states may require other risks to be highlighted. Check the “State Specific Addenda” set forth on Exhibit D to see whether your state requires other risks to be highlighted.

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF CONNECTICUT**

The State of Connecticut does not approve, recommend, endorse or sponsor any business opportunity. The information contained in this disclosure has not been verified by the state. If you have any questions about this investment, see an attorney before you sign a contract or agreement.

If the seller fails to deliver the products, equipment or supplies or fails to render the services necessary to begin substantial operation of the business within forty-five days of the delivery date stated in your contract, you may notify the seller in writing and demand that the contract be cancelled.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF MICHIGAN**

**NOTICE**

**The State of Michigan prohibits certain unfair provisions that are sometimes in franchise documents. If any of the following provisions are in these franchise documents, the provisions are void and cannot be enforced against you.**

Each of the following provisions is void and unenforceable if contained in any documents relating to a franchise:

- A. A prohibition on the right of a franchisee to join an association of franchisees.
- B. A requirement that a franchisee assent to a release, assignment, novation, waiver, or estoppel which deprives a franchisee of rights and protections provided in this act. This shall not preclude a franchisee, after entering into a franchise agreement, from settling any and all claims.
- C. A provision that permits a franchisor to terminate a franchise prior to the expiration of its term except for good cause. Good cause shall include the failure of the franchisee to comply with any lawful provision of the franchise agreement and to cure such failure after being given written notice thereof and a reasonable opportunity, which in no event need be more than 30 days, to cure such failure.
- D. A provision that permits a franchisor to refuse to renew a franchise without fairly compensating the franchisee by repurchase or other means for the fair market value at the time of expiration of the franchisee's inventory, supplies, equipment, fixtures, and furnishings. Personalized materials which have no value to the franchisor and inventory, supplies, equipment, fixtures, and furnishings not reasonably required in the conduct of the franchise business are not subject to compensation. This subsection applies only if: (i) the term of the franchise is less than 5 years and (ii) the franchisee is prohibited by the franchise or other agreement from continuing to conduct substantially the same business under another trademark, service mark, trade name, logotype, advertising or other commercial symbol in the same area subsequent to the expiration of the franchise or the franchisee does not receive at least 6 months advance notice of franchisor's intent not to renew the franchise.
- E. A provision that permits the franchisor to refuse to renew a franchise on terms generally available to other franchisees of the same class or type under similar circumstances. This section does not require a renewal provision.
- F. A provision requiring that arbitration or litigation be conducted outside this state. This shall not preclude the franchises from entering into an agreement, at the time of arbitration, to conduct arbitration at a location outside this state.
- G. A provision which permits a franchisor to refuse to permit a transfer of ownership of a franchise, except for good cause. This subdivision does not prevent a franchisor from exercising a right of first refusal to purchase the franchise. Good cause shall include, but is not limited to:
  - i. The failure of the proposed transferee to meet the franchisor's then current reasonable qualifications or standards.
  - ii. The fact that the proposed transferee is competitor of the franchisor or sub franchisor.

- iii. The unwillingness of the proposed transferee to agree in writing to comply with all lawful obligations.
  - iv. The failure of the franchisee or proposed transferee to pay any sums owing to the franchisor or to cure any default in the franchise agreement existing at the time of the proposed transfer.
- H. A provision that requires the franchisee to resell to the franchisor items that are not uniquely identified with the franchisor. This subdivision does not prohibit a provision that grants to a franchisor a right of first refusal to purchase the assets of a franchise on the same terms and conditions as a bona fide third party willing and able to purchase those assets, nor does this subdivision prohibit a provision that grants the franchisor the right to acquire the assets of a franchise for the market or appraised value of such assets if the franchisee has breached the lawful provisions of the franchise agreement and has failed to cure the breach in the manner provided in subdivision (c).
- I. A provision which permits the franchisor to directly or indirectly convey, assign, or otherwise transfer its obligations to fulfill contractual obligations to the franchise unless provision has been made for providing the required contractual services.

**The fact that there is a notice of this offering on file with the attorney general does not constitute approval, recommendation or endorsement by the attorney general.**

Any questions regarding the notice should be directed to the Michigan Department of Attorney General, 670 Law Building, Lansing, MI 48913, (517) 373-7117.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

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**ITEM 1**  
**THE FRANCHISOR AND ANY PARENTS, PREDECESSORS, AND AFFILIATES**

The Franchisor, HPB Lawn Care LLC, is referred to in this Disclosure Document as “we,” “us” or “our.” “You” or “your” means the person who buys the franchise and includes your owners and principals if you are a corporation, limited liability company, or other business entity.

**The Franchisor**

We are a limited liability company organized under the laws of the Commonwealth of Pennsylvania on October 1, 2021. Our principal business address is 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. We conduct business under our corporate name, and the trade name and trademark “Heroes Lawn Care.” Our agents for service of process are listed in Exhibit A to this Disclosure Document.

We grant qualified individuals the right to operate a business that offers and sells residential and commercial fertilization and irrigation products and services to residential and commercial customers under the marks “Heroes Lawn Care”, “Heroes Fertilizer Force”, “Heroes Irrigation Army”, and “Heroes Doody Duty” (the “Heroes Lawn Care Business” or “Franchised Business”). We have been franchising since March 2022. Other than the above services, we do not engage in any other business activities and have not offered franchises in any other line of business.

**The Heroes Lawn Care Business**

Your Heroes Lawn Care Business will offer “Fertilization and Irrigation Services” to residential and commercial customers within a defined protected territory (the “Protected Territory”) on a year-round basis. Specifically, Fertilization and Irrigation Services include: (i) granular fertilizer, fungicide, pesticide application and liquid fertilizer, herbicide, and pesticide application; (ii) aeration, overseeding, and soil amendment services; (iii) irrigation repair, replacement, upgrades, and maintenance check services and other products, services and events that we may approve and modify from time to time and which may include subcontracted hardscaping, soft- scaping and other general landscaping services (collectively, the “Approved Products and Services”). You do not need any specific prior experience in these areas of service to operate a Heroes Lawn Care Business, however, certain state or local licenses and permits for the operation of the Franchised Business may require prior business experience from one or more of your employees or contractors.

Each Heroes Lawn Care Business operates according to our proprietary business system which includes: (a) methods to assess residential and commercial properties; (b) methods to use, provide, and install the Approved Products and Services; (c) customized and proprietary software; and (d) general procedures for operating and managing a Heroes Lawn Care Business, including scheduling, job estimating, production of the work, and sales processes (the “System”).

You must operate the Heroes Lawn Care Business from an approved facility that meets our current standards and specifications (the “Approved Location”). You may use either a home office or leased commercial property as your Approved Location, however, if you elect to utilize a leased commercial property as your Approved Location, such proposed location must: (i) be secured within ninety (90) days after the date of execution of the Franchise Agreement; (ii) be located in a Protected Territory; (iii) be approved and consented to by Franchisor in writing, prior to execution of any lease thereon; and (iv) meet our current standards and specifications, including, but not limited to, square footage, design, layout, signage, equipment and inventory storage. The factors we consider in approving your location include but are not limited to: (i) the type of commercial space; (ii) the geographic location of the space and whether it

is centrally located within your Protected Territory; (iii) whether there is enough space for office and storage; and (iv) whether the terms of the lease are favorable.

We may also condition our approval of your lease upon, among other conditions, execution of a collateral assignment of lease (which is attached to the Franchise Agreement as Exhibit F) by you and your landlord, if any, under which your landlord shall grant us the rights to assume your rights and obligations under your lease in the event that you breach your lease agreement or your Franchise Agreement is terminated or expires. You must continuously maintain an Approved Location throughout the Term of the Franchise Agreement without interruption. You may not relocate the Heroes Lawn Care Business without our prior written consent.

We identify the System by means of certain trade names, service marks, trademarks, logos, emblems, distinctive trade dress, and indicia of origin, including, but not limited to, the mark “Heroes Lawn Care” and such other trade names, trademarks, and service marks as we now designate or may in the future designate in writing for use in connection with the System (the “Proprietary Marks”). We continue to develop, use, and control the use of the Proprietary Marks in order to identify for the public the source of services marketed under the Proprietary Marks and System, and to represent the System’s high standards of quality, appearance and service.

You must enter into our form of franchise agreement (each, a “Franchise Agreement”), which is attached to this Disclosure Document as Exhibit B, for each Heroes Lawn Care Business we grant you the right to open and operate.

As a franchisee, you and your team will provide estimates for customers seeking the Approved Products and Services. When a customer places a work order, you will schedule the work order with your employees or a reputable subcontractor for installation or services. It is your responsibility to maintain a team of qualified employees or otherwise create a network of reputable subcontractors who will perform the work.

### Multi-Unit Offerings

We also offer qualified parties the right to enter our Multi-Unit Addendum attached to this Disclosure Document as Exhibit C (“Multi-Unit Addendum”). Subject to the terms of the Multi-Unit Addendum, you will be granted the right to execute three (3) or more Franchise Agreements to open and operate three (3) or more Heroes Lawn Care Businesses at once, each with their own Protected Territory that are typically contiguous to one another (“Multi-Unit Offering”). Each Heroes Lawn Care Business will be opened and operated pursuant to its respective Franchise Agreement, but you will also need to comply with the terms and conditions set forth in our form of Multi-Unit Addendum, including, but not limited to, minimum purchasing requirements, cumulative minimum royalty fees, minimum vehicle requirements, and other requirements as set forth in this Disclosure Document and the Multi-Unit Addendum (which will apply to your operation of all Heroes Lawn Care Businesses granted as part of your Multi-Unit Offering).

As part of the Multi-Unit Offering, you may operate the business from single Approved Location, which will serve as a central Approved Location for all of your Protected Territories. You will still be required to commence soliciting customers, marketing and providing the Approved Products and Services, in each of the Protected Territories that are granted under the multiple Franchise Agreements you have entered.

You will be required to sign all Franchise Agreements associated with your Multi-Unit Offering, as well as your Multi-Unit Addendum, at the same time. As of the issuance date of this Disclosure Document, we do not intend or expect to offer a new prospect the right to enter into a Multi-Unit Offering for more than three (3) Heroes Lawn Care Businesses (but we reserve the right to do so).

### Parents, Predecessors and Affiliates

Our parent is JEZ Investments LLC, a Pennsylvania limited liability company organized on May 12, 2020, with a principal address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164.

We have one predecessor, Heroes Management Services, LLC, d/b/a Heroes Lawn and Landscape (“HLL”), a Nebraska limited liability company formed on January 29, 2015, with a principal business address at 8821 Greenfield Street, Omaha, Nebraska 68136. HLL operates a commercial and residential fertilization, irrigation, and lawn care service business in Omaha, Nebraska under the trade name “Heroes Lawn & Landscape” and is wholly owned by our Founders, Taylor Olberding and Mike Marlow. We acquired certain assets and confidential information from HLL on September 1, 2021. Historical information contained in this Disclosure Document relating to the events before September 1, 2021, represents information about HLL.

Our affiliate HPB Lawn Care Holdings LLC, is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Lawn Care Holdings LLC owns the HPB Lawn Care Marks, confidential information, copyrights, and related intellectual property associated with the HPB Lawn Care System. HPB Lawn Care Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate, HorsePower Nation LLC, is a Pennsylvania limited liability company organized on May 19, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HorsePower Nation LLC engages in franchise consulting services and may provide these services to our franchisees and to franchisees of certain of our affiliates. HorsePower Nation LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate, HPB Accounting LLC d/b/a ZeeBOOKS, is a Pennsylvania limited liability company organized on June 21, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Accounting LLC engages in accounting services and may provide these services to our franchisees and to franchisees of certain of our affiliates. HPB Accounting LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Automotive Sales LLC, d/b/a HPB Fleet, is a Pennsylvania limited liability company organized on January 18, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Automotive Sales LLC engages in automotive sales services and may provide these services to our franchisees and to franchisees of certain of our affiliates. HPB Automotive Sales LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Blinds and Shutters LLC d/b/a Bumble Bee Blinds (“HPB Blinds and Shutters”), is a Pennsylvania limited liability company organized on June 29, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. Since September 2022, HPB Blinds and Shutters LLC has franchised a business that offers and sells blinds and shutters installation services to residential and commercial customers under the mark “Bumble Bee Blinds”.

Our affiliate HPB Blinds and Shutters Holdings LLC is a Pennsylvania limited liability company organized on July 11, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Blinds and Shutters Holdings LLC owns the HPB Blinds and Shutters Marks, confidential information, copyrights, and related intellectual property associated with the HPB Blinds and Shutters System. HPB Blinds and Shutters Holdings LLC does not own or operate a business of the type being

franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Fencing LLC d/b/a Stand Strong Fencing (“HPB Fencing”), is a Pennsylvania limited liability company organized on May 10, 2023, with a principal business address of 2525 N. 117th Avenue, Third Floor, Omaha, Nebraska 68164. Since October 2023, HPB Fencing LLC has franchised a business that offers and sells fencing installation services to residential and commercial customers under the mark “Stand Strong Fencing”.

Our affiliate HPB Fencing Holdings LLC is a Pennsylvania limited liability company organized on May 15, 2023, with a principal business address of 2525 N. 117th Avenue, Third Floor, Omaha, Nebraska 68164. HPB Fencing Holdings LLC owns the HPB Fencing Marks, confidential information, copyrights, and related intellectual property associated with the HPB Fencing System. HPB Fencing Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Foam LLC d/b/a iFoam and iFoam Insulation (“HPB Foam”), is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117th Avenue, Third Floor, Omaha, Nebraska 68164. Since January 2022, HPB Foam has franchised a business that offers and sells spray foam insulation services to residential and commercial customers under the marks “iFoam” and “iFoam Insulation”.

Our affiliate HPB Foam Holdings LLC, is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117th Avenue, Third Floor, Omaha, Nebraska 68164. HPB Foam Holdings LLC owns the HPB Foam Marks, confidential information, copyrights, and related intellectual property associated with the HPB Foam System. HPB Foam Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB iFoam Omaha LLC d/b/a iFoam Insulation 105, is a Nebraska limited liability company organized on May 12, 2022, with a principal business address of 2525 N. 117th Avenue, Third Floor, Omaha, Nebraska 68164. HPB iFoam Omaha LLC is a company owned iFoam franchisee.

Our affiliate HPB Glass LLC, d/b/a Gatsby Glass (“HPB Glass”), is a Pennsylvania limited liability company organized on February 3, 2022, with a principal business address of 2525 N. 117th Avenue, Third Floor, Omaha, Nebraska 68164. Since June 2022, HPB Glass LLC has franchised a business that offers and sells glass installation products and services to residential and commercial customers under the mark “Gatsby Glass”.

Our affiliate HPB Glass Holdings LLC, is a Pennsylvania limited liability company organized on February 4, 2022, with a principal business address of 2525 N. 117th Avenue, Third Floor, Omaha, Nebraska 68164. HPB Glass Holdings LLC owns the HPB Glass Marks, confidential information, copyrights, and related intellectual property associated with the HPB Glass System. HPB Glass Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Lighting LLC d/b/a Blingle! and Blingle Premier Lighting (“HPB Lighting”), is a Pennsylvania limited liability company organized on May 12, 2020, with a principal business address of 2525 N. 117th Avenue, Third Floor, Omaha, Nebraska 68164. Since November 2021, HPB Lighting has franchised a business that offers and sells holiday lighting, installation, maintenance, and storage to residential and commercial customers under the marks “Blingle!” and “Blingle Premier Lighting” (the

“Bling! Business”).

Our affiliate HPB Lighting Holdings LLC, is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Lighting Holdings LLC owns the HPB Lighting Marks, confidential information, copyrights, and related intellectual property associated with the HPB Lighting System. HPB Lighting Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Marketing LLC d/b/a Franchise Procurement (“HPB Marketing”), is a Pennsylvania limited liability company organized on May 12, 2020, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Marketing engages in franchise procurement services and may provide these services to our franchisees and to franchisees of certain of our affiliates. HPB Marketing does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Painting LLC d/b/a Groovy Hues Peace Love Paint Powerwash (“HPB Painting”), is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. Since August 2022, HPB Painting has franchised a business that offers and sells painting and power washing services to residential and commercial customers under the mark “Groovy Hues Peace Love Paint Powerwash”.

Our affiliate HPB Painting Holdings LLC, is a Pennsylvania limited liability company organized on June 27, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Painting Holdings LLC owns the HPB Painting Marks, confidential information, copyrights, and related intellectual property associated with the HPB Painting System. HPB Painting Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Recruitment LLC d/b/a ZeeRecruit, is a Pennsylvania limited liability company organized on January 11, 2022, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Recruitment LLC engages in recruiting services and may provide these services to our franchisees and to franchisees of certain of our affiliates. HPB Recruitment LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate HPB Wholesale Lighting LLC (“HPB Wholesale Lighting”), is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. HPB Wholesale Lighting is the primary vendor of lighting inventory required to be purchased in order to operate the HPB Wholesale Lighting Business. HPB Wholesale Lighting does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate MDR United LLC d/b/a Mighty Dog Roofing (“MDR”) is a Pennsylvania limited liability company organized on May 12, 2020, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. Since November 2020, MDR has franchised a business that offers and sells roofing services to residential and commercial customers under the mark “Mighty Dog Roofing”.

Our affiliate MDR United Holdings LLC is a Pennsylvania limited liability company organized on October 1, 2021, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. MDR United Holdings LLC owns the MDR Marks, confidential information, copyrights, and related

intellectual property associated with the MDR System. MDR United Holdings LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Our affiliate SVHB Marketing LLC d/b/a HorsePower Brands, a Pennsylvania limited liability company organized on May 13, 2020, with a principal business address of 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164. SVHB Marketing LLC engages in franchise administration services. SVHB Marketing LLC does not own or operate a business of the type being franchised and has never offered franchises in this or any other line of business.

Except as noted above, we do not have any parent or affiliates that: (a) offer or operate franchises in any line of business; or (b) provide products or services to System franchisees.

### Market and Competition

Your Heroes Lawn Care Business will offer our Approved Products and Services to the public, which will include residential and commercial property owners, residential and commercial property builders, and property managers. The market for Approved Products and Services is well developed, and there will be competition from other national and regional chains and local businesses that offer residential and commercial Fertilization and Irrigation Services and similar products and services within the Protected Territory you are granted. Certain of our Approved Products and Services are seasonal and may be affected by climate, weather or other environmental conditions. Your competitive advantage in the marketplace will be based on your adherence to our System standards and guidelines, as well as your entrepreneurial and managerial abilities and focus on customer service, in the operation of your Heroes Lawn Care Business.

### Industry Specific Regulations

Your Heroes Business will be subject to laws and regulations in your state, county, or municipality regarding the operation of a lawn care business, which may include laws related to licenses, permits, or certifications associated with the installation of various lawn care products or operation of your Heroes Business. Various states, including Arizona, Florida, Massachusetts, and Nevada have contractors' licensing laws, which apply generally to persons defined as "contractors" under applicable law. In addition, various states including California, Florida, Georgia, Indiana, Kentucky, Louisiana, Massachusetts, Michigan, New Jersey, New York, Ohio, Oklahoma, Texas, and West Virginia have laws which regulate the terms of home improvement contracts with customers. The Heroes Business will also be subject to federal, state and local Occupational Safety and Health Administration (OSHA) and Environmental Protection Agency (EPA) regulations, and you must strictly comply with all federal, state, and local regulations regarding the use, handling, transportation, and disposal of hazardous materials. It's your sole responsibility to investigate these licensing, permitting, and certification requirements, as well as any other laws or regulations (federal, state or local), including employment laws, insurance laws, and insurance requirements, that might apply to the operation of a Heroes Business and the offer and sale of our Approved Products and Services. You are advised to examine these laws and regulations before purchasing a franchise from us.

There are federal, state and possibly local laws covering how to classify workers, for example, whether as independent contractors or employees, or as exempt or non-exempt, for different purposes, such as tax, wage and hour laws, unemployment compensation and workers' compensation. These laws and regulations can vary from state to state, city to city and at the federal level, and could affect, in some instances materially, the operation of your Heroes Lawn Care Business.

You must investigate all applicable federal, state, and local laws and regulations, and your cost to comply with such laws and regulations, with an attorney and/or financial advisor before purchasing a Heroes Lawn Care Business from us. It is solely your responsibility to investigate these laws and regulations, and you

alone are responsible for compliance despite any advice or information that we may give you. We have not researched any of these laws or regulations to determine their specific applicability to your business. Applicable laws and regulations are subject to change.

## **ITEM 2**

### **BUSINESS EXPERIENCE**

#### **Joshua Skolnick: Founding Partner**

Joshua Skolnick is one of our Founding Partners and has held this position since our inception. From May 2020 until January 2021, Mr. Skolnick served as the Chief Executive Officer of our affiliate SVHB Marketing LLC d/b/a Horsepower Brands. From May 2020 until October 2021, Mr. Skolnick served as the Chief Executive Officer of our affiliate MDR United LLC. From May 2018 until June 2021, Mr. Skolnick served as the Chief Executive Officer of RedBox+ Franchising, LLC of Doylestown, Pennsylvania. From October 2011 until September 2021, Mr. Skolnick served as the founder, Chief Executive Officer and President of Monster Franchisee, LLC of Doylestown, Pennsylvania. From February 2005 until September 2020, Mr. Skolnick served as the founder, Chief Executive Officer and President of Monster Tree Services, Inc. of Doylestown, Pennsylvania.

#### **Zachery Beutler: Founding Partner**

~~Zachery Beutler is one of our Founding Partners and has held this position since our inception. From our inception until November 2023, Mr. Beutler served as the Chief Development Officer of our affiliates HPB Fencing LLC, HPB Blinds and Shutters LLC, HPB Glass LLC, HPB Lighting LLC, HPB Painting LLC, SVHB Marketing LLC d/b/a Horsepower Brands, and MDR United LLC. Since January 2020, Mr. Beutler has served as the Owner and Manager of Beutler Development LLC of Omaha, Nebraska. From October 2020 until June 2021, Mr. Beutler served as the Chief Development Officer of RedBox+ Franchising, LLC of Doylestown, Pennsylvania. From June 2017 until December 2019, Mr. Beutler served as the Vice President of Franchise Development for Franchise Fastlane, Inc. of Omaha, Nebraska. From August 2013 until February 2017, Mr. Beutler served as the Chief Executive Manager of 10 Thousand Percent, Co. of Lincoln, Nebraska.~~

#### **Anthony Hulbert: Chief Executive Officer**

Anthony Hulbert has served as our Chief Executive Officer since June 2022. Since May 2023 Mr. Hulbert has served as the Chief Executive Officer of our affiliate HPB Fencing LLC. Since June 2022, Mr. Hulbert has served as the Chief Executive Officer of our affiliate HPB Blinds and Shutters LLC. Since February 2022, Mr. Hulbert has served as the Chief Executive Officer of our affiliate HPB Glass LLC. Since October 2021, Mr. Hulbert has served as the Chief Executive Officer of our affiliates HPB Lighting LLC, HPB Painting LLC, HPB Lawn Care LLC, HPB Foam LLC, SVHB Marketing LLC d/b/a Horsepower Brands and MDR United LLC. From January 2021 until December 2021, Mr. Hulbert served as the Chief Financial Officer for our affiliates SVHB Marketing LLC d/b/a Horsepower Brands, and MDR United LLC. From October 2017 until January 2021, Mr. Hulbert served as the Vice President of Sales and Marketing for LinPepCo of Lincoln, Nebraska. From January 2014 until September 2017, Mr. Hulbert served as the Chief Financial Officer for 10 Thousand Percent, Co. of Lincoln, Nebraska.

#### **Mark Stanek: Chief Operating Officer**

Mark Stanek has served as our Chief Operating Officer since June 2022. Since May 2023 Mr. Stanek has served as the Chief Operating Officer of our affiliate HPB Fencing LLC. Since March 2022, Mr. Stanek has served as the Chief Operating Officer of our affiliates HPB Painting LLC, HPB Lawn Care

LLC, HPB Foam LLC, HPB Glass LLC, HPB Lighting LLC, SVHB Marketing LLC d/b/a/ Horsepower Brands, and MDR United LLC. Since February 2022, Mr. Stanek has served as the Chief Operating Officer of our affiliate HPB Glass LLC. From June 2021 until February 2022, Mr. Stanek served as the Brand President for our affiliate MDR United LLC. From May 2019 until May 2021, Mr. Stanek served as the Chief Financial Officer for Sympateco Inc. of Omaha, Nebraska. From August 2009 until May 2019, Mr. Stanek served as the Vice President of Operations and Store Development for Complete Nutrition of Omaha, Nebraska.

**Donald Conway: Chief Operating Officer**

Donald Conway has served as our Chief Operating Officer since May 2023. Since May 2023, Mr. Conway has served as the Chief Operating Officer of our affiliates HPB Fencing LLC, HPB Glass LLC, HPB Lighting LLC, HPB Painting LLC, HPB Lawn Care LLC, HPB Foam LLC, MDR United LLC, and SVHB Marketing LLC. From July 2021 until February 2022, Mr. Conway served as the Chief Financial Officer for Vio Security of Irving, Texas. From January 2016 until July 2021, Mr. Conway served as the Chief Financial Officer for Signal 88, LLC of Omaha, Nebraska.

**Laura Vodvarka: Chief Marketing Officer**

Laura Vodvarka has served as our Chief Marketing Officer since September 2023. Since September 2023, Mrs. Vodvarka has served as the Chief Marketing Officer of our affiliates HPB Fencing LLC, HPB Blinds and Shutters LLC, HPB Glass LLC, HPB Lighting LLC, HPB Painting LLC, HPB Lawn Care LLC, HPB Foam LLC, MDR United LLC, and SVHB Marketing LLC. From January 2023 until September 2023, Mrs. Vodvarka served as the President of Customer Experience of our affiliate SVHB Marketing LLC. From May 2022 until December 2022, Mrs. Vodvarka served as the Brand President of our affiliate HPB Glass LLC. From November 2020 until May 2022, Mrs. Vodvarka served as the Director of Franchise Development and Marketing for Clear Summit Group of Ontario, Toronto. From September 2007 until November 2020, Mrs. Vodvarka served as the Vice President of Innovation for Signal 88, LLC of Omaha, Nebraska.

**Christopher Phalen: Vice President of Development**

Christopher Phalen has served as our Vice President of Franchise Development since September 2022. From January 2022 until August 2022, Mr. Phalen served the Director of Franchise Development for our affiliate SVHB Marketing LLC d/b/a HorsePower Brands. From January 2021 until January 2022, Mr. Phalen served as the Market Manager for Manpower Group of Omaha, Nebraska. From May 2017 until January 2021, Mr. Phalen served as the Sr. Business Development Manager for Cornerstone Staffing, Inc. of Omaha, Nebraska.

**Michael Marlow: Founder**

Mike Marlow has served as our Founder since October 2021. Since January 2022, Mr. Marlow has served as the Brand President of our affiliate HPB Wholesale Lighting LLC. From October 2021 until January 2022, Mr. Marlow served as the Brand President of our affiliate HPB Lighting LLC. From January 2007 until October 2021, Mr. Marlow served as the Vice President of Holiday Bright Lights, Inc. of Omaha, Nebraska. Since 2015, Mr. Marlow has served as the President of Heroes Management Services, LLC of Omaha, Nebraska.

**Taylor Olberding: Founder**

Taylor Olberding has served as our Founder since December 2021. Since January 2015 Mr. Olberding has served as the Owner of Heroes Management Services, LLC of Omaha, Nebraska and Lincoln, Nebraska.

**Kevin Jones: Brand Michael McAllister: Group President**

~~Kevin Jones~~ Michael McAllister has served as our ~~Brand~~ Group President since ~~March~~ May of 2024. Since ~~June 2023~~ May of 2024 Mr. ~~Jones~~ McAllister has also served as the Brand President of our affiliate HPB Lighting LLC. From ~~March 2022 until~~ November ~~2021 until June~~ 2023, Mr. ~~Jones~~ McAllister served as the ~~Chief Operating Officer~~ Vice President of ~~Bulu, Inc., Operations for Line-X of Lincoln, Nebraska~~ Huntsville, Alabama. From ~~December 2014 until November 2021,~~ July 2019 to March 2022 Mr. ~~Jones~~ McAllister served ~~as the Chief Development Officer of Signal 88 LLC of Omaha, Nebraska~~ Director of Field Operations for Profile by Sanford of Sioux Falls, South Dakota.

**Bradley Saunders: Vice Brand President**

Bradley Saunders has served as our Vice Brand President since April 2024. From October 2019 until April 2024, Mr. Saunders served as Director of Vesta CPA, of Fond du Lac, Wisconsin. From April 2016 until October 2019, Mr. Saunders served as Director of Spring Green Lawn Care of Naperville, Illinois.

**Thomas ‘Turp’ Ricketts Jr.: Vice President of Franchise Development**

Thomas ‘Turp’ Ricketts Jr. has served as our Vice President of Franchise Development since March 2022. Since March 2022, Mr. Ricketts Jr. has served as the Vice President of Franchise Development of our affiliates HPB Lighting LLC, HPB Lawn Care LLC, HPB Foam LLC, SVHB Marketing LLC d/b/a Horsepower Brands, and MDR. From May 2020 until February 2022, Mr. Ricketts Jr. served as our Director of Franchise Development. Since January 2021, Mr. Ricketts Jr. has served as the Director of Franchise Development of SVHB Marketing LLC d/b/a Horsepower Brands. From January 2017 until February 2020, Mr. Ricketts Jr. served as the Franchise Lending Vertical Manager for UniFi Equipment Finance of Ann Arbor, Michigan. From November 2015 until January 2017, Mr. Ricketts served as the Franchise Business Development Manager for Strategic Franchising Systems of Cincinnati, Ohio.

**ITEM 3**  
**LITIGATION**

*Pending Actions: None*

*Concluded Actions: None*

*Material Civil Actions During the Prior Fiscal Year involving our Parent, Affiliates and Certain Item 2 persons:*

1. Waldron, et al. v. SVHB Marketing LLC, et al. (E.D.Pa. No. 2:23-cv-03485-MSG) (the “Waldron Case”). **We were not named as a defendant in this case. This case was dismissed prior to the issuance date of this Disclosure Document.** On August 8, 2023, Plaintiffs (a group current and former Bingle! Franchisees) (the “Franchisees”) filed a complaint (the “Complaint”) against our affiliate, HPB Lighting, LLC (the franchisor of the Bingle! franchise system), our parent, SVHB Marketing LLC, and several of our affiliates and individuals listed in Item 2 of the FDD (the “HPB Parties”). On November 28, 2023, Plaintiffs filed an Amended Complaint against the HPB Parties adding three new Plaintiffs (Calm Family LLC, Ankit Bishnoi, and Courtney Bishnoi – former

Bingle! franchisees (the “Bishnoi Parties”)), and three new employee defendants. The Plaintiffs and Bishnoi Parties asserted the following claims in the Amended Complaint: fraudulent inducement, fraud, negligent misrepresentation, negligence, breach of contract, unjust enrichment, declaratory judgement, violations of several state statutes, and claims under 18 U.S.C. §1341, §1343, and §1961-62. On January 23, 2024, the HPB Parties filed a Motion to Dismiss the claims asserted in the Amended Complaint (with the exception of the claims asserted by the Bishnoi Parties) due to the Plaintiffs’ failure to comply with the mediation pre-condition to litigation. On March 20, 2024, the Court entered an order dismissing Plaintiffs’ claims with the exception of those asserted by the Bishnoi Parties and MAW Lighting LLC (an entity that is not a party to any agreement with any HPB Party and never operated a franchised business), due to Plaintiffs’ failure to comply with the mediation pre-condition to litigation. **On April 11, 2024, HPB Parties and the Bishnoi Parties entered a joint stipulation of dismissal without prejudice, and on April 19, 2024, the HPB Parties and MAW Lighting LLC entered a joint stipulation of dismissal without prejudice.** The HPB Parties maintain that Plaintiffs’ claims are without merit.

2. HPB Lighting LLC v. Calm Family LLC, Ankit Bishnoi, and Courtney Bishnoi (E.D.Pa. No. 2:23-cv-4413-MSG). On November 9, 2023, HPB Lighting, LLC filed a complaint (the “Complaint”) against the Bishnoi Parties alleging breach of contract for unpaid royalties and fees and for abandonment. On December 6, 2023, the Bishnoi Parties filed an Answer and Counterclaims (the “Counterclaims”) against the HPB Parties (see disclosure of claims under the Waldron Case disclosure above). **As disclosed under #1 above, this case was consolidated with the Waldron Case, was dismissed pursuant to a stipulation of dismissal on April 11, 2024 and is no longer pending.**

Other than the actions disclosed above, no litigation is required to be disclosed in this Item.

**ITEM 4**  
**BANKRUPTCY**

No bankruptcy information is required to be disclosed in this Item.

**ITEM 5**  
**INITIAL FEES**

Franchise Agreement

Initial Franchise Fee. You must pay us an initial franchise fee of \$59,500 (the “Initial Franchise Fee”) when you sign the Franchise Agreement, which includes a Protected Territory of approximately 200,000 in total general population. The Initial Franchise Fee is paid in a lump sum, but we may finance up to sixty percent (60%) of this for your second Protected Territory and up to eighty percent (80%) of this fee for your third Protected Territory (see Item 10 for financing terms).

You may purchase additional units each with a stand-alone territory containing approximately 200,000 of general population per territory by paying us the following initial fees:

<b>Territories</b>	<b>Cumulative Initial Franchise Fees</b>	<b>Individual Franchise Fee</b>	<b>Cumulative General Population</b>
#1	\$59,500	\$59,500	200,000
#2	\$99,500	\$40,000	400,000
#3	\$134,500	\$35,000	600,000

You must sign a separate franchise agreement for each Protected Territory purchased. The Initial Franchise Fee is nonrefundable. The Initial Franchise Fee is uniformly imposed and deemed fully earned upon execution of your Franchise Agreement. The Initial Franchise Fee covers the costs of marketing, sales, and administrative services incurred or paid by Franchisor, including fees and expenses paid by Franchisor to third-party networks, consultants, brokers, and HorsePower Nation LLC.

If the cumulative general population figures used to calculate your Protected Territory exceed the cumulative general population figures set forth in the chart above, you are required to pay, in addition to your Initial Franchise Fee, an overage fee in an amount equal to the number of excess cumulative general population multiplied by thirty cents (\$0.30) per individual.

In the event that you are an existing franchisee of one of our current or future affiliates, your Initial Franchise Fee may be discounted, at Franchisor's discretion.

All fees and expenses described in this Item 5 are nonrefundable. Except as otherwise indicated in the chart above, we expect to uniformly impose all fees and expenses listed for all franchisees who purchase a franchise under this Disclosure Document, and they are payable to us in a lump sum and are deemed fully earned upon receipt by us.

*Brand Marketing Fee.* Within forty-five (45) days after execution of the Franchise Agreement, you must pay us, or an affiliate (as we designate), a brand marketing fee ("Brand Marketing Fee") of \$15,000. The Brand Marketing Fee covers the costs of creation, production and distribution of brand marketing assets, strategies and other materials or activities in any medium, which may include, but not limited to, the internet, social media, search engine optimization, video production, photography, campaign development and related advertising or marketing expenses, including administration expenses, in accordance with our brand standards and specifications, as more fully set forth in our Operations Manual. If you purchase more than one (1) Protected Territory you are only required to pay one (1) Brand Marketing Fee. This is a one-time fee.

*Tuition Fee.* Within forty-five (45) days after execution of the Franchise Agreement, you must pay us our then current initial training Tuition Fee (defined herein) of \$4,995 to attend our Initial Training Program (defined herein), for you and up to two (2) additional representatives you designate, one of which must be your general manager or Designated Manager (defined herein). This is a one-time fee. The Tuition Fee covers the costs of training, lodging, and certain meals during the Initial Training Program. If you purchase more than one (1) Protected Territory, you are only required to pay one Tuition Fee for the Initial Training Program for you and up to two (2) additional attendees.

*ZeePartnerships Fee.* Within forty-five (45) days after execution of the Franchise Agreement, you must pay to us a one-time zeepartnerships fee (the "ZeePartnerships Fee") of \$3,000. The ZeePartnerships Fee covers the costs of building, developing, and maintaining national and regional strategic partnerships that assist in promoting brand awareness and creating lead generation opportunities. If you purchase more than one (1) Protected Territory, you are only required to pay one ZeePartnerships Fee.

Except as described above, all the fees described in Item 5 are paid in a lump sum and are uniformly calculated and imposed.

**ITEM 6**  
**OTHER FEES**

**THE AMOUNTS SET FORTH ABOVE IN THIS ITEM 6 ARE SUBJECT TO CHANGE.**

<b>TYPE OF FEE</b>	<b>AMOUNT</b>	<b>DUE DATE</b>	<b>REMARKS</b>
Royalty Fee	Flat-rate Royalty fee based on total number of Protected Territories and total years in operation for Years 1 & 2 (see chart in Note 2), thereafter, the greater of: (i) 6.5 % Gross Revenues Collected; or (ii) the Minimum Royalty Fee (see chart in Note 2).	Monthly via Electronic Funds Transfer from your bank account.	See Notes 1 and 2  See Chart in Note 2 for Royalty Fee structure
Late Payment	The then-current late fee.  Currently, \$100 per incident plus 1½% interest per month, or maximum allowed by law.	When payment is past due.	See Note 3
Initial Training Tuition Fee	The then-current initial training Tuition Fee.  Currently, \$4,995 for up to three total (3) attendees (franchisee plus two (2) additional attendees).	Within forty-five (45) days after execution of the Franchise Agreement.	See Note 4
Assistance Training Fee	The then-current Assistance Training Fee.  Currently, \$500 per day per person.	Before assistance or refresher training begins.	See Note 4
Renewal Fee	20% of the Initial Franchise Fee per Protected Territory that is being renewed.	Upon signing new franchise agreement.	See Note 5
Transfer Fee	20% of the Initial Franchise Fee per Protected Territory that is being transferred.	Prior to the time of the transfer.	See Note 6
Attorneys' Fees and Costs	Reimbursement for our actual fees and costs.	Upon receipt of bill.	See Note 7
Supplier and/or Non-Approved Product Approval	Reimbursement of actual costs incurred in reviewing any alternate supplier or non-approved product you propose.	As incurred.	See Note 8
Software Updates	Actual costs of updated software programs and training (if applicable).	Upon receipt of bill.	See Note 9
Audit Costs	Actual costs of audit.	Upon receipt of bill.	See Note 10
Indemnification	Actual costs of indemnification.	Upon receipt of bill.	See Note 11

Insurance	Cost to obtain and maintain required insurance under the Franchise Agreement, plus a service fee (if we are forced to obtain the required insurance for you on your behalf).	As incurred.	See Note 12
Termination/ Expiration Expenses	The costs and expenses you incur in complying with your post-termination/expiration obligations under the Franchise Agreement.	Upon receipt of bill.	See Note 13
Brand Marketing Fee	The then-current Brand Marketing Fee  Currently, the Brand Marketing Fee is \$15,000.	Within forty-five (45) days after execution of the Franchise Agreement, for the first 12 months of invoices.	See Note 14
Administrative Fees	You must pay us our then-current administrative fee (the “Administrative Fee”) in the event we make and process any amendments, modifications, or otherwise supplement the Franchise Agreement at your request or is otherwise required due to your actions.  Currently, the Administrative Fee is \$500.	Upon receipt of bill.	

**Explanatory Notes:**

1. General. The table above provides recurring or isolated fees or payments that you must pay to us or our affiliates (as we designate) or that we or our affiliates impose or collect in whole or in part on behalf of a third party or that you are required to spend by the Franchise Agreement. All fees and expenses described in this Item 6 are nonrefundable. Except as otherwise indicated in the chart above, we expect to uniformly impose all fees and expenses listed for all franchisees who purchase a franchise under this Disclosure Document, and they are payable to us and are fully earned upon receipt by us.

*Manner of Payment.* All sales and work orders must be inputted into the POS System. With the exception of the Initial Franchise Fee, you must pay all fees and other amounts owed to us and/or our affiliates through an electronic funds transfer program (the “EFT Program”), under which we automatically deduct all payments owed to us and/or our affiliates, from the bank account you provide to us for use in connection with EFT Program (the “EFT Account”). You must immediately deposit all revenues from operations of your Heroes Lawn Care Business into this bank account within two (2) days upon receipt, including cash, checks, and credit card receipts. Upon execution of the Franchise Agreement, you must provide us with: (i) your bank’s name, address, and account number; and (ii) a voided check from the bank account. You must immediately notify us of any change in your banking relationship, including any change to the EFT Account.

We reserve the right to require you to report and pay any fees due under by other means as we may specify from time to time. We reserve the right to require you to provide us with verified Gross Revenue Reports in the event we are unable to process an electronic funds transfer based upon

information you input you into the POS System. Each Gross Revenue Report must set forth: (i) your Gross Revenues Collected generated during the previous week; (ii) your calculation of the Royalty; and (iii) any other information we may require. We may change the form and content of the Gross Revenue Reports from time to time and/or require you to submit Gross Revenue Reports on a weekly basis, upon notice to you. If a Gross Revenue Report is subsequently received and reflects: (i) that the actual amount of the fee due was more than the amount of the electronic funds transfer, then we may withdraw additional funds through an electronic funds transfer from your designated bank account for the difference; or (ii) that the actual amount of the fee due was less than the amount of the electronic funds transfer, then we will credit the excess amount to the payment of your future obligations. Additionally, you must send us monthly finalized profit and loss statements by the 21<sup>st</sup> of the following month. Failure to do so upon 14 days' written notice is grounds for termination of the Franchise Agreement.

*Heroes Lawn Care Gross Revenues Collected:* “Gross Revenues Collected” means any and all revenue or other compensation actually collected by Franchisee from customers of the Heroes Lawn Care Business. All payments are based on Gross Revenues Collected.

*Gross Revenues.* “Gross Revenues” are defined to include all income of any type or nature and from any source that you receive directly or indirectly from, through, by or on account of the operation of the Heroes Lawn Care Business at any time after the signing of your Franchise Agreement, in whatever form and from whatever source, including but not limited to cash, services, in kind from barter and/or exchange, on credit or otherwise as well as business interruption insurance proceeds. Gross Revenues shall also include the total amount of all sales for labor, material, equipment and/or services performed or rendered by: (a) Franchisee, or (b) any third-party subcontractors or agents of Franchisee who perform services for Franchisee’s customers or clients as part of Franchisee’s services or Heroes Lawn Care Business. Gross Revenues shall also include all commissions, finder’s fees, referral fees, construction management fees or other compensation received by Franchisee on the value of any work performed. Franchisee agrees that all Royalty fees, including any Minimum Royalty Fees, are non-refundable. However, the definition of Gross Revenues does not include sales tax that is collected from customers and actually transmitted to the appropriate taxing authorities.

2. Royalty Fee. You must pay us a monthly royalty fee (the “Royalty”) in Year 1 and Year 2 in an amount equal to the applicable flat-rate Royalty fee based on total number of Protected Territories and total years in operation as reflected in the below table.

<b>Heroes Lawn Care Flat-Rate Royalty Fee Per Month</b>		
<b># of Protected Territories</b>	<b>Year 1</b>	<b>Year 2</b>
1	\$1,800	\$1,800
2	\$1,800	\$1,800
3	\$1,800	\$1,800

For purposes of the Royalty, Year 1 begins on the date of execution of the Franchise Agreement and ends on the 12-month anniversary of thereof.

You must pay us a monthly Royalty in Years 3 through 10 in an amount equal to the greater of either (i) six and one-half percent (6.5%) of Gross Revenues Collected during the immediately preceding month based on year-to-date Gross Revenues; or (ii) the minimum Royalty fee based on total number of Protected Territories and total years in operation as reflected in the below table:

<b>Heroes Lawn Care Minimum Royalty Fee Per Month</b>				
<b># of Protected Territories</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Years 6-10</b>
1	\$1,800	\$2,100	\$2,400	\$2,700
2	\$2,000	\$2,300	\$2,600	\$2,900
3	\$2,200	\$2,500	\$2,800	\$3,100

“Gross Revenues Collected” means any and all revenue or other compensation actually collected by Franchisee from customers of the Franchised Business.

“Gross Revenues” are defined in the Franchise Agreement to include all income of any type or nature and from any source that Franchisee derives or receives directly or indirectly from, through, by or on account of the operation of the Franchised Business at any time after the signing of the Franchise Agreement, in whatever form and from whatever source, including but not limited to cash, services, in kind from barter and/or exchange, on credit or otherwise as well as business interruption insurance proceeds. Gross Revenues shall also include the total amount of all sales for labor, material, equipment and/or services performed or rendered by: (a) Franchisee, or (b) any third-party subcontractors or agents of Franchisee who perform services for Franchisee’s customers or clients as part of Franchisee’s services. Gross Sales shall also include all commissions, finder’s fees, referral fees, construction management fees or other compensation received by Franchisee on the value of any work performed. Franchisee agrees that all Royalty Fees, including any Minimum Royalty Fee, are non-refundable. However, the definition of Gross Revenues does not include sales tax that is collected from customers and transmitted to the appropriate taxing authorities.

*Special Programs.* We reserve the right, but not the obligation, to establish special programs that reward franchisees for meeting certain criteria. In the event Franchisor establishes any special programs, Franchisor will have the right, in Franchisor’s sole discretion, to change, modify or dissolve any special programs upon notice to Franchisee (which need not exceed 30 days).

*Royalty Incentive Programs.* We reserve the right, but not the obligation, to offer royalty incentive programs for the benefit of qualifying franchisees. To qualify for such programs, Franchisee must satisfy our then-current specifications and standards as provided in the Operations Manual or otherwise in writing by us. We reserve the right to modify Heroes Lawn Care, supplement, or terminate any royalty incentive programs upon notice to Franchisee.

3. Late Payment. If you fail to timely pay your Royalty Fee or other fee owed to us (under the Franchise Agreement or otherwise), then you are subject to our then-current late fee, currently of \$100 per incident plus 1.5% interest per month of the unpaid balance, or the maximum permitted by law, whichever is greater.
4. Initial Training. As noted in Item 5, within forty-five (45) days after execution of the Franchise Agreement, you must pay us our then current initial training tuition fee (“Tuition Fee”) to attend our initial training program (the “Initial Training Program”), for you and up to two (2) additional

representatives you designate and who are approved by us, one of which must be your Designated Manager. As of the date of this Disclosure Document, the current Tuition Fee for the Initial Training Program is \$4,995. The Tuition Fee covers the costs of training, lodging, and certain meals during the Initial Training Program, however, the Tuition Fee does not include travel expenses, meals outside of the formal Initial Training Program hours, and other living or miscellaneous expenses you may incur during the time of training. Any additional personnel, or replacement personnel, you wish to attend Initial Training Program must pay an additional \$2,500 per person to our Initial Training Program (subject to class availability and the schedule/availability of our personnel). We may also establish additional assistance and/or refresher training, as we deem necessary from time to time, and make your attendance at this training mandatory or discretionary. In the event you wish (or are required) to attend any additional assistance or refresher training, we may charge you our then-current additional assistance or refresher training fee (“Assistance Training Fee”) to attend this training (subject to class availability and the schedule/availability of our personnel) and reserve the right to charge our then- current Assistance Training Fee, which currently is \$500 per person per day. Except as expressly set forth above or herein, you are responsible for all out-of- pocket expenses (including travel costs, if any) incurred in connection with your and any of your personnel’s attendance at the Initial Training Program, as well as any additional assistance and/or refresher training we conduct. We may also charge our Assistance Training Fee in connection with any on-site or other assistance we provide to you in connection with the establishment and/or operation of your Heroes Lawn Care Business, and you will be responsible for all out-of-pocket expenses (including travel costs, if any) we incur in providing any on-site assistance at your Heroes Lawn Care Business.

5. Renewal Fee. Before we will approve the renewal of your Franchise Agreement, you must pay us a renewal fee equal to 20% of our Initial Franchise Fee. We have a number of additional conditions that you must meet in order to renew your Franchise Agreement, including without limitation: (i) providing us with written notice of your intent to renew no less than 6 months prior to the expiration of the term of the then-current Franchise Agreement; (ii) executing our then- current form of Franchise Agreement, the terms of which may materially differ from your current agreement; (iii) substantially complying with your Franchise Agreement during the existing term; and (iv) executing our prescribed form of general release in favor of us. See Item 17 in this Disclosure Document for additional information regarding renewal.
6. Transfer Fee. You must pay us a transfer fee equal to 20% of our Initial Franchise Fee per Protected Territory that is being transferred to transferee. In the event you transfer multiple Protected Territories at once, we reserve the right, but have no obligation, to reduce the transfer fee for any of the Protected Territories being transferred, and by any amount. If a third-party broker locates the transferee, you will also be solely responsible for any broker fees associated with the transfer. There are other conditions for transfer and all conditions must be met before the transfer is approved by us. Provided certain conditions are met, we will not charge you a transfer fee if you are an individual and transfer ownership to a corporation or limited liability company that you control. See Item 17 in this Disclosure Document for additional information regarding transfer.
7. Attorneys’ Fees and Costs. If we prevail in any action or other legal/administrative proceeding brought against you arising out of the Franchise Agreement or any other agreement with us, you must reimburse us for our reasonable attorneys’ fees and other costs paid that we incurred in such proceedings in the event we prevail. If you bring any legal action to interpret or enforce the terms of the Franchise Agreement or any other agreement with us, and your claim in such action is denied or the action is dismissed, then we are entitled to recover our reasonable attorneys' fees, and all other reasonable costs and expenses incurred in defending the matter, and to have such an amount awarded as part of the judgment in the proceeding.

8. Supplier and/or Non-Approved Product Approval. We reserve the right to charge you a fee for reviewing any non-approved supplier of any vehicles, supplies, equipment, inventory or services, as well as any non-approved product, which you propose for use in connection with the Heroes Lawn Care Business. If we determine that it is necessary to inspect the supplier's facilities or conduct tests, we may require you or the supplier to pay the actual costs we incur for such inspection and testing. Please see Item 8 of this Disclosure Document for additional information regarding our approval process for alternate suppliers or non-approved products.
9. Software Updates. You must purchase all updates for your third-party software programs, as sent to you by the software provider(s). We may also send you software updates, as we deem necessary in our sole discretion, or other materials that we may develop in connection with the System or System software that we require you to purchase.
10. Audit Costs. You must maintain accurate business records, reports, accounts, books and data relating to the operation of your Heroes Lawn Care Business. We and our designees retain the right to inspect and/or audit your business records at any time during normal business hours, without notice, to determine whether you are current with suppliers and/or otherwise are operating in compliance with the terms of the Franchise Agreement and Operations Manual. In the event any such audit discloses an understatement of amounts reported or paid to us, you agree to pay to us the amount due, plus interest (at the rate and on the terms provided for herein) from the date originally due until the date of payment. Furthermore, you must reimburse us for our costs and expenses associated with conducting the audit in the event: (i) such audit is made necessary by your failure to timely furnish reports, supporting records, other information or financial statements required under the Franchise Agreement; or (ii) if that audit reveals an understatement of greater than 2%. These costs and expenses include, without limitation, our legal and accounting fees, travel, lodging and meal expenses and applicable per diem charges for our employees. The foregoing remedies are in addition to our other remedies and rights under the Franchise Agreement and/or applicable law. In the event any audit reveals that your information has been inaccurately reported, we reserve the right to audit other entities owned, controlled by, or affiliated with you.
11. Indemnification. You are solely responsible for and must indemnify and hold us harmless for all loss, damage, claims or demands arising out of, or related to, the operation of your Heroes Lawn Care Business, including warranty claims. Your indemnification obligations are described more fully in the Franchise Agreement.
12. Insurance. You must obtain and maintain certain insurance in connection with your Heroes Lawn Care Business from our designated vendor. If you fail to obtain the required levels of insurance, we may obtain such insurance on your behalf and require that you reimburse us for the costs associated with obtaining this insurance for you, as well as pay us a service fee in connection with obtaining this insurance. Additionally, you agree not to permit any third-party subcontractor to perform any work or offer any services on your behalf unless such subcontractor maintains insurance coverage in such amounts and types as we require you to maintain, with the specific addition that subcontractors cannot exclude principals from its Workers' Compensation coverage and that liability policies name us as an additional insured. You agree to maintain evidence that such insurance by subcontractors is in effect and to provide such proof of insurance as we may require, in our sole discretion, from time to time. See Item 8 for more information regarding our insurance requirements. We have the sole right, exercisable at any time and upon notice, to designate a vendor or supplier, which may include one of our affiliates, from whom you must purchase all insurance policies required by Franchisor to operate the Heroes Lawn Care Business.

13. Post-Termination or Post-Expiration Expenses. Upon termination, expiration, non-renewal, and/or transfer of the Franchise Agreement, you are responsible for the costs associated with de-identifying yourself and your Heroes Lawn Care Business from the Heroes Lawn Care System. Additionally, we may elect to take steps to modify, alter or de-identify your Heroes Lawn Care Business. If we do so, you must also reimburse us for our costs and expenses.
14. Brand Marketing Fee. As noted in Item 5, within forty-five (45) days after execution of the Franchise Agreement, you must pay us or our affiliate (as we designate) a Brand Marketing Fee of \$15,000.

**ITEM 7**  
**ESTIMATED INITIAL INVESTMENT**

**A. YOUR ESTIMATED INITIAL INVESTMENT FOR A SINGLE HEROES LAWN CARE FRANCHISED BUSINESS IN A SINGLE PROTECTED TERRITORY**

Type of Expenditure	Amount		Method of Payment	When Due	Payment Payable
	Low	High			
Initial Fee <sup>(1)</sup>	\$59,500	\$59,500	Lump Sum	At Signing of the Franchise Agreement	Us
Insurance (90 days) <sup>(2)</sup>	\$3,000	\$7,500	As Arranged	Before Opening	Designated Vendor
Tuition Fee <sup>(3)</sup>	\$4,995	\$4,995	Lump Sum	Within forty-five (45) days after execution of the Franchise Agreement	Us
Travel and Living Expenses while Training <sup>(4)</sup>	\$1,500	\$2,000	As Incurred	Before Opening	Third-Party Providers
Royalty Fee <sup>(5)</sup>	\$5,400	\$5,400	As Incurred	After Opening	Us
Opening Package <sup>(6)</sup>	\$2,600	\$2,600	Lump Sum	Before Opening	Designated Vendor
Initial Inventory Package <sup>(7)</sup>	\$5,000	\$12,000	Lump Sum	Before Opening	Designated Vendor
Equipment Package <sup>(8)</sup>	\$6,880	\$6,880	Lump Sum	Before Opening	Designated Vendor
Utilities (90 days) <sup>(9)</sup>	\$200	\$500	As Incurred	Before Opening	Utility Providers
Vehicles <sup>(10)</sup>	\$28,700	\$32,900	As Incurred	Before Opening	Approved Suppliers, which may include Us or an affiliate
Licenses Certificates and Permits <sup>(11)</sup>	\$500	\$3,000	As Incurred	Before Opening	Licensing Authorities
Professional Fees <sup>(12)</sup>	\$0	\$5,000	As Incurred	Before Opening	Third-Party Providers (Attorneys / Accountants)
Dues and Subscriptions <sup>(13)</sup>	\$0	\$1,500	Lump Sum	Before Opening	Business and Construction or Contracting Associations
Brand Marketing Fee <sup>(14)</sup>	\$15,000	\$15,000	Lump Sum	Within forty-five (45) days after execution of the Franchise Agreement	Us or affiliate
Marketing and Advertising Expense <sup>(15)</sup>	\$6,000	\$12,000	As Incurred	After Opening	Third-Party Providers

Zee Partnerships Fee <sup>(16)</sup>	\$3,000	\$3,000	Lump Sum	Within forty-five (45) days after execution of the Franchise Agreement	Us
Additional Funds <sup>(17)</sup>	\$12,000	\$25,000	As Incurred	After Opening	Employees, Suppliers, etc.
<b>Total <sup>(18)</sup></b>	<b>\$154,275</b>	<b>\$198,775</b>			

### Explanatory Notes:

Generally. All fees and payments described above are non-refundable, unless otherwise stated or permitted by the payee. Actual costs will vary for each franchise location depending on several factors, including market condition and the geographic location of your Heroes Lawn Care Business.

1. Initial Franchise Fee. Upon execution of your Franchise Agreement, you must pay to us an Initial Franchise Fee of \$59,500 which you must pay in a lump sum. The Initial Franchise Fee is nonrefundable. The Initial Franchise Fee is uniformly imposed and deemed fully earned upon execution of your Franchise Agreement. The Initial Franchise Fee covers the costs of marketing, sales, and administrative services incurred or paid by Franchisor, including fees and expenses paid by Franchisor to third-party networks, consultants, brokers, and HorsePower Nation LLC.
2. Insurance (90 days). We estimate that your initial insurance deposit will be approximately \$3,000 to \$7,500 and will include coverage for general liability/pollution liability/professional liability, commercial auto/equipment, and worker's compensation (state specific). You should check with the designated vendor for actual premium quotes and costs, as well as the actual cost of the deposit. The cost of coverage will vary based upon the area in which your Heroes Lawn Care Business will be located, your experience with the insurance carrier, your loss experience, your level of sales and other factors beyond our control. You should also check with our designated vendor or other insurance agent or broker regarding any additional insurance that you may want or be required to carry.
3. Tuition Fee. As noted in Item 5, within forty-five (45) days after execution of the Franchise Agreement, you must pay us our then-current initial training Tuition Fee to attend our Initial Training Program, for you and up to two (2) additional representatives you designate and who are approved by us. As of the date of this Disclosure Document, the current Tuition Fee for the Initial Training Program is \$4,995. The Tuition Fee covers the costs of training, lodging, and certain meals during the Initial Training Program, however, the Tuition Fee does not include travel expenses, meals outside of the formal Initial Training Program hours, and other living or miscellaneous expenses you may incur during the time of training. See Note 4 in Item 6. Please see Item 11 of this Disclosure Document for additional information.
4. Travel and Living Expenses While Training. We estimate that your travel and living expenses for attendance to our Initial Training Program will be \$1,500 to \$2,000. While your Tuition Fee includes expenses and fees for training, lodging, and certain meals during the Initial Training Program, you are required to pay for transportation to and from our offices (or any other location) and pay all expenses associated with travel and other living and miscellaneous expenses during the time of training (including any employee wages). We estimate costs of approximately \$500 per day, per person, for living and other miscellaneous expenses, plus travel expenses to and from your personal residence. The range assumes that no additional people other than you and two (2) additional attendees that you designate and who are approved by us will attend our Initial Training Program. See Note 4 in Item 6. Please see Item 11 of this Disclosure Document for additional

information.

5. Royalty Fee. As noted in Item 6, You must pay us a monthly flat-rate Royalty Fee based on total number of Protected Territories and total years in operation (see Item 6, Note 2 table above). The figures above account for the first three months of Royalty Fee payments.
6. Opening Package. Prior to opening, you must purchase from our Approved Suppliers, Designated Vendors (as we designate), or Third-Party Providers, the required opening package (the “Opening Package”), which includes items such as display materials, promotional materials, yard signs, clothing, business cards, printed items, and other equipment, tools, accessories, and supplies related to the operation of your Heroes Lawn Care. We estimate that that full purchase price of the entire Opening Package is approximately \$2,600, including estimated tax and freight. We reserve the right to modify the components, standards and/or specifications of this Opening Package, which may modify the total costs associated with this Opening Package. Tax and freight charges associated with delivery of the Opening Package may vary. If you purchase more than one (1) Protected Territory, you are only required to purchase one Opening Package.
7. Initial Inventory Package. You must purchase an initial inventory package (“Initial Inventory Package”) from our designated vendor. We estimate that that full purchase price of the entire Initial Inventory Package is approximately \$5,000 to \$12,000, not including estimated tax and freight. The Initial Inventory will include items such as irrigation parts and fertilization inventory and other products we authorize or require related to the operation of your Heroes Lawn Care Business. Your actual payments will depend on the Fertilization, and Irrigation Services you offer under your Heroes Lawn Care Business, your credit worthiness, as determined by the lender or supplier, and the lease or finance options you select. We reserve the right to modify the components, standards and/or specifications of the Initial Inventory Package, which may modify the total costs associated with Initial Inventory Package. Tax and freight charges associated with delivery of the Initial Inventory Package may vary. If you purchase more than one (1) Protected Territory, you are only required to purchase one (1) Initial Inventory Package.
8. Equipment Package. You must purchase certain Small Equipment (defined below) and certain Large Equipment (defined below), from our designated vendors (collectively, the “Equipment Package”). The Small Equipment will include items such as power tools, hand tools, spraying equipment, cleaning equipment, safety equipment, personal protective equipment, measuring equipment, containers, and other equipment, tools, accessories and supplies related to the operation of your Heroes Lawn Care Business (collectively, the “Small Equipment”). We estimate that the full purchase price of the Small Equipment is approximately \$4,285. The Large Equipment will include one (1) aerator, and one (1) gas compressor with retractable hose (collectively, the “Large Equipment”). As of the date of this Disclosure Document, the estimated total cost of the Large Equipment \$24,900. As of the date of this Disclosure Document, the estimated initial cost to lease the Large Equipment is \$2,595 and is based upon financing the total purchase price of the required Large Equipment, with a downpayment of One Thousand Dollars (\$1,000), and the remainder financed over a 60-month term, at an interest rate of twelve percent (12%), plus three (3) months of payments. The “low” and “high” estimates set forth above reflect the total purchase price of the Small Equipment, with an estimated cost of \$4,285, and the estimated initial lease costs of the Large Equipment, with an estimated initial lease cost of \$2,595, for a total cost of the Equipment Package estimated at approximately \$6,880, not including estimated tax and freight. Your actual payments will depend on your credit worthiness, as determined by the lender or supplier, and the lease or finance options you select. We reserve the right to modify the components, standards and/or specifications of the Equipment Package, which may modify the total costs associated with the Equipment Package. Tax and freight charges associated with delivery of the Equipment Package

may vary. If you purchase more than One (1) Protected Territory, you are only required to purchase One (1) Equipment Package.

9. Utilities. Utilities includes electric, water, trash, and other utilities for your home office. Utilities may vary depending on geographic location, size, and general market conditions. The figures above assume that all necessary equipment, tools, and supplies are stored within the required vehicles and that the required vehicles are kept at the home(s) of the sales managers or other employees.
10. Vehicles. You are required to acquire the following vehicles: one (1) Fertilizer Truck and one (1) Sales Vehicle, as designated by our standards for irrigation repair and maintenance. The required vehicles must be upfitted with our Proprietary Mark vehicle wraps and certain equipment, tools, and supplies to be used in the operation of your Heroes Lawn Care Business. You must procure the required vehicles and equipment prior to commencing operations of your Heroes Lawn Care, from an Approved Supplier, which may be us or an affiliate.

The “low” and “high” estimates above reflects the costs to finance or lease the required vehicles, as set forth below:

<b>Fertilizer Truck</b>		<b>Low</b>	<b>High</b>
	Vehicle Cost	\$69,665.67	\$76,632.24
	Deposit	\$13,933.13	\$15,326.45
	Amount Financed or Lease	\$55,732.54	\$61,305.79
	Term in Months	60	60
	Rate	7.00%	7.00%
	Per Month	\$1,103.57	\$1,213.93
	3 Months Payment	\$3,311.00	\$3,642.00
	Transportation Costs	\$800.00	\$1,600.00
	<b>Total Initial Cost</b>	<b>\$18,100.00</b>	<b>\$20,600.00</b>
<b>Cargo Van</b>		<b>Low</b>	<b>High</b>
	Vehicle Cost	\$39,200.00	\$43,120.00
	Deposit	\$7,840.00	\$8,624.00
	Amount Financed or Lease	\$31,360.00	\$34,496.00
	Term in Months	\$60	\$60
	Rate	7.00%	7.00%
	Per Month	\$620.97	\$683.06
	3 Months Payment	\$1,863.00	\$2,050.00
	Transportation Costs	\$800.00	\$1,600.00
	<b>Total Initial Cost</b>	<b>\$10,600.00</b>	<b>\$12,300.00</b>
	<b>TOTAL VEHICLE COST</b>	<b>\$28,700.00</b>	<b>\$32,900.00</b>

These estimates may vary based upon lender or supplier, global supply chain, market conditions, interest rate, geographic location, and the vehicle package options you may select. The estimates reflected above and herein are for the initial required vehicles and equipment used in the operation of a single Heroes Lawn Care Business in a single Protected Territory. The estimated costs of the required vehicles include the required equipment and transportation costs. We strongly recommend and expect that you will obtain leasing or financing for the vehicles from a third party. We do not provide any leasing or financing services in connection with the required vehicles and equipment.

If you choose to lease or finance the purchase of your vehicle(s) and equipment, your actual payments will depend on your credit worthiness, as determined by the lender or supplier, global supply chain, market conditions, interest rates, geographic location, vehicle package options you may select, and the finance or lease options you select. Your deposit, term and interest rate may vary. The vehicles must be (i) wrapped in accordance with our designated requirements which incorporate our Proprietary Marks, and (ii) upfitted to our System standards and specifications. All sales calls, estimates, and installations must be done using the required wrapped vehicles.

11. Licenses, Certifications and Permits. You must acquire a general business license, any specialty licenses required by your state or federal agency, and any third-party certifications that may be required by us. We estimate that the costs of these licenses and certifications to be approximately \$500 to \$3,000.
12. Professional Fees. This estimate is based on the fees necessary to create a franchisee entity and retaining legal counsel and accountants to review this Disclosure Document and Franchise Agreement, as well as review applicable state or local laws and regulations pertaining to your business.
13. Dues and Subscriptions. These fees will cover the cost of membership to certain professional and business organizations we recommend that you join. We estimate that these costs could be up to \$1,500. The \$0 figure assumes you decline to join those recommended professional and business organizations.
14. Brand Marketing Fee. As noted in Item 5, within forty-five (45) days after execution of the Franchise Agreement, you must pay us, or our affiliate (as we designate), a Brand Marketing Fee of \$15,000. This is a one-time fee. See Note 14 in Item 6.
15. Marketing and Advertising Expense. As of the date of this Disclosure Document, we do not require you to allocate any money towards locally marketing or advertising your Heroes Lawn Care Franchised Business within your Protected Territory. While you are not required to spend a specific amount on marketing and advertising, you may, at your option, expend an amount that you determine to be appropriate, in your reasonable discretion, on marketing and advertising during the term. You must submit, for our approval, all proposed advertising and promotional materials prior to your use or distribution. You agree to provide to Franchisor records and reports evidencing your marketing and advertising expenditures within five (5) business days of your receipt of a written request for such records and reports from Franchisor. The estimates above reflect a monthly advertising expenditure of approximately \$2,000 to \$4,000 for your first three months of operations.
16. ZeePartnerships Fee. As noted in Item 5, Within forty-five (45) days after execution of the Franchise Agreement, you must pay to us a ZeePartnerships Fee in the amount of \$3,000. This is a one-time fee.
17. Additional Funds. The estimate of additional funds of \$12,000 to \$25,000 is for a period of at least three months and is based on an owner-operated business and does not include any allowance for an owner's draw or salary. We estimate that, in general, you may expect to put additional cash into the business during the first three months of operations, and sometimes longer, but we cannot estimate or promise when or whether, you will achieve a positive cash flow or profits. This estimate does not include any fees paid for debt services. These figures are estimates and we cannot guarantee that you will not have additional expenses in starting the business. Your costs will depend on factors such as: how closely you follow our methods and procedures; your management skills,

experience, and business acumen; local economic conditions; the local market for our products and services; the prevailing wage rate. If you purchase more than one (1) Protected Territory we recommend, but do not require, that you allocate an estimated \$12,000 to \$25,000 of additional funds for each additional Protected Territory you purchase.

18. Initial Investment. These estimates are based on our experience in offering and selling franchises since 2023, as well as the experience of predecessor and estimates we have received from third-party vendors. We do not directly or indirectly offer financing for your initial investment. See Item 10 for more details.

**B. YOUR ESTIMATED INITIAL INVESTMENT FOR A MULTI-UNIT OFFERING WITH MULTIPLE PROTECTED TERRITORIES**

Generally. The Chart below relates to the operation of one (1) Approved Location for two (2) to three (3) Heroes Lawn Care Businesses in two (2) to three (3) Protected Territories, and for one (1) Approved Location for four (4) to five (5) Heroes Lawn Care Businesses in four (4) to five (5) Protected Territories. All fees and payments are non-refundable, unless otherwise stated or permitted by the payee. Actual costs will vary for each franchise location depending on several factors, including market condition and the geographic location of your Approved Location and Heroes Lawn Care Businesses.

1. Multi-Unit Initial Franchise Fees. You will be required to execute a Franchise Agreement for each Heroes Lawn Care Business you are granted to open, as well as our prescribed form of Multi-Unit Addendum, all at the same time. The Initial Franchise Fees will be paid in a lump-sum at the time you execute each Franchise Agreement and Multi-Unit Addendum. The Initial Franchise Fee is nonrefundable. The Initial Franchise Fee is uniformly imposed and deemed fully earned upon execution of your Franchise Agreement. The Initial Franchise Fee covers the costs of marketing, sales, and administrative services incurred or paid by Franchisor, including fees and expenses paid by Franchisor to third-party networks, consultants, brokers, and HorsePower Nation LLC. Please see Item 5 of this Disclosure Document for additional information on the multi-unit Initial Franchise Fees.

TYPE OF EXPENDITURE	AMOUNT-Two to Three Territories	Method of Payment	Time of Payment	To Whom PAYMENT IS TO BE MADE
Initial Franchise Fees (Note 1)	\$99,500 - \$134,500	Lump Sum	Upon execution of the Multi-Unit Addendum	Us
Initial Investment— First Protected Territory (less initial franchise fee)	\$94,775 - \$139,275			
Additional Expenditures (Note 2)	\$12,000 – \$50,000		See Item 7, Chart A (Note 17)	
<b>Total</b> (Note 3)	<b>\$206,275 - \$323,775</b>			

2. Additional Expenditures Associated with Opening and Operating Heroes Lawn Care Businesses. We expect that you will operate your Heroes Lawn Care Businesses from a single centralized Approved Location and using: (i) the same vehicles; (ii) Opening Package; (iii) the Initial Inventory; and (iv) the required equipment, tools, and supplies. However, we recommend that you allocate additional expenditures for Additional Funds, depending on the number of Protected Territories you purchase.

The additional expenditures are as follows:

# of Territories	Additional Funds
2 - 3	\$12,000 -\$50,000

You will only be required to purchase or pay for a single Opening Package, Initial Inventory Package, and Equipment Package regardless of the number of Protected Territories you purchase. Please review the Explanatory Notes following Charts 7(A) and 7(B) for additional information, as well as the Multi- Unit Addendum attached as Exhibit C.

We only require you to attend, and successfully complete, our Initial Training Program once in connection with the purchase of multiple Heroes Lawn Care Protected Territories. We reserve the right to require you to invest in additional infrastructure and/or equipment and staffing requirements, as may be set forth more specifically in the Operations Manual, to ensure adequate brand servicing in the Protected Territory.

3. Initial Investment. These estimates are based on our experience in offering and selling franchises since 2020, as well as the experience of our predecessor and estimates we have received from third-party vendors.

## **ITEM 8**

### **RESTRICTIONS ON SOURCES OF PRODUCTS AND SERVICES**

You must operate your Heroes Business in conformance with our methods, standards, and specifications, which we prescribe in our proprietary and confidential operations Manual (the “Operations Manual”), and various other confidential manuals, writings, and other information prepared by us for your use in operating a Heroes Business which are provided in the Operations Manual or communicated to you in writing or other means of communication. We may periodically change our standards and specifications at our sole discretion, and you must comply with all changes.

1. Approved Products and Services

All vehicles, supplies, equipment and inventory used by you in the Heroes Lawn Care Business must meet our then-current System standards and specifications, including but not limited to branding requirements (including color and label requirements) that comply with our then-current standards and specifications, which we will establish and modify at our discretion. You may incur an increased cost to comply with such changes at your own expense.

We reserve the right to require you to purchase any of the items necessary to establish and operate your Heroes Lawn Care Business in accordance with our standards and specifications and/or from

an Approved Supplier, from us, an affiliate, or our designated vendors and suppliers.

You must offer for sale all products and services which we prescribe and only those products and services which we prescribe. You may not offer any other products or services for sale without having received our prior written authorization. You must always maintain sufficient levels of inventory as specified in the Operations Manual, to adequately satisfy consumer demand. You must offer, use, and sell all private label products which we may now or in the future designate for sale by System franchisees. Some suppliers may provide us with test equipment for use in our training center, advertise in our newsletters, and may also sponsor events and/or rent booth space at our Annual Conference or regional meetings.

## 2. Designated and Approved Suppliers

As of the date of this Disclosure Document, we, or our affiliates, are the Approved Supplier for certain services, supplies, equipment, and inventory required for the establishment and operation of your Heroes Lawn Care Business. We reserve the right to require you to purchase or lease certain goods or services from designated vendors or Approved Suppliers, which may include us or an affiliate, and/or to negotiate arrangements, or modify the structure, terms, or prices of such arrangements, with these designated vendors or Approved Suppliers, which may be us or an affiliate, including service requirements for our franchisees, prices, and terms, for the benefit of the franchisees, as well as rebates.

You must purchase your Initial Inventory from our Approved Suppliers or one of our Designated Vendors (as we designate). Please see Item 7 for a description of the Initial Inventory.

You must purchase your initial vehicles, and certain other equipment, tools, and supplies, from one of our designated vendors or Approved Suppliers, which may be us or an affiliate. We strongly recommend and expect that you enter into a financing or leasing arrangement with a third party for your vehicles and certain other equipment, tools, and supplies you must procure for the operation of your Heroes Lawn Care Business, and your payments made in connection with these financed or leased items will be paid to that third-party financing/leasing provider and not us or an affiliate.

As of the issuance date of this Disclosure Document, we and/or our affiliates are also the only Approved Suppliers for the following goods and services: (i) Brand Marketing Fee; (ii) Tuition Fee; (iii) ZeePartnerships Fee; and (iv) all sales materials and merchandise bearing the Proprietary Marks.

Following your initial purchase of the aforementioned items from us, you must purchase merchandise with our Proprietary Marks from us, an affiliate, or our designated vendor.

Recognizing that preservation of the System depends upon product and service uniformity and the maintenance of our trade dress, you must purchase those certain goods, services, furnishings, fixtures, computer hardware and software, including CRM software and Microsoft Office 365 accounts with support for applications such as Outlook email, OneDrive file sharing, and Teams communication tools, and other equipment, tools, supplies, and inventory, from us or from approved or designated suppliers that we will specify, from time to time, in the Operations Manual and otherwise in writing (each an "Approved Supplier"). We, our affiliates or a designated third party may be one of several, or the only, Approved Supplier of any particular good or service. We reserve the right to require you to purchase any products and services, including equipment, supplies, computer hardware and software, directly from us or our affiliate. We and our affiliates have the right to realize a profit or otherwise derive revenue on any products or services that we,

our affiliates, or our Approved Suppliers supply and/or provide to you.

We may establish business relationships, from time to time, with suppliers who may produce and/or provide certain goods or services that you are required to purchase from only that supplier (each a “System Supplier”). These System Suppliers may provide, among other things, supplies, fixtures, technology, software, and equipment, all in accordance with our proprietary standards and specifications or private label goods that we have authorized and prescribed for sale by System Heroes Lawn Care Businesses. You recognize that such products and services are essential to the operation of your Heroes Lawn Care Business and to the System generally. Your failure to pay System Suppliers may interfere with such suppliers’ willingness to supply the System and may result in other System Heroes Lawn Care Businesses’ inability to obtain a product or an ability to obtain a product only on less favorable credit terms. Accordingly, you must pay System Suppliers as and when due. You must use products purchased from Approved Suppliers solely in connection with the operation of your Heroes Lawn Care Business and not for any competitive business purpose.

3. Ownership Interest in Approved Suppliers / Revenue Derived from Franchise Purchases and Leases

Our officers Josh Skolnick and Zach Beutler own interests in us. Officers Josh Skolnick, Zach Beutler, Mike Marlow, and Taylor Olberding, own interests in certain of the affiliates listed in Item 1 of this Disclosure Document. Other than these ownership interests, as of the issuance date of this Disclosure Document, neither we, our affiliate nor any of our officers currently own an interest in any of our other Approved Suppliers.

We and our affiliates may derive revenues from required purchases and leases by franchisees as well as in the form of rebates or marketing allowances paid to us or our affiliates by Approved Suppliers that we require you to use. As of the issuance date of this Disclosure Document, our affiliate HPB Procurement has negotiated arrangements on our behalf with Approved Suppliers pursuant to which these suppliers pay our affiliate HPB Procurement certain rebates ranging from \$395 to \$11,879, determined on the basis of either number of units of required products purchased, new accounts established, or a percentage of total value of sales orders of required purchases on account of franchisee purchases. During our fiscal year ended December 31, 2023, our affiliate HPB Procurement derived \$1,420,389, or 100% of HPB Procurement’s total revenues for rebate income of \$1,420,389 on account of required franchisee purchases for us and our affiliates, of which \$9,460.79 was allocated to us in 2023. We and our affiliates reserve the right to negotiate arrangements with these Approved Suppliers including service requirements for our franchisees, prices, and terms, for the benefit of the franchisees, as well as rebates.

Your obligations to purchase or lease certain products or services from us, our affiliates and/or our Approved Suppliers, and to purchase or lease goods, services, supplies, fixtures, equipment, computer hardware and software, training and real estate that meet our specifications, are considered “Required Purchases. We estimate that your Required Purchases will account for approximately 77% to 86% of your total costs incurred in establishing your Heroes Lawn Care Business, and approximately 64% to 66% of your ongoing costs to operate the Heroes Lawn Care Business after the initial start-up phase.

We have the sole right, exercisable at any time and upon notice, to designate a vendor or supplier, which may include one of our affiliates, from whom you must purchase all insurance policies required by Franchisor to operate the Heroes Lawn Care Business.

We and our affiliates reserve the right to derive revenue from the Required Purchases you make

from us and our affiliates, as well as purchases or leases made from or by our designated and Approved Suppliers.

As we are a newly formed entity, neither we nor any affiliate has derived any revenue from our franchisees' required purchases or lease as of the issuance date of this Disclosure Document.

#### 4. Alternative Product or Supplier Approval

If you wish to purchase any unapproved item, including inventory, and/or acquire approved items from an unapproved supplier or provider, you must provide us the name, address and telephone number of the proposed supplier or provider, a description of the item you wish to purchase, and the purchase price of the item, if known. At our request, you must provide us, for testing purposes, a sample of the item you wish to purchase. We are not required to approve any particular product or supplier. We may base our approval of any such proposed item or supplier on considerations relating not only directly to the item or supplier/provider itself, but also indirectly to the uniformity, efficiency, and quality of operation we consider necessary or desirable in our System as a whole, as well as the maintenance of our Confidential Information, in our sole discretion.

We have the right to receive payments from suppliers on account of their dealings with you and other Heroes Lawn Care Businesses and to use all amounts we receive without restriction (unless instructed otherwise by the supplier) for any purposes we deem appropriate. We are not required to approve an unreasonable number of suppliers or providers for a given item if we believe that such approval may result in higher costs or prevent the effective or economical supervision of approved suppliers or providers.

You, or the proposed supplier or provider, must advance us our reasonable costs we estimate we will incur in connection with inspecting the alternate supplier or provider, its facilities and/or the previously non-approved item(s) you propose prior to any purchase. If the costs we incur are more than the amount you advanced, then we may withdraw additional funds through the EFT Program from your designated bank account for the difference; or if the actual amount we incur is less than the amount of the advancement, then we will credit the excess amount to the payment of your future obligations.

We will use reasonable efforts to notify you in writing if your request is approved or denied within 30 days of: (i) our receipt of all supporting information from you regarding your request; and (ii) our completion of any necessary inspection or testing associated with your request. If we do not provide written approval within this period, then your request will be deemed denied. We may, but are not required to, provide your proposed supplier or provider with our specifications for the item that you wish the third-party to supply, provided that third-party executes our required non-disclosure agreement form. Each proposed supplier or provider that we approve of must comply with our requirements regarding insurance, indemnification, and non-disclosure. If we approve any supplier or provider, you may enter supply contracts or other agreements with that third party, but under no circumstances will we guarantee your performance of any such supply contract or other agreement.

We may re-inspect and revoke our approval of particular products or suppliers/providers if we determine that such products or suppliers no longer meet our standards, in our sole discretion. Once you receive written notice from us that we have revoked our approval, you must immediately cease purchasing products from that supplier or provider.

We do not provide any material benefit to you if you buy from sources we approve, but we may

default you under (or terminate) your Franchise Agreement, or otherwise deny your request to enter into or renew these agreements, based on your failure to make required purchases from our Approved Suppliers or otherwise in accordance with our standards and specifications.

5. Approved Location

You must operate the Heroes Lawn Care Business from an approved facility that meets our current standards and specifications (the “Approved Location”). You may use either a home office or leased commercial property as your Approved Location, however, if you elect to utilize a leased commercial property as your Approved Location, such proposed location must: (i) be secured within ninety (90) days after the date of execution of the Franchise Agreement; (ii) be located in a Protected Territory; (iii) be approved and consented to by Franchisor in writing, prior to execution of any lease thereon; and (iv) meet our current standards and specifications, including, but not limited to, square footage, design, layout, signage, equipment and inventory storage. The factors we consider in approving your location include but are not limited to: (i) the type of commercial space; (ii) the geographic location of the space and whether it is centrally located within your Protected Territory; (iii) whether there is enough space for office and storage; and (iv) whether the terms of the lease are favorable.

We may also condition our approval of your lease upon, among other conditions, execution of a collateral assignment of lease (which is attached to the Franchise Agreement as Exhibit F) by you and your landlord, if any, under which your landlord shall grant us the rights to assume your rights and obligations under your lease in the event that you breach your lease agreement or your Franchise Agreement is terminated or expires. You must continuously maintain an Approved Location throughout the Term of the Franchise Agreement without interruption. You may not relocate the Heroes Lawn Care Business without our prior written consent.

6. Advertising and Promotional Materials

We must approve all self-generated or non-approved third-party advertising materials prior to publication or use.

7. Insurance

You must purchase and maintain, at your own expense, the types and minimum amounts of insurance coverage and bonds we specify for Heroes Lawn Care Businesses. You must purchase the required insurance from our designated vendor at least 30 days before opening your Heroes Lawn Care Business or upon signing a lease for the Approved Location or commercial office or warehouse, if any, whichever is earlier. The limits described in the paragraph below are the minimum amounts that you are required to purchase. You must carry insurance required by the lease of your Approved Location or commercial office or warehouse, if any, by any of your lenders or equipment lessors, and such Worker’s Compensation Insurance as may be required by applicable law. If you sign a lease for the Approved Location or commercial office or warehouse, if any, or any agreement that requires a higher amount than provided below, then you must obtain the higher level of coverage under the terms of the lease or agreement. However, if you sign a lease for the Approved Location or commercial office or warehouse or any agreement that does not require the minimum coverage set forth below, you must still purchase and maintain insurance that meet our requirements.

The paragraph below sets out our current required and recommended insurance coverage as of the date of this Disclosure Document, which are subject to change:

(i) Commercial General Liability insurance in the amount of \$1,000,000 per occurrence and \$2,000,000 aggregate limit per location, which will include products and completed operations coverage, personal and advertising injury, fire damage liability and medical payments coverage; and it will be provided on an occurrence form. Also, the Contractor's Pollution and Professional Liability policies may be combined with the Commercial General Liability policy; (ii) Automobile Liability and Physical Damage insurance in the amount of \$1,000,000 Combined Single Limit coverage for all owned, non-owned and hired vehicles and include physical damage coverage with deductibles not higher than \$1,000 for comprehensive and collision damage; (iii) Contractor's Equipment Floater insurance in the amount of to cover the mobile equipment used in your franchised business; (iv) Employment Practices Liability insurance in the amount of \$250,000 aggregate including third party endorsement and naming franchisor as Co-Defendant; (v) Workers' Compensation and Employer's Liability statutory coverage and Employer's Liability insurance in the amount of \$1,000,000 by accident, \$1,000,000 by disease-policy limit, \$1,000,000 by disease each accident; (vi) Contractor's Professional Liability insurance in the amount of \$1,000,000 to cover errors and omissions claims; (vii) Property Insurance for one hundred percent (100%) of the replacement cost of your business personal property; and, notwithstanding the foregoing; and (viii) Umbrella Liability insurance to be excess over Commercial General Liability, Automobile Liability and Employer's Liability; and (ix) Pesticide and Herbicide Applicator insurance, including Pesticide Applicator Pollution Liability coverage, in the amount of \$1,000,000. We reserve the right to increase or modify the insurance coverage requirements and/or require different or additional kinds of insurance for which you will comply upon written notice from us.

We must approve all insurance carriers in advance and in writing. Our acceptance of an insurance carrier does not constitute our representation or guarantee that the insurance carrier will be capable of meeting claims during the term of the insurance policy.

Each of your insurance policies must be written by a carrier with an industry rating of A-VII or better as reported in the most recent edition of A.M. Best's Insurance Reports, must name us, our subsidiaries, affiliates, and respective officers, directors, members, shareholders and employees as additional insureds, and must not have deductibles, exclusions or co-insurance that are unacceptable to us, in our sole discretion. Each insurance policy must contain an express waiver by the insurance company of subrogation rights in favor of us, our affiliates, successors, assigns and any party we designate and will be primary and non-contributory to any insurance we might carry. All insurance policies you hold will be primary and non-contributory to any policy or policies held by us or our affiliates. Each insurance policy will list us as an additional insured except the Employment Practices Liability policy will provide us coverage. The Employment Practices Liability policy is required to have an endorsement as listed on Form CG 20 29 or its equivalent and must name franchisor as Co-Defendant.

At least 30 days prior to opening your Heroes Lawn Care Business, you must provide us with certificates of insurance demonstrating that you have met the requirements. At least 10 days before expiration of a policy, you must furnish evidence of renewal or replacement insurance. If you do not obtain the required coverage, we have the right (but no obligation) to obtain insurance on your behalf. If we do so, you must reimburse us for the cost of insurance, plus a reasonable fee for our services. All insurance policies you hold will be primary to any policy or policies held by us or our affiliates.

Additionally, you agree not to permit any third-party subcontractor to perform any work or offer any services on your behalf unless such subcontractor maintains insurance coverage in such amounts and types as we require you to maintain, with the specific addition that subcontractors cannot exclude principals from its workers' compensation coverage and that liability policies name

us and our affiliates as additional insured parties. You agree to maintain evidence that such insurance by your subcontractors is in effect and to provide such proof of insurance as we may require, in our sole discretion, from time to time.

We have the sole right, exercisable at any time and upon notice, to designate a vendor or supplier, which may include one of our affiliates, from whom you must purchase all insurance policies required by us to operate the Heroes Lawn Care Business.

8. Computer Hardware and Software

You must purchase any computer hardware, software and peripherals that meet our System standards and specifications. Please see Item 11 of this Disclosure Document for additional information regarding our computer hardware and software purchasing requirements.

9. Purchasing and Distribution Cooperatives; Rebate Programs

We reserve the right to participate in certain purchasing or distribution cooperatives; and we reserve the right to establish these types of cooperatives in the future. We, or our affiliates, may negotiate certain purchase arrangements (including price terms) for the purchase of certain items with suppliers for the benefit of franchises. There are currently no purchasing or distribution cooperatives for Heroes Lawn Care Businesses.

We and/or our affiliates and/or designated suppliers (as we designate or authorize) reserve the right to establish rebate programs for certain purchases of certain products and/or services, and/or in connection with use of our approved suppliers or designated vendors (the “Rebate Program”) which may include discounted pricing, special terms, rebates, or other incentives or benefits (individually and collectively, the “Rebate”). We, and/or our affiliates, and/or third party suppliers reserve the right to (but are not contractually required to) establish and offer you an opportunity to participate in one or more Rebate Programs and to condition your participation in any such Rebate Program on, among other conditions we may designate, your: (i) meeting certain eligibility requirements; (ii) execution of a designated form of Rebate Program participation agreement or amendment, which may include, among other terms, a general release of claims you, your owners and/or affiliates may have against us and/or any of our affiliates, owners, employees, officers, directors, successors and/or assigns; and (iii) compliance with purchasing requirements. We, our affiliates and third-party suppliers are not required to establish or offer Rebate Programs but may do so at any time. Additionally, if established, we, our affiliates and third-party suppliers reserve the right to discontinue or terminate any Rebate Program at any time effective on notice to you. We, and/or our affiliates, may derive revenue, material consideration and/or receive a commission or fee in connection with any Rebate Program.

As of the date of this Disclosure Document we have not received any revenues from any Rebate Program.

Recognizing that preservation of the System depends upon product and service uniformity and the maintenance of our trade dress, you must purchase those certain goods, services, furnishings, fixtures, computer hardware and software, including CRM software and Microsoft Office 365 accounts with support for applications such as Outlook email, OneDrive file sharing, and Teams communication tools, and other equipment, tools, supplies, and inventory, from us or from approved or designated suppliers that we will specify, from time to time, in the Operations Manual and otherwise in writing (each an “Approved Supplier”). We, our affiliates or a designated third party may be one of several, or the only, Approved Supplier of any particular good or service. We reserve

the right to require you to purchase any products and services, including equipment, supplies, computer hardware and software, directly from us or our affiliate. We and our affiliates have the right to realize a profit or otherwise derive revenue on any products or services that we, our affiliates, or our Approved Suppliers supply and/or provide to you.

**ITEM 9**  
**FRANCHISEE'S OBLIGATIONS**

The table lists your principal obligations under the Franchise Agreement and other agreements. It will help you find more detailed information about your obligations in these agreements and in other items of this Disclosure Document.

Obligation	Section in Franchise Agreement	Section in Multi-Unit Addendum	Item of Disclosure Document
A. Site selection and acquisition/lease	7.1	Not Applicable	Items 7, 8, 11 and 12
B. Pre-opening purchases/ leases	7.1, 7.3, 7.4, 7.8, and 7.11	4	Items 7 and 8
C. Site development and other pre-opening requirements	7.1 and 9	Not Applicable	Items 6, 7, 8 and 11
D. Initial and ongoing training	7.2 and 8	2	Items 6 and 11
E. Opening	7.3	Not Applicable	Item 11
F. Fees	2.2.9, 3, 12.3, 14.3.2.7, 14.3.2.8, and 22.8	3	Items 5, 6, 7, and 11
G. Compliance with standards and policies/ operations manual	6, 7.4 through 7.10, 7.14, 7.15 and 7.17	Not Applicable	Items 8 and 11
H. Trademarks and proprietary information	4, 5, 7.8 and 7.14	Not Applicable	Items 13 and 14
I. Restrictions on products/ services offered	1.2 through 1.7, 7.4 and 7.5	Not Applicable	Items 8, 12 and 16
J. Warranty and customer service requirements	7.18 and 7.19	Not Applicable	Items 15 and 16
K. Territorial development and sales quotas	Not Applicable	Not Applicable	Items 12 and 17
L. Ongoing product/ service purchases	7.4 and 7.5	Not Applicable	Items 8 and 11
M. Maintenance, appearance and remodeling requirements	7.1.2, 7.15, and 7.17	Not Applicable	Items 6, 7, 8 11, and 12
N. Insurance	9	Not Applicable	Items 6, 7 and 8
O. Advertising	12	Not Applicable	Items 6 and 11
P. Indemnification	13.2	Not Applicable	Item 6
Q. Owners' participation/ management/ staffing	7.6.3 through 7.6.5, and 7.10	5	Items 11 and 15

R. Records and reports	10 and 11	Not Applicable	Item 6
S. Inspections and audits	7.7 and 11	Not Applicable	Items 6 and 11
T. Transfer	14	Not Applicable	Item 17
U. Renewal	2.2	Not Applicable	Item 17
V. Post term obligations	16.1 and 17.2	Not Applicable	Item 17
W. Noncompetition covenants	17	Not Applicable	Item 17
X. Dispute Resolution	18	Not Applicable	Item 17

**ITEM 10**  
**FINANCING**

We may, in limited circumstances and at our option, but under no circumstances are we obligated to, finance a portion of your Initial Franchise Fee, up to sixty percent (60%) of the Initial Franchise Fee for the purchase of your second (2<sup>nd</sup>) Protected Territory and up to eighty percent (80%) of the Initial Franchise Fee for the purchase of your third (3<sup>rd</sup>) Protected Territory, up to a maximum of \$52,000 (the “Maximum Amount”). Our decision to finance a portion of your Initial Franchise Fees for the purchase of your second (2<sup>nd</sup>) or third (3<sup>rd</sup>) Protected Territory will be based, in part, on your creditworthiness, the collateral you have available to secure the financing and our then-current financing policies. We do not offer financing of the Initial Franchise Fee for the purchase of your first (1<sup>st</sup>) Protected Territory.

If you wish to finance a portion of your Initial Franchise Fee up to the Maximum Amount, and we agree to provide such financing, you must sign a Secured Promissory Note and General Security Agreement substantially in the form of Exhibit J to the Franchise Agreement. If you are a corporation or limited liability company, all of the franchisee’s owners must personally guarantee the obligations of the corporation or limited liability company (as applicable), a Personal Guarantee of Corporate Obligations substantially in the form of Exhibit A to the Franchise Agreement. The Secured Promissory Note obligates you to pay us the amount of your Initial Franchise Fee that we agree to finance, plus interest at the rate set forth below, plus any fees set forth in the Secured Promissory Note. The General Security Agreement grants us a security interest in substantially all of your assets, including after acquired property, to secure your payments under the Secured Promissory Note, pursuant to which we will file a UCC financing statement with the appropriate governmental authority. Under the terms of the Secured Promissory Note, you agree to waive your right to notice of a collection action and to assert any defenses to collection against us. You may prepay the principal amount of the Secured Promissory Note at any time without prepayment penalty. All franchisees approved for financing agree to the same financing terms for the portion of the Initial Franchise Fee that is financed.

The terms under which we may finance a portion of your Initial Franchise Fee include:

Item Financed	Amount Financed	Term (months)	Rate of Interest Plus Finance Charge	Monthly Payment	Prepay Penalty	Liability Upon Default	Loss of Legal Right
Initial Franchise Fee— 2 <sup>nd</sup> Territory	Up to 60% (\$24,000)	Up to 36 Months	Prime Rate (defined in Note 1) + 2%	Variable	None.	Lose franchise / balance of loan accelerated upon default / attorney fees, and costs of enforcement. See Note 2.	See Note 2.
Initial Franchise Fee— 3 <sup>rd</sup> Territory	Up to 80% (\$28,000)	Up to 36 Months	Prime Rate (defined in Note 1) + 2%	Variable	None.	Lose franchise / balance of loan accelerated upon default / attorney fees, and costs of enforcement. See Note 2.	See Note 2.

**Notes:**

1. “Prime Rate” means the U.S. prime interest rate as published in The Wall Street Journal on the date immediately preceding the date of execution of the Franchise Agreement, or if not published on such date, the most recent such rate previously published in The Wall Street Journal.
2. Potential Liabilities Upon Default: If you do not pay on time, we can call the loan and demand immediate payment of the full outstanding balance and obtain court costs and attorneys’ fees if a collection action is necessary. We also have the right to terminate your Franchise Agreement if you do not make your note payments on time. If your Franchise Agreement is terminated, you will lose your right to operate the Franchised Business and will be responsible for complying with all post-termination obligations under the Franchise Agreement, including payment of lost future royalty fees and any and all damages associated with the termination, including attorney’s fees and costs of enforcement. You waive your rights to notice of a collection action and to assert any defenses to collection against us. We may discount the Secured Promissory Note to a third party who may be immune under the law to any defenses to payment you may have against us. If we elect to offer financing of the Initial Franchise Fee to franchisees, we expect that all franchisees approved for financing must agree to the same financing terms disclosed in this Item 10.

Currently, we have no practice or intent of selling, assigning, or discounting to a third party any note, contract or other instrument that you execute, although we reserve the right to do so. We and our affiliates do not receive any direct or indirect payments from any person for the placement of financing.

Except as described above, we do not offer direct or indirect financing. We do not guarantee your note or any other obligation.

**ITEM 11**  
**FRANCHISOR'S ASSISTANCE, ADVERTISING, COMPUTER SYSTEM AND TRAINING**

Except as listed below, we are not required to provide you with any assistance.

A. Pre-Opening Obligations

Before you open your Heroes Lawn Care Business, we, an affiliate, or our designee will provide you with the following assistance:

1. Define your Protected Territory. (Franchise Agreement, Section 1.2).
2. Provide you the Opening Package upon your payment of the required fees. (Franchise Agreement, Sections 3.5 and 6.2)
3. Provide you with our list of all other Approved Products and Services, items and equipment needed to open your Heroes Lawn Care Business, along with our proprietary list of Approved Suppliers for those items (as applicable) (Franchise Agreement, Sections 6.2).
4. Provide you access to our confidential Operations Manual and grant you access to our Intranet System, which includes access to our confidential and proprietary information, including our standards and specifications. You must operate the Heroes Lawn Care Business in accordance with the Operations Manual and all applicable laws and regulations. The Operations Manual may be amended or modified to reflect changes in the System. You must keep the Operations Manual confidential and current and may not copy any part of any Operations Manual without our consent. (Franchise Agreement, Section 6.1). The table of contents for our Operations Manual as of the Issue Date of this Disclosure Document is attached as Exhibit G and currently the Operations Manual has 536 pages.
5. Provide you and two (2) additional individuals, one of which must be your general manager or Designated Manager, with our Initial Training Program, that you must attend and complete to our satisfaction, in accordance with the Initial Training Program chart below. (Franchise Agreement, Section 8.1).
6. Provide advice and guidance, as we deem necessary in our sole discretion, in preparing to open your Heroes Lawn Care Business, including standards and procedures for obtaining inventory and supplies, providing approved services, advertising and promoting the business and otherwise operating the Heroes Lawn Care Business during the start-up phase. (Franchise Agreement, Sections 6.1 and 8.1).
7. Provide you with a dedicated phone number and email accounts which you must use in connection with your Heroes Lawn Care Business and in all marketing items. (Franchise Agreement, Section 7.11).
8. Provide you with assistance in coordinating brand optimization and the other pre-opening and opening services as we deem appropriate in our discretion. (Franchise Agreement, Section 3.6).

B. Training

You (or your operating principal if you are an entity) and up to two (2) additional attendees, one of whom must be your general manager or Designated Manager, for a total of three (3) attendees, must

attend and successfully complete our Initial Training Program to our satisfaction prior to commencing operations of your Heroes Lawn Care Business and commence operating within 180 days of signing the Franchise Agreement. You must pay us our then current Tuition Fee for attendance to the Initial Training Program. As of the date of this Disclosure Document, the current Tuition Fee for the Initial Training Program is \$4,995. The Tuition Fee covers the costs of training, lodging, and certain meals during the Initial Training Program, however, the Tuition Fee does not include travel expenses, meals outside of the formal Initial Training Program hours, and other living or miscellaneous expenses you may incur during the time of training. The Initial Training Program, as provided below, and is conducted at our facility in Omaha, Nebraska (or other facility that we may designate). If the franchisee is a business entity, each franchise owner must attend and successfully complete the Initial Training Program. The primary materials used in connection with the Initial Training Program are contained in our Operations Manual, and we reserve the right to supplement and modify any training materials as we deem necessary in our sole discretion. (Franchise Agreement, Section 8.1). We reserve the right to substitute any in-person training for virtual training at our discretion.

### INITIAL TRAINING PROGRAM

Initial Training Schedule	Classroom-Corporate (Hours)	On the Job-Your Territory (Hours)	Location
Introductions & History of the Heroes Lawn Care	1	0	Omaha, NE
Pre-Launch Manual Review/Questions	1	0	Omaha, NE
Personnel/Human Resources/Staffing	2	0	Omaha, NE
Marketing of Your Heroes Lawn Care Business	2	0	Omaha, NE
Operations Software	5	4	Omaha, NE
Daily Office Operations: Scheduling, Material	4	4	Omaha, NE
Daily Field Operations: In-Home Sales,	6	4	Omaha, NE
Daily Field Operations: Estimating, Insurance,	6	4	Omaha, NE
Customer Service and Warranty	2	0	Omaha, NE
Accounting, KPI's, Royalty Reporting	2	0	Omaha, NE
Final Review and Open Questions & Answers	1	0	Omaha, NE
<b>TOTAL HOURS</b>	<b>32</b>	<b>16</b>	

The subjects taught and the time periods allocated for each subject may vary based on the experience of the people being trained. We intend to offer initial training classes each month.

You and your attendees (if applicable) are all responsible for all personal expenses in connection with all training programs, including costs and expenses for travel expenses, meals outside of the formal Initial Training Program hours, and other living or miscellaneous expenses you may incur during the time of training, including employee wages incurred during training and employee benefits. In addition to these costs and expenses, you will also be responsible for paying an additional fee of \$2,500 per attendee for the Initial Training Program for: (i) any individuals other than you and the two (2) additional representatives of your Heroes Lawn Care Business that attend the Initial Training Program; and (ii) any replacement personnel that we may require attend our Initial Training Program. (Franchise Agreement, Section 8.1). We may also offer additional or refresher training and continuing education from time to time. Some of the additional/refresher training and/or continuing education may be mandatory, and some may be optional. These courses may be conducted digitally online, at our facility in Omaha, Nebraska or at any other location that we designate. We may charge you and any others who attend this training or continuing education courses our then-current Assistance Training Fee for this type of training/education. As of the date of this

Disclosure Document, the current Assistance Training Fee is \$500 per person per day. You and your attendees (if applicable) are responsible for all personal expenses in connection with all training programs, including costs and expenses for transportation, lodging, meals, employee wages incurred during training, and employee benefits. (Franchise Agreement, Section 8.2).

Our training managers and their years of experience within the industry and with us are listed below, but we reserve the right to substitute instructors and use various of our and our affiliate’s personnel, as well as existing franchisees, to provide instruction. Our training managers may utilize other employees to assist them with all aspects of training. Failure to complete initial training to our satisfaction within the applicable period may result in termination of the Franchise Agreement. (Franchise Agreement, Section 8.1).

INSTRUCTOR	SUBJECTS TAUGHT	YEARS OF EXPERIENCE IN THE INDUSTRY	YEARS OF EXPERIENCE WITH FRANCHISOR
Kevin Jones	Financial Education, Accounting, Key Performance Indicators	37	1
Joe Moore	Estimating, Material Ordering, Scheduling Software/POS/CRM	10	2
Nels Peterson	Business Management	30	1

We will train any additional or replacement personnel, subject to the availability of our personnel, digitally online, at our corporate headquarters, or any other location we may select. We reserve the right to charge our then-current training Assistance Training Fee. (Franchise Agreement, Section 8.1). As of the date of this Disclosure Document, the current Assistance Training Fee is \$500 per person per day. You may only use the training materials we provide you with to train your other employees. We will provide updated training materials to you as we develop them. All training materials we provide you with will remain our property, and you agree not to challenge our or our affiliates’ title or rights in or to the training materials. You may not make any disclosure, duplication, or other unauthorized use of any portion of the training materials. (Franchise Agreement, Section 8.1).

**C. Site Selection Assistance**

1. You must operate the Heroes Lawn Care Business from an approved facility that meets our current standards and specifications (the “Approved Location”). You may use either a home office or leased commercial property as your Approved Location, however, if you elect to utilize a leased commercial property as your Approved Location, such proposed location must: (i) be secured within ninety (90) days after the date of execution of the Franchise Agreement; (ii) be located in a Protected Territory; (iii) be approved and consented to by Franchisor in writing, prior to execution of any lease thereon; and (iv) meet our current standards and specifications, including, but not limited to, square footage, design, layout, signage, equipment and inventory storage. The factors we consider in approving your location include but are not limited to: (i) the type of commercial space; (ii) the geographic location of the space and whether it is centrally located within your Protected Territory; (iii) whether there is enough space for office and storage; and (iv) whether the terms of the lease are favorable. We may also condition our approval of your lease upon, among other conditions, execution of a collateral assignment of lease (which is attached to the Franchise Agreement as Exhibit F) by you and your landlord, if any, under which your landlord shall grant us the rights to assume your rights and obligations under your lease in the event that you breach your lease agreement or your Franchise Agreement is terminated or expires. You must continuously maintain an Approved

Location throughout the Term of the Franchise Agreement without interruption. You may not relocate the Heroes Lawn Care Business without our prior written consent.

2. We may (but are under no obligation to): (i) provide you with standards and/or guidelines for your office or warehouse, if any; and/or (ii) otherwise assist you in locating an office or warehouse, if any, to operate your Heroes Lawn Care Business (Franchise Agreement, Section 1.3).
3. If you elect to utilize a leased commercial property as your Approved Location, and such proposed location has not been approved as of date of execution of the Franchise Agreement, we will enter into our prescribed form of Site Selection Addendum (as attached as Exhibit E to the Franchise Agreement), the terms of which will govern the parties' site selection obligations.
4. We estimate that it will take between 90 and 120 days for you to commence operations of your Heroes Lawn Care Business and complete our Initial Training Program and otherwise comply with all your other pre-opening obligations under your Franchise Agreement. The actual length of this period will depend upon factors such as whether you can acquire acceptable financing arrangements, our training schedules, and time necessary to obtain zoning permits, licenses, and variances in your area. You must successfully comply and complete all your pre-opening obligations and open your Heroes Lawn Care Business within 180 days of executing your Franchise Agreement or we may terminate your Franchise Agreement upon notice to you. (Franchise Agreement, Sections 7.3 and 15.2.25).

#### D. Post-Opening Obligations

After you open your Heroes Lawn Care Business, we, or our affiliate or designee, will provide you with the following assistance:

1. We may schedule, and require you, your general manager or Designated Manager (if applicable), estimators, installers, and other employees to attend, additional or remedial training courses. (Franchise Agreement, Sections 6.4 and 6.5). We may charge you our then-current Assistance Training Fee, which, as of the date of this Disclosure Document, is \$500 per person per day, for you and any other persons that attend such additional or refresher training, and you will be solely responsible for any and all expenses associated with such training except as provided herein (including transportation, certain meals, living expenses, employee wages incurred during training, and employee benefits). We will provide this training to you and your employees digitally online; at our corporate headquarters or other training facility we designate. (Franchise Agreement, Section 8.2).
2. We may also provide you with remedial training if we determine, in our sole discretion after conducting an audit or inspection of your Heroes Lawn Care Business, that you are not complying with our System standards and specifications. The purpose of remedial training is to get you back on track and in compliance with our standards and specifications. (Franchise Agreement, Section 8.2).
3. Upon your request, or as we deem necessary in our sole discretion, we may provide on-site training or consultation at the location of your Heroes Lawn Care Business, subject to the availability of our personnel. If we provide such assistance, you will be solely responsible for paying us our then-current Assistance Training Fee, which is presently between \$500 per person per day, as well as any expenses we incur in providing such assistance. (Franchise Agreement, Section 8.3).

4. We may, as we deem necessary in our sole discretion, modify and update the System and Operations Manual, including any standards and specifications, and provide you with updated lists of: (i) Approved Products and Services; (ii) Approved Suppliers; and (iii) items you must purchase in accordance with our System standards and specifications (i.e., equipment, fixtures, inventory, and supplies). (Franchise Agreement, Section 6.1)
5. Provide you with our list of all other Approved Products and Services, items and equipment, tools, supplies, and other items we require you to use in connection with the operation of your Heroes Lawn Care Business, along with our proprietary list of Approved Suppliers or sources of supply for those items (as applicable). (Franchise Agreement, Section 6.2)
6. We and/or our affiliate or designated vendor have established and may operate a Call Center which will field all calls and manage prospective and existing Heroes Lawn Care customers and route/assign work orders/inquiries as we deem necessary in our sole discretion. We and our affiliates or designated vendor reserve the right to discontinue the Call Center at any time. (Franchise Agreement, Sections 6.6).
7. We and our affiliates reserve the right to establish, administer and maintain the Brand Fund as described in further detail below. (Franchise Agreement, Section 12.3).
8. You may only offer for sale all products and services which we prescribe, and only those products and services. You must offer, use, and sell all private label products that we may now, or in the future, designate for sale by System franchises. (Franchise Agreement, Section 7.5).
9. We will review any alternate supplier or non-approved item you propose for use in connection with the Heroes Lawn Care Business, and subsequently approve or deny these proposals as disclosed more fully in Item 8 of this Disclosure Document. (Franchise Agreement, Section 7.4).
10. We may conduct periodic inspections and/or audits of your Heroes Lawn Care Business and/or financial records, as we deem advisable in our sole discretion. (Franchise Agreement, Sections 7.7 and 11.1).
11. We may provide periodic advice and guidance regarding the ongoing operation of your Heroes Lawn Care Business and/or the use of the Proprietary Marks and System in general, as we deem necessary or advisable in our sole discretion. Our advice and assistance may be provided through meetings, printed materials and/or other media that we may make available to you in the System from time to time, or otherwise by telephone, e-mail, electronically, or other manner of communication. In certain circumstances, we reserve the right to charge our then-current Assistance Training Fee in connection with providing such assistance and/or be reimbursed for our reasonable expenses in providing any on-site assistance. (Franchise Agreement, Section 6.3).

E. Advertising and Marketing

1. Advertising Cooperative.

We do not require you to participate in or to contribute to an advertising cooperative or brand fund.

2. Advisory Council.

We reserve the right to form an Advisory Council for the purpose of exchanging ideas and problem-solving methods, advising us on expenditures for System-wide advertising, and coordinating franchisee efforts (an “Advisory Council”). In the event established and you are elected and accept, you must participate actively in the Advisory Council and participate in all Advisory Council meetings as we require. We reserve the right to prepare and amend the governing documents for the Advisory Council from time to time as we deem necessary, and we will determine the topic areas to be considered by the Advisory Council. The Advisory Council shall act in an advisory capacity only, and we shall have the right to form, change, or dissolve an Advisory Council at any time, as we deem necessary in our sole discretion. (Franchise Agreement, Section 12.6)

You may only use or display the advertising materials as set forth in the Operations Manual. All advertising must prominently display the Proprietary Marks and must comply with any standards we establish as specified in the Operations Manual or in any other writing. We may require you to discontinue using any advertising or marketing material within a specified time frame, and at your own cost and expense. (Franchise Agreement, Section 12.1).

Within forty-five (45) days after execution of the Franchise Agreement, you must pay us or an affiliate (as we designate): (i) Brand Marketing Fee of \$15,000 to cover the costs of creation, production, and distribution of brand marketing assets.

#### F. Website and Internet Presence

You must have and maintain adequate hardware and software in order to access the internet at the bit speed we require from time to time. We have the right, but not the obligation, to establish and maintain website(s) that provides information about the System and the products and services offered by Heroes Lawn Care franchises. If we exercise our right to create such website(s), we will have sole discretion and control over it. We also have the right, but not the obligation, to create interior pages on our website(s) that contain information about your Heroes Lawn Care Business and other Heroes Lawn Care locations. If we do create such website(s), we may require you to prepare all or a portion of the website(s) page(s) for the Heroes Lawn Care Business, at your sole expense, and may require you to use a template that we provide. (Franchise Agreement, Sections 12.2.1 and 12.2.2).

Unless you obtain our prior written consent, you are prohibited from establishing or maintaining a separate website, or otherwise maintaining a splash page or other presence on the internet through any social networking site in connection with the operation of your Heroes Lawn Care Business, including without limitation, Facebook, Twitter, LinkedIn, YouTube, Pinterest, Instagram, Snapchat, or any other social media and/or networking site that uses any variation of the Proprietary Marks or references the System. If you seek and obtain our approval to create a separate website or other web presence, you must: (i) establish and operate the website or other web presence according to our standards and policies as we describe in the Operations Manual or otherwise in writing from time to time; and (ii) utilize any templates that we provide to you to create and/or modify your website(s) or other web presence. We may require you to update the content of any social media and/or networking site(s) at the times and in the manner we decide. (Franchise Agreement, Section 12.2.3).

We have the right to modify our policies regarding both our and your use of Internet websites as we deem necessary or appropriate for the best interests of the System. (Franchise Agreement, Section 12.2). We are currently the sole registrant of the domain name [www.heroeslawncare.com](http://www.heroeslawncare.com) and we will be the sole registrant of any other domain names we decide to register in connection with the System in the future. You are prohibited from registering any domain name that contains

words used in, or similar to, any trademark or service mark owned or used by us or our affiliate, or any colorable variation thereof (including any abbreviation, acronym, phonetic variation or visual variation). (Franchise Agreement, Section 12.2.5).

#### G. Computer Hardware and Software

We have the right to specify or require that certain brands, types, makes, and/or models of communications, computer systems, and hardware be used by you, including without limitation: (a) a compatible computer system that complies with our standards and specifications as set forth in the Operations Manual, and is capable of operating financial and other business software; (b) printers and other peripheral hardware or devices; (c) archival back-up systems; and (d) Internet access mode and bandwidth (collectively, the “Computer System”). (Franchise Agreement, Section 7.8).

Presently, you are required to purchase a computer system that meets our Computer System standards and specifications. We also have the right, but not the obligation, to develop or have developed for us, or to designate: (a) computer software programs that you must use in connection with any component of the Computer System, including Microsoft software, CRM software, accounting or bookkeeping software, and proprietary software which you must license from us (collectively, the “Required Software”); (b) updates, supplements, modifications, or enhancements to the Required Software, which you must install at your expense; (c) the tangible media upon which you record data; and (d) the database file structure of the Computer System. At our request, you must purchase or lease, and thereafter maintain, the hardware necessary to support Required Software. You must purchase the components of the System and required software from Approved Suppliers or designated vendors or third-party suppliers (as we designate). You agree, at your own expense, to keep your Computer System in good maintenance and repair and install such additions, changes, modifications, substitutions, and/or replacements to your Computer System or Required Software as we direct from time to time in writing. There currently are no maintenance and support contracts for your Computer System, but we reserve the right to require them at any time. (Franchise Agreement, Section 7.8).

We may modify the specifications and the components of the Computer System from time to time and may require you to obtain specified computer hardware and/or software, including a license to use proprietary software developed by us or others, as well as service and support contracts for the hardware and software. The Franchise Agreement does not impose a limit as to the number or cost of such changes to the Computer System. The estimated cost of purchasing the Computer System is approximately \$2,500 and includes one tablet for your salesperson/estimator, one mobile printer, and hotspot or data service for the tablet(s). We may require that your Computer System be programmed to automatically transmit data and reports about the operation of the Heroes Lawn Care Business to us. (Franchise Agreement, Section 7.8).

We have the right to independently access, monitor, and retrieve any data you input or collect electronically, including access to your Computer System or for any other purpose we deem necessary. You must deliver to us all access codes, static internet protocol (“IP”) addresses and other information to facilitate our access to the data within 30 days of opening the Heroes Lawn Care Business (Franchise Agreement, Section 7.8). We are the sole owners of all databases, lists, templates, programs and any other software components that have been created and/or customized by us using the e-CCM System, Computer System and/or Required Software (the “Proprietary Software”). In the future, we may customize the Proprietary Software and create programs that conduct other activities. You are required to obtain the computer hardware that is necessary to implement the Proprietary Software and comply with all our specifications and standards as

provided in the Operations Manual. This Proprietary Software will be our proprietary product and the information collected from it will be our confidential information. (Franchise Agreement, Section 7.8).

You are required to participate in any System-wide computer network, intranet system, or extranet system that we implement and may be required to use the computer network, intranet system, or extranet system to, among other things: (i) submit your reports due under the Franchise Agreement to us on-line; (ii) view and print portions of the Manuals; (iii) download approved local advertising materials; (iv) communicate with us and other System franchisees; and (v) to complete initial or ongoing training as we designate. You must use the computer network, intranet system or extranet system that strictly complies with the standards, protocols, and restrictions provided in the Operations Manual, including those related to the encryption of confidential information and prohibitions against the transmission of libelous, derogatory or defamatory statements. You will be solely responsible for any licensing and/or maintenance fee(s) associated with any intranet or extranet described above. (Franchise Agreement, Section 7.8).

#### H. Pre-Opening and Post-Opening Progress Meetings

During the pre-opening phase(s) of the Franchised Business, you must participate in and complete thirty (30) minute pre-opening progress meetings with our designated representative at various stages or phases before you begin operation of the Franchised Business, as we designate or as set forth in the Operations Manual. These meetings are designed to evaluate Franchisee progress and performance, and our completion of our pre-opening requirements. You must also participate in thirty (30) minute post-opening progress meetings with us at various stages or phases after you begin operating the Franchised Business, as we determine or as set forth in the Operations Manual. The pre-opening and post-opening progress meetings may be held or conducted digitally, electronically, or as otherwise as we designate. (Franchise Agreement, Section 7.20).

#### I. Additional Investment

We have the right to require you to remodel, reequip, otherwise refurbish your Heroes Lawn Care Business to bring it into conformity with our then-current brand image. (Franchise Agreement, Section 7.17).

#### J. Pre-Opening and Post-Opening Progress Meetings

During the pre-opening phase(s) of the Franchised Business, you must participate in and complete thirty (30) minute pre-opening progress meetings with our designated representative at various stages or phases before you begin operation of the Franchised Business, as we designate or as set forth in the Operations Manual. These meetings are designed to evaluate Franchisee progress and performance, and our completion of our pre-opening requirements. You must also participate in thirty (30) minute post-opening progress meetings with us at various stages or phases after you begin operating the Franchised Business, as we determine or as set forth in the Operations Manual. The pre-opening and post-opening progress meetings may be held or conducted digitally, electronically, or as otherwise as we designate. (Franchise Agreement, Section 7.20).

## **ITEM 12** **TERRITORY**

### Approved Location

You must operate the Heroes Lawn Care Business from an approved facility that meets our current standards and specifications (the “Approved Location”). You may use either a home office or leased commercial property as your Approved Location, however, if you elect to utilize a lease commercial property as your Approved Location, such proposed location must: (i) be secured within ninety (90) days after the date of execution of the Franchise Agreement; (ii) be located in a Protected Territory; (iii) be approved and consented to by Franchisor in writing, prior to execution of any lease thereon; and (iv) meet our current standards and specifications, including, but not limited to, square footage, design, layout, signage, equipment and inventory storage. The factors we consider in approving your location include but are not limited to: (i) the type of commercial space; (ii) the geographic location of the space and whether it is centrally located within your Protected Territory; (iii) whether there is enough space for office and storage; and (iv) whether the terms of the lease are favorable. We may also condition our approval of your lease upon, among other conditions, execution of a collateral assignment of lease (which is attached to the Franchise Agreement as Exhibit F) by you and your landlord, if any, under which your landlord shall grant us the rights to assume your rights and obligations under your lease in the event that you breach your lease agreement or your Franchise Agreement is terminated or expires. You must continuously maintain an Approved Location throughout the Term of the Franchise Agreement without interruption. You may not relocate the Heroes Lawn Care Business without our prior written consent.

The Approved Location must be within the Protected Territory granted to you under the Franchise Agreement, unless consented to in writing by the Franchisor or as provided herein. You may not relocate your Heroes Lawn Care Business without our written consent, which we will not unreasonably withhold provided that the new location meets our then-current criteria for an Approved Location. You are not required to have more than one Approved Location in the event that you purchase two or more contiguous Protected Territories.

### Protected Territory

We will grant you a Protected Territory within which to develop your Heroes Lawn Care Business.

The size of your Protected Territory may vary from other System franchisees based on the location and demographics surrounding your Approved Location. Typically, a single Protected Territory will consist of a population of approximately 200,000 individuals, depending upon geography, demographics, and other factors. The demographics, geography, and other factors we use in defining your Protected Territory are based upon information provided to us by third-party sources that we select in our sole discretion. If the cumulative general population figures used to calculate your Protected Territory exceed the cumulative general population figures set forth in Item 5, you are required to pay, in addition to your Initial Franchise Fee, an overage fee in an amount equal to the number of excess cumulative general population multiplied by thirty cents (\$0.30) per individual.

If you purchase two (2) or more Heroes Lawn Care Businesses, you will be granted separate Protected Territories under each Franchise Agreement you execute, which are generally, but not always, contiguous and immediately adjacent to each other.

You will not receive an exclusive territory. You may face competition from other franchisees, from outlets that we own, or from other channels of distribution or competitive brands that we control. While you will not receive any exclusive rights to provide our Approved Products and Services within your Protected

Territory, it will be protected in that we will not establish or allow another person to establish a Heroes Lawn Care business utilizing the Proprietary Marks and System within your Protected Territory or allow another Heroes Lawn Care franchise to provide Approved Products and Services within your Protected Territory excepted as stated below. As of the issuance date of this Disclosure Document and unless and until we designate otherwise, you must use the Call Center, which will assign appointments based on several factors including your willingness or ability to perform these appointments in your Protected Territory. Appointments are not guaranteed to be assigned to you, including through your use of the Call Center.

You may not solicit, advertise or attempt to service or service any customers outside of your Protected Territory without our prior written consent (which may be withheld for any reason). If you solicit, advertise or sell products or services outside of the Protected Territory without our prior written consent, in addition to all other rights and remedies available to us for a breach of this agreement, we will have the right to terminate the Franchise Agreement.

If, at any time during the term of your Franchise Agreement, more than 5% of your Gross Revenues are derived from operations from or within specific location(s) or area(s) that are outside of your Protected Territory, we may, among other conditions, require you to purchase an additional franchise and enter into our then-current franchise agreement and pay to us the then-current initial fees required under that agreement. We are not required to offer you the opportunity to enter into a franchise agreement to continue operations in any area outside of your Protected Territory and we may revoke any prior granted approval allowing you to operate outside of the Protected Territory at any time, effective on notice to you.

You must pay us a monthly royalty fee (the “Royalty”) in Year 1 and Year 2 in an amount equal to the applicable flat-rate Royalty fee based on total number of Protected Territories and total years in operation as reflected in the below table.

<b>Heroes Lawn Care Flat-Rate Royalty Fee Per Month</b>		
<b># of Protected Territories</b>	<b>Year 1</b>	<b>Year 2</b>
1	\$1,800	\$1,800
2	\$1,800	\$1,800
3	\$1,800	\$1,800

For purposes of the Royalty, Year 1 begins on the date of execution of the Franchise Agreement and ends on the 12-month anniversary thereof.

You must pay us a monthly Royalty in Years 3 through 10 in an amount equal to the greater of either (i) six and one-half percent (6.5%) of Gross Revenues Collected during the immediately preceding month based on year-to-date Gross Revenues; or (ii) the minimum Royalty fee based on total number of Protected Territories and total years in operation as reflected in the below table:

<b>Heroes Lawn Care Minimum Royalty Fee Per Month</b>
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<b># of Protected Territories</b>	<b>Year 3</b>	<b>Year 4</b>	<b>Year 5</b>	<b>Years 6-10</b>
1	\$1,800	\$2,100	\$2,400	\$2,700
2	\$2,000	\$2,300	\$2,600	\$2,900
3	\$2,200	\$2,500	\$2,800	\$3,100

### National and Regional Accounts

We have the exclusive right to create National and Regional Account (“NORA”) programs for a group of customers, a partnership or group of partners, that operate under common ownership or control, under the same trademarks or service marks through independent franchises, dealers or licensees, or some other association, located at multiple locations, Chain Customers (as defined below) and other similar organizations for the benefit of the System. We have the exclusive right to solicit and service NORA customers within or outside of your Protected Territory. You may not solicit, service or otherwise pursue any NORA relationships, whether the contacts for these relationships are in your Protected Territory or not, without our prior written consent. You may not service, solicit or otherwise pursue a relationship with a NORA or potential NORA or any of its members or associates, without notice to us and our prior written consent. A “Chain Customer” is a non-residential customer, a group of customers, a partnership or group of partners, that operate under common ownership or control, under the same trademarks or service marks through independent franchises, dealers or licensees, or some other association, located at multiple locations whose presence is not confined within any one particular territory.

Following the execution of a contract with or the acceptance of a bid by a NORA customer which contemplates the provision of services to one or more NORA locations within the Protected Territory, we may, at our sole option, provide you the option to perform such services pursuant to the terms and conditions of the NORA contract or on such terms and conditions as we determine in our sole discretion. In order to service any NORA customers, you must enter into our then-current form of NORA participation agreement, the terms of which will govern all NORA work. If we elect to exclusively service a NORA customer within the Protected Territory, if you are unable to service the NORA customer or are otherwise in default of your franchise agreement, or if you elect not to provide services to a NORA customer in conformity with the terms and conditions of the NORA bid or contract, we shall have the right, exercisable in its sole discretion, to:

1. provide, directly or through any other licensee or franchisee utilizing the Proprietary Marks, services to the NORA customer location(s) within the Protected Territory on the terms and conditions contained in the NORA bid or contract; and/or
2. contract with another party to provide such services to the NORA customer location(s) within the Protected Territory on the terms and conditions contained in the NORA bid or contract between us and the NORA customer, utilizing the Proprietary Marks or any other trademarks, service marks or trade names.

Neither the direct provision by us (or a System franchisee, licensee, or our agent) of services to NORA customers, nor our contracting with another party to provide such services shall constitute a violation of your rights in the Protected Territory. You disclaim any compensation or consideration for work performed by us or others in the Protected Territory on account of NORA customers within the Protected Territory.

### Rights Reserved by Us

We and our affiliates also reserve the exclusive right to: (i) establish and operate, and license third parties the right to establish and operate, other Heroes Lawn Care Businesses using the Proprietary Marks and System at any location outside of the Protected Territory; (ii) acquire, merge with, engage in joint ventures with, or otherwise affiliate with, and thereafter own and operate and franchise others the right to own and operate, any business of any kind regard less of location; (iii) open and operate, or license third parties the right to open or operate, businesses that offer products and services similar to the Heroes Lawn Care Business under marks other than the Proprietary Marks at any location; (iv) use the Proprietary Marks and System, and license others to use the Proprietary Marks and System, to engage in any other activities not expressly prohibited under your Franchise Agreement; (v) have any of our affiliates operate under the trade name Heroes Lawn Care, provide support to you and your Heroes Lawn Care Business and/or perform work within the Protected Territory, including the provision of labor, materials, equipment, and project management on projects in the Protected Territory, as well as charge you its then-current fee to provide such services; (vi) sell and distribute, directly or indirectly, or license others to sell and distribute within or outside the Protected Territory, directly or indirectly, any products, services or merchandise, Approved Products and Services, from any location or to any purchaser or through any alternative channel or method of distribution including, but not limited to, via retail and wholesale distribution, in supermarkets, hardware stores, club stores and other retail facilities, via mail order and e-commerce channels, as long as these sales are not conducted from a Heroes Lawn Care Business physically operated from a location within the Protected Territory; and (vii) designate and service NORAs within and outside the Protected Territory as described above.

Alternate Channels of Distribution

We, our affiliates, or third parties may distribute our and our affiliates’ products and services in your Protected Territory, including various lawn care, fertilization or irrigation products, already developed and those yet to be developed, through any alternate channels of distribution that we may choose. These alternate channels of distribution will include, but are not limited to, the sale and distribution of the products and services via the internet and through joint marketing with partner companies under terms and conditions that we deem appropriate. You have no right to: (i) to distribute such products or services through alternative channels of distribution; or (ii) to share in any of the proceeds that a party received through these alternate channels.

**ITEM 13**  
**TRADEMARKS**

You will have the limited right to use the following Proprietary Marks we have registered with the United States Patent and Trademark Office (“USPTO”), as well as any other Proprietary Marks we may now or in the future designate in connection with the System, provided you use these marks in accordance with our System standards and specifications:

We have registered with the USPTO for the following trademarks:

MARK	REGISTRATION NO.	REGISTRATION DATE	REGISTER
Heroes Lawn Care	7094814	June 27, 2023	Principal
Heroes Doody Duty	7095005	June 27, 2023	Principal
Heroes Fertilizer Force	7095007	June 27, 2023	Principal

Heroes Irrigation Army	7095006	June 27, 2023	Principal
	7095000	June 27, 2023	Principal
	7134580	August 8, 2023	Principal
	7134579	August 8, 2023	Principal

Additionally, we have applied to the USPTO for the following design mark and character mark:

MARK	SERIAL NO.	APPLICATION DATE	REGISTER
	97299234	March 7, 2022	Principal

Additionally, we have secured a Nebraska, Georgia, and South Carolina trademark registration for the following design mark:

MARK	REGISTRATION DATE	STATE REGISTER

	<p>May 5, 2022</p>	<p>Nebraska</p>
	<p>June 15, 2022</p>	<p>Georgia</p>
	<p>August 10, 2022</p>	<p>South Carolina</p>

We do not have a federal registration for certain of the above character trademark and design trademarks. Therefore, they do not have as many legal benefits and rights as a federally registered trademark. If our right to use the trademark is challenged, you may have to change to an alternative trademark, which may increase your expenses.

We and our principals derived the right to use the Proprietary Marks from a license agreement we entered into with our affiliate HPB Lawn Care Holdings LLC (the “License Agreement”). Under the License Agreement, we have the right to use the Proprietary Marks and System, as well as license third parties the right to use the Proprietary Marks and System to operate the Heroes Lawn Care Business(es), as part of our franchise system.

There are currently no effective determinations of the USPTO, the Trademark Trial and Appeal Board, the trademark administrator of any state or any court; no pending interference, opposition or cancellation proceedings; nor any pending material litigation involving any of the Proprietary Marks. Currently, there is no litigation pending or otherwise that limits our ability to use or license the Proprietary Marks to you or any other franchisee. There are no other agreements that will affect our right to use, and license you to use, the Proprietary Marks in any manner material to the System and franchises offered in this Disclosure Document. We have filed all required affidavits with the USPTO. As of the date of this Disclosure Document, we have not renewed any registration at this time, as the time for renewal has not occurred.

Your right to use the Proprietary Marks granted under the Franchise Agreement is non-exclusive, and we retain the right, among others: (i) to use the Proprietary Marks for selling products and services; (ii) to grant others licenses for the Proprietary Marks, in addition to those licenses already granted to existing franchisees; and (iii) to develop and establish other systems using the same or similar Proprietary Marks, or any other proprietary marks, and to grant licenses or franchises in those systems without providing any rights to you.

All your usage of the marks and any goodwill you establish will be for our exclusive benefit and you retain

no rights in the Proprietary Marks on the termination or expiration of the Franchise Agreement. You may not use the Proprietary Marks as a part of any corporate or trade name or as part of a domain name, or an electronic address, nor may you use any trade name, trademark, service mark, emblem or logo other than the Proprietary Marks, as we may designate. You must prominently display the Proprietary Marks on the items we designate, including signs and packaging materials. You must obtain fictitious or assumed name registrations we require or under applicable law. You must identify yourself as the owner of the Heroes Lawn Care Business by placing your name on the Heroes Lawn Care Business and on all checks, invoices, receipts, contracts and other documents that bear any of the Proprietary Marks, and on all printed materials your name must be followed by the phrase “a Heroes Lawn Care franchisee” or any other phrase as we direct. Upon termination or expiration of the Franchise Agreement, you are required to de-identify your Heroes Lawn Care Business, removing all our trademarks, logos, or other proprietary or intellectual property items that we specify.

You must immediately notify us of any information that you acquire concerning any use by others of names or marks which are the same, or confusingly or deceptively similar to any of the Proprietary Marks. At our request, you must assist us to protect and maintain our interest in the Proprietary Marks, and we will pay or reimburse your reasonable costs incurred in rendering such assistance, unless we are required to take action to protect our interests because of your wrongful acts or those of any person under your control.

We are not obligated to protect you from the right to continued use of the Proprietary Marks. Although our right to pursue any third-party infringers of our Proprietary Marks is optional, as a company policy, we may elect to aggressively protect our rights under the Proprietary Marks. If at any time we consider it to be advisable (in our sole discretion) for us and/or you to modify or discontinue the use of any Proprietary Mark and/or use one or more additional or substitute trade or service marks, you must comply with our directions within a reasonable time after receiving notice from us and at your expense. We are not obligated to reimburse you for the costs you incur in complying with our directions or the loss of revenue or expenses caused by any modification or discontinuance of a Proprietary Mark. We are not required to protect you against third party claims of trademark infringement or unfair competition; however, we reserve the right to assist in the defense of such matters.

You must immediately notify us of any apparent infringement or challenge to your use of any Proprietary Mark, or any claim by any person of any rights in any Proprietary Mark. You agree not to communicate with any person other than us, our attorneys of choice and your attorneys in connection with any such claim or challenge. If we choose to take over or control the defense of any claim or challenge the cost of such defense will be paid by us, provided that if any claim or challenge is caused by your wrongful acts, we may request that you indemnify us for any claims or damages we incur. This includes paying all our attorneys’, experts or other professional fees we may incur to defend any claim or challenge resulting from any of your wrongful acts. In limited instances, if we take over any claim or challenge, we may reimburse you for the reasonable expenses you incur in connection with cooperating with us, as we deem necessary in our sole discretion.

#### **ITEM 14** **PATENTS, COPYRIGHTS AND PROPRIETARY INFORMATION**

We hold no patents and have no pending patent applications that are material to the franchise. We claim common law copyright and trade secret protection for several aspects of the System including, without limitation, our Operations Manual, training materials, advertising, and business materials.

There are no current determinations, proceedings or litigation involving any of our copyrighted materials. Should you become aware that any unauthorized third party is using any of our patented and/or copyrighted materials, we request that you notify us of such unauthorized use. We may revise our System and any of

our copyrighted materials in our discretion and may require that you cease using any outdated copyrighted material. You will be responsible for printing any revised or new advertising, marketing, or other business materials.

During the term of the Franchise Agreement, you will receive information that we consider trade secrets and confidential information. You may not, during the term of the Franchise Agreement or any time after that, communicate, divulge, or use for the benefit of any other person, partnership, association, corporation, or limited liability company any of these trade secrets, copyrighted materials, methods and other techniques and know-how concerning the operation of the Heroes Lawn Care Business (the “Confidential Information”). You may divulge such Confidential Information only to your employees who must have access to it to perform their employment obligations.

You must require your managers and other key employees to sign our then-current form of Confidentiality and Restrictive Covenant Agreement, where these individuals agree that they will maintain the confidentiality of information they receive in connection with their employment and restrict their right to work for a competitor while they are employed by you. This agreement will identify us as a third-party beneficiary to the agreement and will give us independent enforcement rights.

The Franchise Agreement provides that if you, your employees, or principals develop any new concept, process or improvement in the operation or promotion of any Heroes Lawn Care Business, you will promptly notify us and provide us with all necessary related information, without compensation or consideration, including, but not limited to, bestowing any rights to you related thereto. Any new concept, process or improvement will become our sole property and we will be the sole owner of all patents, patent applications, trademarks, copyrights, and other intellectual property rights whatsoever related to such new concepts. You and your principals will assign to us any rights you may have or acquire in new concepts you or your employees or contractors develop, including the right to modify such concept, process or improvement, and otherwise will waive and/or release all rights of restraint and moral rights to any new concepts you or your employees or contractors develop. You and your principals agree to assist us in obtaining and enforcing the intellectual property rights to any such concept, process or improvement in any and all countries and further agree to execute and provide us with all necessary documentation for obtaining and enforcing such rights. You and your principals will irrevocably designate and appoint us as your agent and attorney-in-fact to execute and file any such documentation and to do all other lawful acts to further the prosecution and issuance of patents or other intellectual property rights related to any such concept, process or improvement. In the event that these provisions in the Franchise Agreement are found to be invalid or otherwise unenforceable, you and your principals will grant to us a worldwide, perpetual, non-exclusive, fully paid license to use and sublicense the use of the concept, process or improvement to the extent such use or sublicense would, absent the Franchise Agreement, directly or indirectly infringe on your rights to the new concepts.

We may revise any of our copyrighted materials at our discretion and may require that you cease using any outdated item or portion of the Manuals.

**ITEM 15**  
**OBLIGATION TO PARTICIPATE IN THE ACTUAL OPERATION OF THE FRANCHISED BUSINESS**

You (or your principals) must devote his or her personal attention, skill and best efforts to the management and operation of the Heroes Lawn Care Business and to promote and increase the demand for our products and services within the Protected Territory. You agree that you may not, without our prior written consent, engage in any commercial activity that may be injurious to the Heroes Lawn Care Business or the goodwill associated with the Proprietary Marks or System. Your (or your principals’) violation of

these terms will be a material breach of the Franchise Agreement, and we may terminate the Franchise Agreement with notice and without an opportunity to cure.

Upon your written request, we shall permit you to employ a manager to manage the day-to-day operations of the Heroes Lawn Care Business (the “Designated Manager”), provided the Designated Manager: (i) is approved by us in writing prior to hiring; and (ii) successfully completes our Initial Training Program before assuming any managerial responsibility. The Heroes Lawn Care Business must always be staffed with at least one individual who has successfully completed the Initial Training Program. If a Designated Manager resigns or is otherwise terminated, the replacement must be trained pursuant to our then-current standards. The new Designated Manager must successfully complete training within 30 days of hiring. The Designated Manager is not permitted to seek or maintain other employment or engage in any other business activities during the term of the Franchise Agreement.

### **ITEM 16**

#### **RESTRICTIONS ON WHAT THE FRANCHISEE MAY SELL**

You must offer for sale all products and services which we prescribe and only those products and services which we prescribe. You may not offer any other products or services for sale without having received our prior written authorization. You must always maintain sufficient levels of inventory as specified in the Operations Manual, to adequately satisfy consumer demand. You must offer, use, and sell all private label products which we may now or in the future designate for sale by System franchisees.

All products and services you use or offer for sale from your Heroes Lawn Care Business must comply with our standards and specifications. Our standards and specifications are set forth in the Operations Manual, which is revised from time to time. You are responsible for ensuring that your Heroes Lawn Care Business always meets these standards. We have the right to inspect your Heroes Lawn Care Business or attend a project site for quality control purposes. We have the right to change our System, and the requirements thereunder, from time to time.

You must agree to offer and honor, at your own cost, a warranty on all materials and work sold by your Heroes Lawn Care Business to each of your customers in accordance with the terms we establish and modify from time to time.

### **ITEM 17**

#### **RENEWAL, TERMINATION, TRANSFER AND DISPUTE RESOLUTION**

**This table lists certain important provisions of the Franchise Agreement and related agreements pertaining to renewal, termination, transfer, and dispute resolution. You should read these provisions in the agreements attached to this Disclosure Document.**

PROVISION	SECTION IN FRANCHISE AGREEMENT	SUMMARY
<u>A.</u> Length of the franchise term	2.1	Ten (10) years, which will commence on the date we execute the Franchise Agreement.
<u>B.</u> Renewal or extension of term	2.2	One (1) successive ten (10) year term.
<u>C.</u> Requirements for franchisee to renew or extend	2.2.1 through 2.2.9	You must: (i) provide notice of your renewal no fewer than 12 months and no greater than 18

		<p>months prior to the end of the term; (ii) demonstrate to our satisfaction that you have the right to operate the Heroes Lawn Care Business at the Approved Location for the duration of the renewal term; (iii) complete to our satisfaction, no later 90 days prior to expiration of your then-current term, any updating as necessary to bring the Heroes Lawn Care Business into full compliance with our then- current System standards and specifications for new franchisees; (iv) not be in breach of any provision of the Franchise Agreement, or any other agreement with us, our affiliates, approved/designated suppliers and vendors, and also have been in substantial compliance with these agreements during their respective terms; (v) satisfy all monetary obligations you have to us, our affiliates, and approved or designated suppliers/vendors; (vi) execute our then- current form of franchise agreement, the terms of which may materially vary from the terms of your current Franchise Agreement; (vii) satisfy our then-current training requirements; (viii) execute a general release in favor of us and our affiliates in the form we prescribe; and (ix) pay a renewal fee equal to 20% of your Initial Franchise Fee.</p>
<u>D.</u> Termination by franchisee	Not Applicable.	Not Applicable.
<u>E.</u> Termination by franchisor without cause	Not Applicable.	Not Applicable.
<u>F.</u> Termination by franchisor with cause	15.1 through 15.4	We may terminate your agreement upon your default and, in some instances, failure to cure. Termination is effective upon delivery of written notice, except as otherwise provided in the Franchise Agreement.
<u>G.</u> “Cause” defined – curable defaults	15.3	The following are curable defaults under the Franchise Agreement, provided you cure the default

		<p>within 15 days of our notice of: (i) your failure to pay any sums due us, our affiliates or any of our System suppliers/vendors; (ii) your failure to immediately endorse and deliver to us any payments due us from any third party that are erroneously made to you; (iii) your failure to maintain sufficient levels of materials and other supplies; (iv) your failure to maintain the prescribed months, days or hours of operations at the Heroes Lawn Care Business; (v) your failure to personally supervise day-to-day operations or fail to employ a sufficient number of qualified, competent personnel as we prescribe; (vi) your failure to maintain the strict quality controls reasonably required by this Agreement and/or the Manuals; (vii) your failure to procure or maintain any licenses, certification or permits necessary for the operation of the Heroes Lawn Care Business; and (viii) your failure to submit finalized Profit &amp; Loss statements by the 21<sup>st</sup> of each month (or other date required by us).</p>
	15.4	<p>Notwithstanding Sections 15.1, 15.2 and 15.3 of the Franchise Agreement, you will have 30 days to cure any other default under the Franchise Agreement, or any other agreement between us and our affiliates, from the date of our notice.</p>
<p><u>H.</u> “Cause” defined – non-curable defaults</p>	15.1	<p>The Franchise Agreement will automatically terminate without notice or opportunity to cure upon the occurrence of any of the following: (i) if you make an assignment for the benefit of creditors, file a voluntary petition in bankruptcy, are adjudicated bankrupt or insolvent, file or acquiesce in the filing of a petition seeking reorganization or arrangement under any federal or</p>

		<p>state bankruptcy or insolvency law, or consent to or acquiesce in the appointment of a trustee or receiver for you or the Heroes Lawn Care Business; (ii) if proceedings are commenced to have you adjudicated bankrupt or seek your reorganization under any state or federal bankruptcy or insolvency law and such proceedings are not dismissed within 60 days, or a trustee is appointed for you or the Heroes Lawn Care Business without your consent and the appointment is not vacated within 60 days; or (iii) you lose the right to occupy the premises or operate the Heroes Lawn Care Business from the Approved Location.</p>
	<p>15.2</p>	<p>We have the right to terminate the Franchise Agreement upon notice and without opportunity to cure upon the occurrence of any of the following defaults: (i) you or one of your principal (s) are convicted of, or plead guilty or no contest to, a felony or other offense related to the operation of the Heroes Lawn Care Business or which we believe, in our sole discretion, is likely to have an adverse effect on our Proprietary Marks or the goodwill associated therewith; (ii) you or your principal(s) commit any fraud or misrepresentation in the operation of the Heroes Lawn Care Business, including a misrepresentation (financial or otherwise) made in completing your franchise application; (iii) if you or any of your principals, guarantors or agents engage in activity or conduct that materially impairs the goodwill associated with the System or Proprietary Marks and fails to cease and correct such activities or conducts within twenty-four hours of being notified of this breach; (iv) if you or your principals make any</p>

		<p>misrepresentation or omission in connection with your franchise application, including but not limited to any financial misrepresentation; (v) if you fail to complete the Initial Training Program in the required time period; (vi) if we send you two or more written notices to cure any of the defaults set forth in Sections 15.3 and 15.4 of the Franchise Agreement in any twelve month period, regardless of whether or not you subsequently cure these defaults; (vii) your material breach under any other agreement with us or our affiliates, or threaten any material breach of these agreements, or any lease for the Approved Location, and fail to cure such breach within the prescribed time period set forth in that agreement; (viii) your or your principals misuse of our Proprietary Marks or Confidential Information in any manner; (ix) your or your principals disclose any contents of the Operations Manual , Confidential Information, and/or Trade Secretes; (x) your violation of any law, ordinance or regulation, as well as your operation of the Heroes Lawn Care Business in a manner that presents a health or safety hazard to customers or the general public; (xi) your violation of the any of the restrictive covenants set forth in the Franchise Agreement; (xii) if a levy or writ of attachment or execution or any other lien is placed against you or any of your principals or any of their assets which are not released or bonded against within 30 days; (xiii) insolvency of you or your principals; (xiv) if you voluntarily or otherwise abandon the Heroes Lawn Care Business; (xv) if you make any unauthorized transfers of the Heroes Lawn Care Business; (xvi) if you offer any</p>
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		<p>unauthorized or unapproved products or services at or from the Heroes Lawn Care Business; (xvii) if you order or purchase supplies, signs, furnishings, fixtures, equipment or inventory from an unapproved supplier; (xviii) you misuse, or make unauthorized use of, any Proprietary Software that we may develop; (xix) your failure to maintain the required insurance or repay us for insurance we paid for you; (xx) if you fail, within 15 calendar days after notification of non-compliance by federal/state/local government authorities, to comply with any law or regulation applicable to the Heroes Lawn Care Business; (xxi) if the government takes any action against you that results in an obligation upon us that we believe is uneconomical, not in our best interest, or which would result in having an unintended relationship or obligation; (xxii) if you fail to comply with any anti-terrorism law or provisions; (xxiii) if you take any assets or property of the Heroes Lawn Care Business for personal use; (xxiv) if there are insufficient funds in your EFT bank account to cover any payment to Franchisor two or more times in any twelve month period; (xxv) if you fail to commence operations within the required time period; (xxvi) if you operate or conduct business outside of the Protected Territory without our consent; and (xxvii) if you or your principals do not provide your best efforts as described in Section 7.10 of the Franchise Agreement.</p>
<p><u>I.</u> Franchisee’s obligations on termination/non-renewal</p>	<p>16.1</p>	<p>Upon termination or expiration of the Franchise Agreement, your obligations include: (i) immediately cease all operations of the Heroes Lawn Care Business; (ii) immediately pay all amounts owed to us, our affiliates and our</p>

		<p>major suppliers and vendors; (iii) immediately discontinue using the Proprietary Marks; (iv) immediately cease using the Heroes Lawn Care System and Operations Manual, and within ten days return all proprietary and confidential materials; (v) immediately cease use of all telephone and facsimile numbers, and related listing, as well as any permitted domain names and/or Social Media Pages, that were used in connection with the Heroes Lawn Care Business (collectively, the “Assigned Property”) and take all necessary steps to assign the Assigned Property to us or our designee; (vi) immediately vacate the premises of the Heroes Lawn Care Business; (vii) within ten days, return all stationery, printer matter, signs, advertising materials and other items containing our Proprietary Marks; (viii) cease holding yourself or the Heroes Lawn Care Business out as part of our System; (ix) cease all contact with Heroes Lawn Care customers; (x) take all actions necessary to amend or cancel any assumed name, business name or equivalent registration that contains any trade name or Proprietary Mark, and furnish evidence to us that you have complied with this obligation within 15 days; (xi) permit us to make a final inspection of your financial records, books and other accounting records within one (1) month of the termination/expiration of your Franchise Agreement; (xii) comply with your post-term restrictive covenants set forth in Section 17 of the Franchise Agreement; (xiii) cease advertising or using in other any other manner any methods, procedures or techniques associated with us or the System;</p>
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		(xiv) de-identify all vehicles used in connection with the Heroes Lawn Care Business; and (xv) execute from time to time any necessary papers, documents, and assurances to effectuate Section 16 of the Franchise Agreement.
<u>J.</u> Franchisor’s right to transfer	14.5	There are no restrictions on our right to sell, transfer, or assign the Franchise Agreement.
<u>K.</u> “Transfer” by franchisee-defined	14.1 and 14.4	You, or any of your principals’, assignment, sale, gift, pledge, or other disposition of any interest in the Franchise Agreement or the Heroes Lawn Care Business (whether voluntary or involuntary, direct or indirect).
<u>L.</u> Franchisor approval of transfer by franchisee	14.1 and 14.4	Any transfer requires our prior written consent.
<u>M.</u> Conditions for franchisor approval of transfer	14.3.2	Our approval of a proposed transfer is conditioned upon the satisfaction of the following conditions, as applicable: (i) all of your accrued monetary obligations to us, our affiliates, suppliers, and vendors have been paid; (ii) you have cured all existing defaults under the Franchise Agreement, and any other agreement with us our affiliates and designated/approved suppliers, within the time period permitted for cure and have substantially complied with these agreements during their respective terms; (iii) you and your principals and the transferee (if it had any prior relationship with us or our affiliates) must execute a general release under seal in favor of us and our affiliates (including our officers, directors, shareholders and employees, in their corporate and individual capacities) in the form we prescribe; (iv) you or the transferee has provided us with a copy of the executed purchase agreement for the Heroes Lawn Care Business, as well as all other documents relevant to the transaction, and we agree to the

		<p>terms of the agreement; (v) transferee must satisfactorily demonstrate to us, in our sole discretion, that it meets our educational, managerial and business standards to operate the Heroes Lawn Care Business; (vi) transferee must execute our then-current form of franchise agreement, which may contain materially different terms than your Franchise Agreement, and assume a full term as set forth in the then-current form of franchise agreement for new franchisees; or, at our option, entering into an assignment and assumption of the Heroes Lawn Care Business and all rights and obligations thereunder; (vii) you and transferee must pay us our transfer fee (per agreement transferred) of 20% of our Initial Franchise Fee and training fees; (viii) transferee must satisfactorily complete our Initial Training Program at its own expense within the time frame we set forth; (ix) you and your principals must comply with the post-termination provisions of the Franchise Agreement; (x) transferee must obtain and maintain all permits and licenses required for the operation of the Heroes Lawn Care Business within the time limits we set; (xi) if you are operating from a lease location, the lessor of that location must approve the assignment of the lease to the transferee; (xii) the transfer must comply with any state and federal laws that apply to the transfer; (xiii) you must insure that all projects in progress at the time of the transfer will be continued without interruption, and the transferee must promptly notify all current customers of the change in ownership; (xiv) the purchase price and its terms are not overly burdensome; (xv) you must</p>
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		request that we provide the transferee with our current form of disclosure documents; (xvi) our approval of your transfer does not constitute a waiver of any claims we might have against you; (xvii) we may disclose to any prospective transferee financial information concerning you and your Heroes Lawn Care Business which you have supplied to us under the Franchise Agreement; and (xviii) we may withhold or condition our consent to any transfer as we deem appropriate based on the circumstances of the transfer or otherwise.
	14.4	You do not need to pay a transfer fee if you are an individual and you wish to transfer the Franchise Agreement to a corporation or limited liability company, provided the following conditions are met: (i) the business entity is newly organized, and its activities are confined to operating the Heroes Lawn Care Business; (ii) you remain, at all times, the owner of at least 51% of the outstanding shares of the corporation or limited liability company; (iii) the business entity agrees to assume all of your obligations under the Franchise Agreement; (iv) all stockholders of the corporation, or members of the limited liability company, personally guarantee all of the transferee entity's obligations under the Franchise Agreement will be performed; and (v) at our request, you provide all true and correct copies of any documents and contracts governing the rights, obligations, and powers of the owners.
N. Franchisor's right of first refusal to acquire franchisee's business	14.3.1	We have the right to match any bona fide third-party offer to buy your franchise rights, assets or controlling interest that is the subject of a proposed transfer (other than a transfer from an

		individual franchisee to a business entity as described in Section 14.4 of the Franchise Agreement). We may exercise this right of first refusal within 30 days of the date you provide us with a copy of the third-party offer and any other information that we request. If we do not exercise this option, you must complete the transfer to the third-party within 60 days, subject to the conditions set forth in Section 14.3.2. Otherwise, we will once again have our right of first refusal.
<u>O.</u> Franchisor’s option to purchase franchisee’s business	16.2	Upon your termination, we may purchase personal property used in connection with the operation of the Heroes Lawn Care Business by: (i) providing you with notice of our election to do so within 60 calendar days of the expiration/termination of your Franchise Agreement; and (ii) pay you the book value for such personal property within 60 days of providing you with this notice.
<u>P.</u> Death or disability of franchisee	14.2.1	Upon the death, disability, physical or mental incapacity of any person with an interest in the Franchise Agreement, the franchisee, or in all or substantially all of the assets of the Heroes Lawn Care Business, the personal representative of such person shall have the right to continue operation of the Heroes Lawn Care Business if: (i) within 180 days from the death/disability/incapacity, the representative meets our then-current standards to own a Heroes Lawn Care Business, and has obtained our prior written approval and has executed our then-current form of franchise agreement for the unexpired terms of the franchise or has otherwise furnished a personal guaranty of any business entity franchisee’s obligations to us and our affiliates; and (ii) this person successfully

		<p>completes our then-current Initial Training Program, which will be provided at our then-current training Tuition Fee rate. In the case of a transfer by demise or inheritance, if the heirs or beneficiaries of any deceased person are unable to meet the aforementioned conditions, the personal representative of the deceased franchisee will have a reasonable time, in our sole discretion and not to exceed 180 days from the date of transfer by demise or inheritance, to dispose of the deceased's interest in the Heroes Lawn Care Business subject to all the terms of the Franchise Agreement. If the interest is not disposed of in the manner and time frame provided in the immediately preceding sentence, then we may terminate the Franchise Agreement.</p>
	14.2.2	<p>We may, but are not obligated to, operate the Heroes Lawn Care Business during the 180-day period following the death/incapacity/disability, and we may pay ourselves a reasonable amount to reimburse us for providing management services and our other costs.</p>
<p><u>Q.</u> Non-competition covenants during the term of the franchise</p>	17.1	<p>During the term of the Franchise Agreement, neither you, nor your owners, officers, directors, principals or Designated Managers may directly or indirectly: (a) own, maintain, engage in, be employed as an officer, director, or principal of, lend money to, extend credit to or have any interest in any other business that, directly or indirectly, by itself or through licensees or franchisees, offers commercial or residential lawn care services or any other products and/or services authorized or offered for sale by System franchisees (a "Competitive Business") regardless of location provided that</p>

		<p>Section 17.1.1 of the Franchise Agreement does not apply to: (i) your ownership of a Heroes Lawn Care Business under a Franchise Agreement with us; or (ii) your ownership of a less than five percent (5%) legal or beneficial interest in any publicly traded company providing such services; (b) solicit any current, former, or prospective customer solicited by your Heroes Lawn Care Business or any other customer that you become aware of as a result of access to our System and other franchisees for any competitive purpose.</p>
<p><u>R.</u> Non-competition covenants after the franchise is terminated or expires</p>	<p>17.2</p>	<p>For a period of two (2) years after the expiration and nonrenewal, transfer or termination of the Franchise Agreement, regardless of the cause, neither you, your owners, officers, directors, or principals, nor any member of the immediate family of you or your owners, officers, directors, principals, or Designated Managers may, directly or indirectly, for themselves or through, on behalf of, or in conjunction with any other person, partnership or corporation: (1) Own, maintain, engage in, be employed as an officer, director, or principal of, lend money to, extend credit to or have any interest in any Competitive Business (a) within the Protected Territory, (b) within a 25-mile radius of the Protected Territory or (c) within a 25-mile radius of any other protected territory franchised or licensed by us to a Heroes Lawn Care Business as of the date of expiration/termination of the Franchise Agreement. This covenant does not apply to: (i) your ownership of a Heroes Lawn Care Business under a Franchise Agreement with Franchisor; or (ii) your ownership of a less than five</p>

		percent (5%) legal or beneficial interest in any publicly traded company providing Competitive Services; or (2) solicit any current, former, or prospective customer solicited by your Heroes Lawn Care Business or any other customer that you have become aware of as a result of access to our System and other franchisees for any competitive purpose.
<u>S.</u> Modification of the agreement	22.1	The Franchise Agreement may not be modified except by a written agreement that both of us sign.
<u>T.</u> Integration/ merger clause	22.1	Only the terms of the Franchise Agreement and the Franchise Disclosure Document are binding (subject to state law). Any representations or promises made outside of the disclosure document and franchise agreement may not be enforceable. Nothing in the Franchise Agreement or any related agreement is intended to disclaim the representations we made in this Disclosure Document.
<u>U.</u> Dispute resolution by arbitration or mediation	18.2	You must first bring any claim that is between us to the attention of our management. You must first exhaust our internal dispute resolution procedures before you may bring your dispute before a third party. The requirement that you must first attempt to resolve disputes internally will survive the termination or expiration of your term.
	18.3	Before commencing any legal action against us or our affiliates with respect to any such claim or dispute, you must submit a notice to us, which specifies, in detail, the precise nature and grounds of such claim or dispute. Any and all disputes and claims that are not resolved by Internal Dispute Resolution must, be submitted to mediation, unless we provide in writing otherwise. The mediation will take place in Bucks County,

		<p>Pennsylvania, under the auspices of the American Arbitration Association (“AAA”) in accordance with the AAA’s Commercial Mediation Rules then in effect.</p> <p>Any and all disputes and claims that are not resolved by mediation must, be submitted to arbitration, unless we provide in writing otherwise. The arbitration will take place in Bucks County, Pennsylvania, under the auspices of the American Arbitration Association (“AAA”) in accordance with the AAA’s Commercial Arbitration Rules then in effect.</p> <p>You may not commence any action against us or our affiliates regarding any claim or dispute in any court unless and until the occurrence of both: (a) mediation proceedings have occurred, or mediation proceedings have been terminated either: (i) as the result of a written declaration of the mediator(s) that further mediation efforts are not worthwhile; or (ii) as a written declaration by us; and then (b) arbitration proceedings have occurred, or such arbitration proceedings have been terminated either: (i) as the result of a written declaration of the arbitrator(s) that further arbitration efforts are not worthwhile; or (ii) as a result of a written declaration by us. Our right to mediation and arbitration may be specifically enforced by us. Each party shall bear its own cost of mediation and/or arbitration, except that we will share the mediator’s fees with you equally. This agreement to mediate and arbitrate will survive any termination or expiration of the Franchise Agreement.</p>
	18.3.1	The parties shall not be required to first attempt to mediate and

		<p>arbitrate a controversy, dispute, or claim through mediation if such controversy, dispute, or claim relates to an allegation that Franchisee has violated (or threatens to violate, or poses an imminent risk of violating): (i) any federally protected intellectual property rights in the Proprietary Marks, the System, or in any Confidential Information; (ii) any of the restrictive covenants contained in the Franchise Agreement; or (iii) the indemnification provisions set forth in the Franchise Agreement.</p>
<p><u>V.</u> Choice of forum</p>	<p>18.4</p>	<p>All claims not subject to mediation or arbitration must only be brought in a competent court of general jurisdiction located in Bucks County, Pennsylvania or, if appropriate, the United States District Court for the Eastern District of Pennsylvania (subject to state law).</p>
<p><u>W.</u> Choice of law</p>	<p>18.1</p>	<p>Subject to state law, Pennsylvania law governs all claims arising out of the Franchise Agreement, without reference to its conflict of laws provisions.</p>
<p><u>X.</u> Liquidated Damages</p>	<p>18.13</p>	<p>Franchisor and Franchisee agree that if this Agreement is terminated as a result of Franchisee's default before the expiration of the Term, it would be impossible to calculate with reasonable precision the losses that would be incurred by Franchisor because of the unpredictability of future business conditions, inflationary prices, the impact on Franchisor's reputation from having closed a franchised business, Franchisor's ability to replace the Franchised Business in the same market and other factors. Accordingly, if this Agreement is terminated as a result of any default by Franchisee, Franchisor will be entitled to recover as liquidated damages, and not as a</p>

		<p>penalty, an amount equal to the greater of: (a) \$150,000; or (b) the aggregate royalty and other ongoing fees due to Franchisor under this Agreement (the "Continuing Fees") during the thirty-six (36) full calendar months during which the Franchised Business was open and operating immediately before the termination date (or, if the Franchised Business has not been open and operating for thirty-six (36) months before the termination date, the average monthly Continuing Fees due to Franchisor for all months during which the Franchised Business was open and operating) multiplied by thirty-six (36) or the number of months remaining in the then-current term of this Agreement, whichever is less. Notwithstanding anything contained herein to the contrary, if a court determines that this liquidated damages provision is unenforceable, then Franchisor may pursue all other available remedies, including claims for lost future royalty fees.</p>
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**ITEM 18**  
**PUBLIC FIGURES**

We do not currently use any public figure to promote our System.

**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.

We are at an early stage of development and have a limited operating history. As such, we strongly recommend that you make your own independent investigation to determine whether to invest and whether the franchise may be appropriate for you before entering into any agreement with us. Investment in an emerging franchise system might be a riskier investment than an investment in a franchise system with a longer operating history. We suggest strongly that you consult with a franchise attorney and your financial advisor or personal accountant concerning this investment and the preparation of any financial projections, which we will not review or comment on, as well as federal, state and local income taxes and any other applicable taxes that you may incur in operating a Heroes Lawn Care Business.

**HISTORICAL FINANCIAL PERFORMANCE REPRESENTATION**

**Background**

As of December 31, 2023, there were twenty (20) franchised businesses in operation. Seven (7) of these twenty (20) franchisees were in operation for the entire 2023 calendar year. This Item 19 financial performance representation discloses certain Gross Sales information for all seven (7) of the franchisees that were in operation for the entire 2023 calendar year (the “Item 19 Franchisees”). One of the Item 19 Franchisees is owned and operated by our founders, Taylor Olberding and Mike Marlow (the “Founder Business”). The history of the Founder Business is disclosed below:

*The Founder Business*

On September 1, 2021, we purchased certain assets of the Founder Business, Heroes Management Services, LLC, d/b/a Heroes Lawn & Landscape, operating in territories in the state of Nebraska. The Founder Business first commenced operation in 2015 and previously operated under the mark “Heroes Lawn and Landscape.” The Founder Business currently operates under the principal trademark “Heroes Lawn Care” and offers substantially similar products and services as the Heroes Lawn Care Business you will operate. The Founder Business engages in multiple service lines, including Lawn Care Services (defined below), and Irrigation Services (defined below) and operates two (2) outlets in an area that would encompass approximately five (5) protected territories. Additionally, the Founder Business engages in landscape mulching, hardscapes, softscapes, and other landscape services, lawn mowing, snow removal, and mosquito services, directly through use of employees and subcontracting arrangements (the “Ancillary Services”). The Ancillary Services do not fall within the scope of the definitions of Lawn Care Services or Irrigation Services, and you are not authorized to offer the Ancillary Services under the terms of your Franchise

Agreement. The Founder Business serves as our flagship outlet and served as the base from which we created the franchise model offered under this Disclosure Document.

#### Summary of Historical Financial Information Presented in this Item 19

This Item 19 sets forth historical revenue and cost information for the Item 19 Franchisees, including the Founder Business during the Measurement Period. The Item 19 Franchisees provided us with unaudited financial information for the Measurement Period. We based the historical financial performance information presented in this Item 19 on this unaudited financial information and we did not audit or otherwise independently verify this information.

Table 1 sets forth Total Gross Sales, as well as Total Gross Sales by the following categories: Fertilization, Irrigation, Landscaping, and Other, as reported to us by the Item 19 Franchisees.

Table 2 sets forth Total Gross Sales, as well as Total Gross Sales by the following segments: Residential, and Commercial, as reported to us by the Item 19 Franchisees.

Table 3 sets forth the Average Ticket, and Number of Jobs for Fertilization, Irrigation, Landscaping, and Other, as reported to us by the Item 19 Franchisees.

We derived the figures set forth in the tables below from data made available by the Item 19 Franchisees. As disclosed above, we have not audited or independently verified the data submitted by the Item 19 Franchisees and no assurance can be offered that the data does not contain inaccuracies that an audit might disclose. We will provide you with written substantiation for the financial performance representation upon reasonable request.

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**TABLE 1**

Reporting Location	# of Territories	Year Opened	Total Gross Sales	Sales By Category			
				Fertilization Sales	Irrigation Sales	Landscaping Sales	Other Sales
HLC 100	5	2021	\$ 2,253,325.20	\$ 262,298.92	\$ 406,655.16	\$ 995,326.06	\$ 589,045.06
HLC 101	1	2021	\$ 223,011.14	\$ 172,158.82	\$ 11,572.53	\$ 24,400.79	\$ 14,879.00
HLC 102	4	2022	\$ 149,943.41	\$ 64,687.62	\$ 18,985.24	\$ 61,831.99	\$ 4,438.56
HLC 103	4	2022	\$ 363,024.06	\$ 133,601.51	\$ 9,465.24	\$ 216,036.83	\$ 3,920.48
HLC 104	3	2022	\$ 203,908.41	\$ 174,741.53	\$ 21,498.68	\$ 4,413.00	\$ 3,255.20
HLC 105	3	2022	\$ 180,123.52	\$ 111,316.74	\$ 54,858.24	\$ 5,455.86	\$ 8,492.68
HLC 108	4	2022	\$ 110,299.00	\$ 59,137.46	\$ 9,090.75	\$ 38,760.79	\$ 3,310.00

**Notes:**

1. **“Total Gross Sales”** is defined all revenue generated by the Item 19 Franchisees over the 2023 calendar year, from January 1, 2023, to December 31, 2023, as reported to us by the Item 19 Franchisees. The term “Gross Sales” does not include (a) tips paid directly to subcontractors or other personnel, or (b) sales tax that is collected directly from customers and paid to the appropriate taxing authority.
2. **“Sales by Category: Irrigation Sales”** is defined as the total gross sales for commercial and residential irrigation jobs performed during the 2023 calendar year, as reported to us by the Item 19 Franchisees.
3. **“Sales by Category: Fertilizer Sales”** is defined as the total gross sales for commercial and residential fertilizer jobs performed during the 2023 calendar year, as reported to us by the Item 19 Franchisees.
4. **“Sales by Category: Landscaping Sales”** is defined as the total gross sales for commercial and residential landscaping jobs performed during the 2023 calendar year, as reported to us by the Item 19 Franchisees.
5. **“Sales by Category: Other Sales”** is defined as the total gross sales for other commercial and residential jobs performed during the 2023 calendar year, which may include snow removal services, mowing services, as reported to us by the Item 19 Franchisees.
6. **The Founder Business.** The Item 19 Franchisee identified as HLC 100 in Table 1 is the Founder Business, which, as disclosed in the introductory paragraphs of this Item 19, is a mature business that originally launched its business operations in 2015 under a different mark and converted to a Heroes Lawn Care Business in 2021. Please refer to the introductory paragraphs of this Item 19 for more information about the Founder Business.

**TABLE 2**

Reporting Location	# of Territories	Year Opened	Total Gross Sales	Sales by Segment	
				Residential	Commercial
HLC 100	5	2021	\$ 2,253,325.20	\$ 1,163,970	\$ 1,089,355
HLC 101	1	2021	\$ 223,011.14	\$ 137,222	\$ 85,790
HLC 102	4	2022	\$ 149,943.41	\$ 148,292	\$ 1,652
HLC 103	4	2022	\$ 363,024.06	\$ 269,459	\$ 93,565
HLC 104	3	2022	\$ 203,908.41	\$ 203,815	\$ 94
HLC 105	3	2022	\$ 180,123.52	\$ 178,854	\$ 1,270
HLC 108	4	2022	\$ 110,299.00	\$ 106,299	\$ 4,000

**Notes:**

1. **“Total Gross Sales”** is defined all revenue generated by the Item 19 Franchisees over the 2023 calendar year, from January 1, 2023, to December 31, 2023, as reported to us by the Item 19 Franchisees. The term “Gross Sales” does not include (a) tips paid directly to subcontractors or other personnel, or (b) sales tax that is collected directly from customers and paid to the appropriate taxing authority.
2. **“Sales by Segment Residential”** is defined as the total gross sales for residential irrigation, fertilization, and landscaping jobs performed during the 2023 calendar year, as reported to us by the Item 19 Franchisees.
3. **Sales by Segment Commercial”** is defined as the total gross sales for commercial irrigation, fertilization, and landscaping jobs performed during the 2023 calendar year, as reported to us by the Item 19 Franchisees.
4. **The Founder Business.** The Item 19 Franchisee identified as HLC 100 in Table 1 is the Founder Business, which, as disclosed in the introductory paragraphs of this Item 19, is a mature business that originally launched its business operations in 2015 under a different mark and converted to a Heroes Lawn Care Business in 2021. Please refer to the introductory paragraphs of this Item 19 for more information about the Founder Business.

**TABLE 3**

Reporting Location	# of Territories	Year Opened	Fertilization		Irrigation		Landscape		Other	
			Average Ticket	# of Jobs						
HLC 100	5	2021	\$ 78.91	3324	\$ 286.38	1420	\$ 969.16	1027	\$ 176.57	3336
HLC 101	1	2021	\$ 68.88	168	\$ 531.35	324	\$ 1,626.72	15	\$ 29.52	504
HLC 102	4	2022	\$ 54.40	349	\$ 214.91	301	\$ 1,145.01	54	\$ 10.00	444
HLC 103	4	2022	\$ 139.19	68	\$ 633.18	211	\$ 3,857.80	56	\$ 38.44	102
HLC 104	3	2022	\$ 67.39	319	\$ 451.53	387	\$ 735.50	6	\$ 20.47	159
HLC 105	3	2022	\$ 87.77	625	\$ 300.05	371	\$ 126.88	43	\$ 18.19	467
HLC 108	4	2022	\$ 82.64	110	\$ 480.79	123	\$ 236.35	164	\$ 61.30	54

**Notes:**

1. **“Irrigation Average Ticket”** is defined as the average dollars spent per transaction for irrigation jobs performed during the 2023 Calendar Year, as reported to us by the Item 19 Franchisees.
2. **“Irrigation # of Jobs”** is defined as the total number of irrigation jobs performed during the 2023 Calendar Year, as reported to us by the Item 19 Franchisees.
3. **“Fertilization Average Ticket”** is defined as the average dollars spent per transaction for fertilization jobs performed during the 2023 Calendar Year, as reported to us by Item 19 Franchisees.
4. **“Fertilization # of Jobs”** is defined as the total number of fertilization jobs performed during the 2023 Calendar Year, as reported to us by the Item 19 Franchisees.
5. **“Landscape Average Ticket”** is defined as the average dollars spent per transaction for landscape jobs performed during the 2023 Calendar Year, as reported to us by the Item 19 Franchisees.
6. **“Landscape # of Jobs”** is defined as the total number of landscape jobs performed during the 2023 Calendar Year, as reported to us by the Item 19 Franchisees.
7. **“Other Average Ticket”** is defined as the average dollars spent per transaction for other jobs performed during the 2023 Calendar Year, as reported to us by the Item 19 Franchisees.
8. **“Other # of Jobs”** is defined as the total number of other jobs performed during the 2023 Calendar Year, as reported to us by the Item 19 Franchisees.
9. **The Founder Business.** The Item 19 Franchisee identified as HLC 100 in Table 1 is the Founder Business, which, as disclosed in the introductory paragraphs of this Item 19, is a mature business that originally launched its business operations in 2015 under a different mark and converted to a Heroes Lawn Care Business in 2021. Please refer to the introductory paragraphs of this Item 19 for more information about the Founder Business.

#### **Assumptions and Additional Notes:**

1. The historical financial performance representation included in this Item 19 includes certain reported performance information reported by the Item 19 Franchisees during the Measurement Period only. It is not a representation of what you can expect to achieve in connection with the operation of a Heroes Lawn Care Business.
2. The financial information presented in this Item 19 does not disclose any cost, expense or profit information. You will incur costs and expenses in launching and operating your Franchised Business and there is no guarantee your Franchised Business will be profitable.
3. Investing in a franchise is a significant decision that comes with a great deal of responsibility, contractual commitment, financial exposure and risk. We recommend that you make your own independent investigation of this franchise opportunity with the assistance of a business advisor and franchise attorney to ensure that you understand and appreciate what it means to be a “franchisee”, and to determine whether you should invest in this franchise and whether it may be profitable to you. We also strongly suggest that you consult your financial advisor or personal accountant concerning financial projections (which we do not make and will not review or comment on), anticipated costs and expenses to be incurred in the area in which you’re looking to operate, and federal, state and local income taxes and any other applicable taxes that you may incur in operating a Heroes Lawn

Care Business.

**Some outlets have earned this amount. Your individual results may differ. There is no assurance you'll earn as much.**

Other than the preceding financial performance representation, HPB Lawn Care LLC does not make any financial performance representations. We also do not authorize our employees or representatives to make any such either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. 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 Zachery Beutler at 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164 and 1 (800) 644-4894, the Federal Trade Commission, and the appropriate state regulatory agencies.

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

**Table No. 1:**  
**System-wide Outlets Summary For years 2021 to 2023**

Outlet Type	Year	Outlets at the Start of the Year	Outlets at the End of the Year	Net Change
Franchised	2021	2*	-	-
	2022	2	7	5
	2023	7	20	13
Company-Owned and Affiliate-Owned	2021	-	-	-
	2022	-	-	-
	2023	-	-	-
Total Outlets	2021	2*	-	-
	2022	2	7	5
	2023	7	20	13

**\*Two Outlets are currently owned and operated by a limited liability company owned entirely by Taylor Olberding and Mike Marlow, our Founders. These Two Outlets are not “company-owned” outlets, as they are not under common control with Franchisor.**

**Table No. 2:**  
**Transfers of Outlets from Franchisees to New Owners (Other than the Franchisor)**  
**For years 2021 to 2023**

	Year	Number of Transfers
<b>TOTAL</b>	2021	0
	2022	0
	2023	0

**Table No. 3:**

**Status of Franchised Outlets For years 2021 to 2023**

<b>State</b>	<b>Year</b>	<b>Outlets at Start of</b>	<b>Outlets Opened</b>	<b>Terminations</b>	<b>Non - Renewals</b>	<b>Reacquired by Franchisor</b>	<b>Ceased Operations - Other Reasons</b>	<b>Outlets at End of Year</b>
AL	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
AK	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
AZ	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
AR	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
CA	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
CO	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
CT	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
DE	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
FL	2021	-	-	-	-	-	-	-
	2022	-	1	-	-	-	-	1
	2023	1	1	-	-	-	-	2
GA	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	1	-	-	-	-	1
HI	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
ID	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-

<b>IL</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>IN</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>IA</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>KS</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	<b>1</b>	-	-	-	-	<b>1</b>
<b>KY</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>LA</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>ME</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>MD</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>MA</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>MI</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	<b>2</b>	-	-	-	-	<b>2</b>
<b>MN</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>MS</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>MO</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>MT</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-

	<b>2023</b>	-	-	-	-	-	-	-
<b>NE</b>	<b>2021</b>	<b>2</b>	-	-	-	-	-	<b>2</b>
	<b>2022</b>	<b>2</b>	-	-	-	-	-	<b>2</b>
	<b>2023</b>	<b>2</b>	-	-	-	-	-	<b>2</b>
<b>NV</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>NH</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>NJ</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	<b>1</b>	-	-	-	-	<b>1</b>
<b>NM</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>NY</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>NC</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>ND</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	<b>1</b>	-	-	-	-	<b>1</b>
<b>OH</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>OK</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>OR</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>PA</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>RI</b>	<b>2021</b>	-	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-	-
<b>SC</b>	<b>2021</b>	-	-	-	-	-	-	

	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
SD	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
TN	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	2	1	-	-	-	1
TX	2021	-	-	-	-	-	-	-
	2022	-	4	-	-	-	-	4
	2023	4	7	2	-	-	-	9
UT	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
VT	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
VA	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
WA	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
WV	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
WI	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
WY	2021	-	-	-	-	-	-	-
	2022	-	-	-	-	-	-	-
	2023	-	-	-	-	-	-	-
TOTAL	2021	2	-	-	-	-	-	2
	2022	2	5	-	-	-	-	7
	2023	7	16	3	-	-	-	20

**Table No. 4:  
Status of Company-Owned Outlets For years 2021 to 2023**

State	Year	Outlets at Start of Year	Outlets Opened	Outlets Reacquired from Franchisee	Outlets Closed	Outlets Sold to Franchisee	Outlets at End of Year
AL	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
AK	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
AR	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
AZ	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
CA	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
CO	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
CT	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
DE	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
FL	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
GA	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
HI	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
ID	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
IL	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-

	<b>2023</b>	-	-	-	-	-	-
<b>IN</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>IA</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>KS</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>KY</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>LA</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>ME</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>MD</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>MA</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>MI</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>MN</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>MS</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>MO</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>MT</b>	<b>2021</b>	-	-	-	-	-	-
	<b>2022</b>	-	-	-	-	-	-
	<b>2023</b>	-	-	-	-	-	-
<b>NE</b>	<b>2021</b>	-	-	-	-	-	-

	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
NV	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
NH	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
NJ	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
NM	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
NY	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
NC	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
ND	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
OH	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
OK	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
OR	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
PA	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
RI	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
SC	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-

SD	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
TN	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
TX	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
UT	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
VT	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
VA	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
WA	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
WV	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
WI	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
WY	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-
TOTAL	2021	-	-	-	-	-	-
	2022	-	-	-	-	-	-
	2023	-	-	-	-	-	-

**Table No. 5:  
Projected Openings as of December 31, 2023, for the 2024 Fiscal Year**

State	Franchise Agreements Signed but Outlet Not Opened	Projected New Franchised Outlets in the Next Fiscal Year	Projected New Affiliate-Owned Outlets in the Next Fiscal Year	Projected New Company-Owned Outlet in the Next Fiscal Year
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AL	-	-	-	-
AK	-	-	-	-
AR	-	1	-	-
AZ	1	2	-	-
CA	-	-	-	-
CO	-	-	-	-
CT	-	-	-	-
DE	-	-	-	-
FL	1	2	-	-
GA	1	1	-	-
HI	-	-	-	-
ID	-	1	-	-
IL	-	-	-	-
IN	1	1	-	-
IA	1	-	-	-
KS	-	1	-	-
KY	-	1	-	-
LA	-	-	-	-
ME	-	-	-	-
MD	-	-	-	-
MA	-	1	-	-
MI	-	1	-	-
MN	-	1	-	-
MS	-	-	-	-
MO	-	1	-	-
MT	-	-	-	-
NE	-	-	-	-
NV	-	-	-	-
NH	-	-	-	-
NJ	-	-	-	-
NM	-	-	-	-
NY	-	-	-	-
NC	1	-	-	-
ND	-	-	-	-
OH	1	1	-	-
OK	1	-	-	-
OR	-	-	-	-
PA	-	-	-	-
RI	-	-	-	-
SC	1	1	-	-
SD	-	-	-	-

<b>TN</b>	-	<b>1</b>	-	-
<b>TX</b>	<b>2</b>	<b>2</b>	-	-
<b>UT</b>	-	-	-	-
<b>VA</b>	-	-	-	-
<b>VT</b>	-	-	-	-
<b>WA</b>	-	-	-	-
<b>WV</b>	-	-	-	-
<b>WI</b>	-	<b>1</b>	-	-
<b>WY</b>	-	-	-	-
<b>Totals</b>	<b>11</b>	<b>18</b>	<b>0</b>	<b>0</b>

Attached as Exhibit I are the names, addresses and telephone numbers of all franchisees as of the issuance date of this Disclosure Document. Except as provided herein, we have not had any franchisees who had a franchise terminated, cancelled and not renewed or who otherwise voluntarily or involuntarily ceased to do business under the Franchise Agreement as of the issuance date, or who has not communicated with us within 10 weeks of the issuance date of this Disclosure Document. If you buy this franchise, your contact information may be disclosed to other buyers when you leave the franchise system.

During the last three fiscal years, we have not had franchisees sign confidentiality provisions that would restrict their ability to speak openly about their experience with our System. There are no trademark-specific organizations formed by our franchisees that are associated with our System.

**ITEM 21**  
**FINANCIAL STATEMENTS**

Attached as Exhibit E to this Disclosure Document are our audited financial statements as of and for the year ended December 31, 2023, as of and for the year ended December 31, 2022, and as of December 31, 2021, and for the period from inception (November 9, 2021) to December 31, 2021. Our fiscal year end is December 31.

**ITEM 22**  
**CONTRACTS**

Attached to this Disclosure Document are the following contracts and their attachments:

- Exhibit B: Franchise Agreement and Exhibits
- Exhibit C: Multi-Unit Addendum
- Exhibit D: State Specific Addenda
- Exhibit F: Sample Termination and Release Agreement
- Exhibit H: Confidentiality and Non-Disclosure Agreement
- Exhibit J: Franchisee Questionnaire/Compliance Certification

**ITEM 23**  
**RECEIPTS**

Exhibit L of this Franchise Disclosure Document contains a detachable document, in duplicate, acknowledging receipt of this Franchise Disclosure Document by a prospective franchisee. You should sign both copies of the Receipt. You should retain one signed copy for your records and return the other signed copy to HPB Lawn Care LLC at 2525 N. 117<sup>th</sup> Avenue, Third Floor, Omaha, Nebraska 68164.

**Exhibit A**  
**to**  
**HPB Lawn Care LLC**  
**Franchise Disclosure Document**

**List of State Administrators and Agents for Service of Process**

**CONNECTICUT**

The Banking Commissioner  
The Department of Banking  
Securities and Business Investment Division  
260 Constitution Plaza  
Hartford, CT 06103-1800  
(860) 240-8299

**ILLINOIS**

Illinois Office of the Attorney General Franchise  
Division  
500 South Second Street  
Springfield, Illinois 62706  
(217) 782-4465

**INDIANA**

Secretary of State Franchise Section  
302 West Washington, Room E-111  
Indianapolis, Indiana 46204  
(317) 232-6681

**MICHIGAN**

Consumer Protection Division  
Attn: Franchise Section  
525 W. Ottawa Street  
G. Mennen Williams Building, 1<sup>st</sup> Floor  
Lansing, MI 48933  
(517) 373-7117

**MINNESOTA**

Minnesota Department of Commerce 857<sup>th</sup> Place  
East,  
Suite 280  
St. Paul, Minnesota 55101  
(651) 539-1500

**NORTH DAKOTA**

North Dakota Securities Department  
600 Boulevard Avenue,  
State Capitol Fifth Floor, Dept. 414  
Bismarck, North Dakota 58505-0510  
(701) 328-4712

**RHODE ISLAND**

Department of Labor and Regulation Securities  
Division  
Bldg. 69, First Floor John O. Pastore Center  
1511 Pontiac Avenue  
Cranston, Rhode Island 02920  
(401) 462-9527

**SOUTH DAKOTA**

Department of Labor and Regulation Director of  
Division of Securities  
124 E. Euclid, Suite 104  
Pierre, South Dakota 57501  
(605) 773-4823

**VIRGINIA**

Clerk of the State  
Corporation Commission  
1300 East Main Street, 1st Floor  
Richmond, Virginia 23219

**WISCONSIN**

Office of the Commissioner of Securities  
345 West Washington Avenue, Fourth Floor  
Madison, Wisconsin 53703  
(608) 261-9555

**AGENTS OF SERVICE OF PROCESS**

**NORTH DAKOTA**

North Dakota Securities Department  
600 Boulevard Avenue,  
State Capitol Fifth Floor, Dept. 414  
Bismarck, North Dakota 58505-0510  
(701) 328-4712

**ILLINOIS**

Illinois Office of the Attorney General Franchise  
Division  
500 South Second Street  
Springfield, Illinois 62706  
(217) 782-4465

**INDIANA**

Secretary of State Franchise Section  
302 West Washington, Room E-111  
G. Mennen Williams Building, 1 Lansing, MI  
48933  
(517) 373-7117

**MINNESOTA**

Minnesota Department of Commerce 857<sup>th</sup> Place  
East, Suite 280  
St. Paul, Minnesota 55101  
(651) 539-1500

**CONNECTICUT**

The Banking Commissioner  
The Department of Banking  
Securities and Business Investment Division  
260 Constitution Plaza  
Hartford, CT 06103-1800  
(860) 240-8299

**VIRGINIA**

State Corporation Commission Division of  
Securities and Retail Franchising  
1300 East Main Street, 9th Floor Richmond,  
Virginia 23219  
(804) 371-9051

**RHODE ISLAND**

Department of Labor and Regulation Securities  
Division  
Bldg. 69, First Floor John O. Pastore Center  
1511 Pontiac Avenue  
Cranston, Rhode Island 02920  
(401) 462-9527

**SOUTH DAKOTA**

Department of Labor and Regulation Director of  
Division of Securities  
124 E. Euclid, Suite 104  
Pierre, South Dakota 57501  
(605) 773-4823

**WISCONSIN**

Office of the Commissioner of Securities  
345 West Washington Avenue, Fourth Floor  
Madison, Wisconsin 53703  
(608) 261-9555

**Exhibit B**  
**to**  
**HPB Lawn Care LLC**  
**Franchise Disclosure Document**  
**Franchise Agreement**

**Exhibit C**  
**to**  
**HPB Lawn Care LLC**  
**Franchise Disclosure Document**

**Multi-Unit Addendum**

**Exhibit D**  
**to**  
**HPB Lawn Care LLC**  
**Franchise Disclosure Document**

**State Addenda**

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE AGREEMENT  
REQUIRED BY THE STATE OF MINNESOTA**

**The Franchise Agreement is specifically amended as follows:**

In recognition of the Minnesota Franchise Law, Minn. Stat., Chapter 80C, Sections 80C.01 through 80C.22, and the Rules and Regulations promulgated pursuant thereto by the Minnesota Commission of Securities, Minnesota Rule 2860.4400, et seq., the parties to the attached Franchise Agreement (“Agreement”) agree as follows:

With respect to franchises governed by Minnesota law, Franchisor will comply with Minn. Stat. Sec. 80C.14, Subds. 3, 4 and 5 which require, except in certain specified cases, that Franchisee be given 90 days’ notice of termination (with 60 days to cure) and 180 days’ notice of non- renewal of the Agreement.

As required by Minnesota Franchise Act, Minn. Stat. Sec. 80C.12(g), Franchisor will reimburse Franchisee for any costs incurred by Franchisee in the defense of Franchisee’s right to use the Marks, so long as Franchisee was using the Marks in the manner authorized by Franchisor, and so long as Franchisor is timely notified of the claim and is given the right to manage the defense of the claim including the right to compromise, settle or otherwise resolve the claim, and to determine whether to appeal a final determination of the claim.

With respect to franchises governed by Minnesota law, Franchisor will comply with Minn. Stat. Sec. 80C.14, Subds. 3, 4 and 5 which require, except in certain specified cases, that Franchisee be given 90 days’ notice of termination (with 60 days to cure) and 180 days’ notice of non- renewal of the Agreement.

A general release shall not relieve any person from liability imposed by the Minnesota Franchise Law, Minn. Stat., Chapter 80C, Section 80C.22.

The franchisee cannot consent to franchisor obtaining injunctive relief. The franchisor may seek injunctive relief. *See* Minn. Rule 2860.4400J. A court will determine if a bond is required.

Nothing in the Disclosure Document or Agreement can abrogate or reduce any of your rights as provided for in Minnesota Statutes 1984, Chapter 80C, or your rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.

Any claims brought pursuant to the Minnesota Franchises Act, § 80.C.01 et seq. must be brought within 3 years after the cause of action accrues. To the extent that any provision of the Franchise Agreement imposes a different limitations period, the provision of the Act shall control.

Section 3 of the Franchise Agreement is amended by the following: Based on our financial statements and our duties to furnish goods and services, the Minnesota Department of Commerce requires that we defer all initial franchise fees until we have fulfilled all of our pre-opening obligations to you under the franchise Agreement and the franchisee has commenced doing business pursuant to the franchise agreement.

Any checks that are dishonored due to insufficient funds are governed by Minnesota Statute 604.113, which limits the service charge imposed on the payee of the dishonored check to a \$30 service charge. To the extent that any provision of the Franchise Agreement imposes a different service charge, Minnesota Statute 604.113 shall control.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**IN WITNESS WHEREOF**, each of the undersigned hereby acknowledges having read this Amendment, understands and consents to be bound by all of its terms.

HPB Lawn Care LLC: \_\_\_\_\_

Franchisee: \_\_\_\_\_

By: \_\_\_\_\_

By: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE AGREEMENT  
REQUIRED BY THE STATE OF NORTH DAKOTA**

For franchises and franchisees subject to the North Dakota Franchise Investment Law, the following information supersedes or supplements, as the case maybe, the corresponding disclosures in the main body of the text of the HPB Lawn Care LLC Franchise Agreement.

1. Section 2.2.8 of the Franchise Agreement is hereby amended to provide that any provision requiring a franchisee to sign a general release upon renewal of a franchise agreement is deleted in its entirety.
2. Section 3.1 is amended as follows:

Based on our financial statements and our duties to furnish goods and services, the North Dakota Securities Commissioner requires that we defer all initial franchise fees until we have fulfilled all of our pre-opening obligations to you under the Franchise Agreement and the franchisee has commenced during business pursuant to the franchise agreement.

3. Section 17.2 of the Franchise Agreement is hereby amended to add the following language: “Covenants not to compete such as those mentioned above are generally considered unenforceable in the State of North Dakota.”
4. Section 18.1 of the Franchise Agreement is hereby amended to add the following language:

Any provision requiring that the Franchise Agreement be construed according to the laws of a state other than North Dakota is unfair, unjust or inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law and is void. These provisions are hereby amended to provide that the Franchise Agreement is to be construed according to the laws of North Dakota.

5. Section 18.2 of the Franchise Agreement is hereby amended to add the following language:

Any provision requiring a franchisee to agree to mediation or courts outside of North Dakota has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law. These provisions are amended to provide the site of mediation or litigation must be agreeable to all parties and may not be remote from the franchisee’s place of business.

6. Section 18.4 of the Franchise Agreement is hereby amended to add the following language:

Any provision which designates jurisdiction or venue or requires the franchisee to agree to jurisdiction or venue in a forum outside of North Dakota is void with respect to any cause of action which is otherwise enforceable in North Dakota.

7. Section 18.9 of the Franchise Agreement is hereby amended to provide that the statute of limitations under North Dakota law will apply.

8. Section 18.10 of the Franchise Agreement are hereby amended to provide that any provision requiring a franchisee to consent to a waiver of exemplary and punitive damages is unfair, unjust or inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law and is void.
9. Section 18.11 of the Franchise Agreement is hereby amended to provide that any provision requiring a franchisee to waive his or her right to a jury trial has been determined to be unfair, unjust and inequitable within the intent of Section 51-19-09 of the North Dakota Franchise Investment Law and is void.
10. Section 16.4 is hereby deleted in its entirety.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

---

Franchisee Initials/Date

---

Franchisor's Initials/Date

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE DISCLOSURE DOCUMENT,  
FRANCHISE AGREEMENT, AND MULTI-UNIT AGREEMENT  
REQUIRED BY THE STATE OF ILLINOIS**

Illinois law shall apply to and govern the Franchise Agreement.

In conformance with Section 4 of the Illinois Disclosure Act, any provision in a franchise agreement that designates jurisdiction and venue in a forum outside of the State of Illinois is void. However, a franchise agreement may provide for arbitration to take place out of Illinois.

Franchisees' right upon Termination and Non-Renewal are set forth in sections 19 and 20 of the Illinois Franchise Disclosure Act.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

\_\_\_\_\_  
Franchisee Initials/Date

\_\_\_\_\_  
Franchisor's Initials/Date

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF INDIANA**

To the extent the Indiana Franchise Registration and Disclosure Law applies, the terms of this Addendum apply. Item 17, Additional Disclosures. The following statements are added to Item 17:

The laws of the State of Indiana supersede any provisions of the Franchise Agreement/ the other agreements or Nebraska law if such provisions are in conflict with Indiana law.

Any provision in the Franchise Agreement which designates jurisdiction or venue or requires the Franchisee to agree to jurisdiction or venue, in a forum outside of Indiana, is deleted from any Franchise Agreement issued in the State of Indiana.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF MAINE**

**NOTICE**

1. As required by Maine law, we have secured a bond in the amount of \$30,000 issued by SureTec Insurance Company, 2103 City West Boulevard, Suite 1300, Houston, Texas 77042. Before signing a contract to purchase a business opportunity, you should check with the surety company to determine the current status of the bond.
2. Pursuant to Maine statute you have the right to avoid the contract for purchase of this business opportunity within 3 business days following the signing of the contract. You should obtain and study a copy of the law regulating the sale of business opportunities before you attempt to avoid the contract. This law is found in the Maine Revised Statutes, Title 32, section 4698.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF MINNESOTA**

In accordance with the requirements of the state of Minnesota the following disclosure should be read in conjunction with the Disclosure Document. Any inconsistency with the information contained in the Disclosure Document will be resolved in favor of this Minnesota Addendum.

1. Item 13 Trademarks is amended by adding the following:

As required by the Minnesota Franchise Act, Minn. Stat. Sec. 80C.12(g), we will reimburse you for any of your costs incurred in the defense of your right to use the Marks, so long as you were using the Marks in the manner authorized by us, and so long as we are timely notified of the claim and are given the right to manage the defense of the claim including the right to compromise, settle or otherwise resolve the claim, and to determine whether to appeal a final determination of the claim.

2. Item 17 Renewal, Termination, Transfer and Dispute Resolution is amended by adding the following:

- A. Renewal and Termination

With respect to franchises governed by Minnesota law, we will comply with Minn. Stat. Sec. 80C.14, Subds. 3, 4 and 5 which require, except in certain specified cases, that you be given 90 days' notice of termination (with 60 days to cure) and 180 days' notice for non-renewal of the Agreement.

- B. Choice of Forum

Nothing in the Disclosure Document or Agreement can abrogate or reduce any of your rights as provided for in Minnesota Statutes 1984, Chapter 80C, or your rights to any procedure, forum, or remedies provided for by the laws of the jurisdiction.

- C. Releases

A general release shall not relieve any person from liability imposed by the Minnesota Franchise Law, Minn. Stat., Chapter 80C, Sections 80C.22.

Item 5 of the Franchise Disclosure Document is amended by the following: Based on our financial statements and our duties to furnish goods and services, the Minnesota Department of Commerce requires that we defer all initial franchise fees until we have fulfilled all of our pre-opening obligations to you under the franchise Agreement and the franchisee has commenced doing business pursuant to the franchise agreement.

Any checks that are dishonored due to insufficient funds are governed by Minnesota Statute 604.113, which limits the service charge imposed on the payee of the dishonored check to a \$30 service charge. To the extent that any provision of the Franchise Disclosure Document imposes a different service charge, Minnesota Statute 604.113 shall control.

These franchises have been registered under the Minnesota Franchise Act, registration does not constitute

approval, recommendation, or endorsement by the Commissioner of Commerce of Minnesota or a finding by the Commissioner that the information provided herein is true, complete, and not misleading.

The Minnesota Franchise Act makes it unlawful to offer or sell any franchise in this state which is subject to registration without first providing to the franchisee, at least 7 days prior to the execution by the prospective franchisee of any binding franchise or other agreement, or at least 7 days prior to the payment of any consideration, by the franchisee, whichever occurs first, a copy of this Disclosure Document, together with a copy of all proposed agreements relating to the franchise. This Disclosure Document contains a summary only of certain material provisions of the Franchise Agreement. The contract or agreement should be referred to for an understanding of all rights and obligations of both the franchisor and the franchisee.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF NORTH CAROLINA**

The State of North Carolina has not reviewed and does not approve, recommend, endorse, or sponsor any business opportunity. The information contained in this disclosure has not been verified by the State. If you have any questions about this investment, see an attorney before you sign a contract or agreement.

If the seller fails to deliver the product(s), equipment or supplies necessary to begin substantial operation of the business within 45 days of the delivery date stated in your contract, you may notify the seller in writing and demand that the contract be cancelled.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF NORTH DAKOTA**

In recognition of the requirements of the North Dakota Franchise Investment Law, N.D. Cent. Code, §§ 51-19-01 through 51-19-17, and the policies of the office of the State of North Dakota Securities Commission, the Franchise Disclosure Document for HPB Lawn Care LLC shall be amended by the addition of the following language:

1. Item 5 is amended by the following:

Based on our financial statements and our duties to furnish goods and services, the North Dakota Securities Commissioner requires that we defer all initial franchise fees until we have fulfilled all of our pre-opening obligations to you under the Franchise Agreement and the franchisee has commenced during business pursuant to the franchise agreement.

2. Item 17: The North Dakota Securities Commissioner has held the following to be unfair, unjust, or inequitable to North Dakota franchisees (Section 51-19-09, North Dakota Century Code (“N.D.C.C.”):

- A. Restrictive Covenants: Franchise Disclosure Documents which disclose the existence of covenants restricting competition contrary to Section 9-08-06 N.D.C.C., without further disclosing that such covenants will be subject to this statute.

- B. Situs of Arbitration Proceedings: Franchise agreements providing that the parties must agree to mediate or arbitrate disputes at a location that is remote from the site of the franchisee's business.

- C. Restriction on Forum: Requiring North Dakota franchisees to consent to the jurisdiction of courts outside of North Dakota.

- D. Liquidated Damages and Termination Penalties: Requiring North Dakota franchisees to consent to liquidated damages or termination penalties.

- E. Applicable Laws: Franchise agreements which specify that any claims arising under the North Dakota franchise law will be governed by the laws of a state other than North Dakota.

- F. Waiver of Trial by Jury: Requiring North Dakota franchisees to consent to the waiver of a trial by jury.

- G. Waiver of Exemplary and Punitive Damages: Requiring North Dakota franchisees to consent to a waiver of exemplary and punitive damages.

- H. General Release: Requiring North Dakota franchisees to execute a general release of claims as a condition of renewal or transfer of a franchise.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the

commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

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Franchisee Initials/Date

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Franchisor's Initials/Date

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF SOUTH CAROLINA**

The State of South Carolina has not reviewed and does not approve, recommend, endorse or sponsor any business opportunity. The information contained in this disclosure has not been verified by the State. If you have any questions about this investment, see an attorney before you sign a contract or agreement.

If the seller fails to deliver the product, equipment or supplies necessary to begin substantial operation of the business within forty-five (45) days of the delivery date stated in your contract, you may notify the seller in writing and demand that the contract be cancelled.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF VIRGINIA**

In recognition of the restrictions contained in Section 13.1-564 of the Virginia Retail Franchising Act, the Franchise Disclosure Document for HPB Lawn Care LLC for use in the Commonwealth of Virginia shall be amended as follows:

Additional Disclosure: The following statements are added to Item 17.h.

Pursuant to Section 13.1-564 of the Virginia Retail Franchising Act, it is unlawful for a franchisor to cancel a franchise without reasonable cause. If any ground for default for termination state in the franchise agreement does not constitute “reasonable cause,” as that term may be defined in the Virginia Retail Franchising Act or the laws of Virginia, that provision may not be enforceable.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF NORTH DAKOTA**

In recognition of the requirements of the North Dakota Franchise Investment Law, N.D. Cent. Code, §§ 51-19-01 through 51-19-17, and the policies of the office of the State of North Dakota Securities Commission, the Franchise Disclosure Document for HPB Lawn Care LLC shall be amended by the addition of the following language:

1. Item 5 is amended by the following:

Based on our financial statements and our duties to furnish goods and services, the North Dakota Securities Commissioner requires that we defer all initial franchise fees until we have fulfilled all of our pre-opening obligations to you under the Franchise Agreement and the franchisee has commenced during business pursuant to the franchise agreement.

2. Item 17: The North Dakota Securities Commissioner has held the following to be unfair, unjust, or inequitable to North Dakota franchisees (Section 51-19-09, North Dakota Century Code (“N.D.C.C.”):
  - A. Restrictive Covenants: Franchise Disclosure Documents which disclose the existence of covenants restricting competition contrary to Section 9-08-06 N.D.C.C., without further disclosing that such covenants will be subject to this statute.
  - B. Situs of Arbitration Proceedings: Franchise agreements providing that the parties must agree to mediate or arbitrate disputes at a location that is remote from the site of the franchisee's business.
  - C. Restriction on Forum: Requiring North Dakota franchisees to consent to the jurisdiction of courts outside of North Dakota.
  - D. Liquidated Damages and Termination Penalties: Requiring North Dakota franchisees to consent to liquidated damages or termination penalties.
  - E. Applicable Laws: Franchise agreements which specify that any claims arising under the North Dakota franchise law will be governed by the laws of a state other than North Dakota.
  - F. Waiver of Trial by Jury: Requiring North Dakota franchisees to consent to the waiver of a trial by jury.
  - G. Waiver of Exemplary and Punitive Damages: Requiring North Dakota franchisees to consent to a waiver of exemplary and punitive damages.
  - H. General Release: Requiring North Dakota franchisees to execute a general release of claims as a condition of renewal or transfer of a franchise.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

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Franchisee Initials/Date

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Franchisor's Initials/Date

**ADDENDUM TO HPB LAWN CARE LLC  
FRANCHISE DISCLOSURE DOCUMENT  
REQUIRED BY THE STATE OF SOUTH CAROLINA**

The State of South Carolina has not reviewed and does not approve, recommend, endorse or sponsor any business opportunity. The information contained in this disclosure has not been verified by the State. If you have any questions about this investment, see an attorney before you sign a contract or agreement.

If the seller fails to deliver the product, equipment or supplies necessary to begin substantial operation of the business within forty-five (45) days of the delivery date stated in your contract, you may notify the seller in writing and demand that the contract be cancelled.

No statement, questionnaire, or acknowledgment signed or agreed to by a franchisee in connection with the commencement of the franchise relationship shall have the effect of (i) waiving any claims under any applicable state franchise law, including fraud in the inducement, or (ii) disclaiming reliance on any statement made by any franchisor, franchise seller, or other person acting on behalf of the franchisor. This provision supersedes any other term of any document executed in connection with the franchise.

**Exhibit E**  
**to**  
**HPB Lawn Care LLC**  
**Franchise Disclosure Document**

**Financials**

**Exhibit F**  
**to**  
**HPB Lawn Care LLC**  
**Franchise Disclosure Document**

**Sample Termination and Release Agreement**

**SAMPLE TERMINATION OF FRANCHISE AGREEMENT AND RELEASE UPON TRANSFER  
TO AN AUTHORIZED FRANCHISEE**

This Termination of Franchise Agreement and Release (the “Agreement”) is made this \_\_\_\_ day of \_\_\_\_\_, 20\_\_, by and between HPB Lawn Care LLC, a Pennsylvania limited liability company, with its principal place of business at 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164 (“Franchisor”) and \_\_\_\_\_, a \_\_\_\_\_ with its principal place of business at \_\_\_\_\_ (“Transferor”).

A. On \_\_\_\_, Transferor entered into a franchise agreement (the “Franchise Agreement”) with Franchisor for the right to operate a Heroes Lawn Care Business under Franchisor’s proprietary marks and system (the “System”) at the following approved location: Heroes Lawn Care:(the “Heroes Lawn Care Business”). Transferor has satisfied all conditions of transfer as specified in the Franchise Agreement and now desires to sell the business to \_\_\_\_\_, who has been approved by Franchisor as an authorized transferee.

B. In order to complete Transferor’s sale of the business, Transferor now desires to terminate the Franchise Agreement and all rights and obligations between the parties relating to the Franchise Agreement, and Franchisor desires to accept such termination, pursuant to the terms of this Agreement.

**AGREEMENT**

In consideration of the mutual promises and covenants contained in this Agreement, and for other good and valuable consideration, the receipt and sufficiency of which is acknowledged, and intending to be legally bound, the parties agree as follows:

1. Subject to the terms and conditions contained in this Agreement, the Franchise Agreement and all rights and obligations between Franchisor and Transferor arising from or related to the Franchise Agreement are terminated, effective as of the date of this Agreement.
2. Notwithstanding anything in this Agreement to the contrary, the parties agree that Transferor shall remain bound by all of the post-term covenants and obligations contained in the Franchise Agreement including, without limitation, those relating to Confidential Information and Non-competition.
3. Transferor represents and warrants that all of Transferor’s monetary obligations to Franchisor and its subsidiaries and affiliates have been satisfied in full as of the date of this Agreement.
4. Transferor, for itself and all persons and entities claiming by, through or under it, release, acquit and forever discharge Franchisor and its present and former officers, employees, shareholders, directors, agents, servants, representatives, affiliates, successors and assigns (the “Franchisor Releasees”) from all obligations, claims, debts, demands, covenants, contracts, promises, agreements, liabilities, costs, attorney's fees, actions or causes of action whatsoever, whether known or unknown, which Transferor, by itself, on behalf of, or in conjunction with any other person, persons, partnership or corporation, have, had or claim to have against the Franchisor Releasees arising out of or related to the offer, sale and operation of the business, and the parties’ rights or obligations under the Franchise Agreement.

5. Excluding the indemnification obligations in the Franchise Agreement, and Transferor's obligations as in Section 2 of this Agreement, Franchisor, for itself and all persons and entities claiming by, through or under it, releases, acquits and forever discharges Transferor and Transferor's employees, agents, servants, representatives, affiliates, successors and assigns (the "Transferor Releasees") from all obligations, claims, debts, demands, covenants, contracts, promises, agreements, liabilities, costs, attorney's fees, actions or causes of action whatsoever, whether known or unknown, which it, by itself, on behalf of, or in conjunction with any other person, persons, partnership or corporation, have, had or claim to have against the Transferor Releasees arising out of or related to the offer, sale and operation of the business, and the parties' rights or obligations under the Franchise Agreement. Specifically excepted from this release are any claims asserted against Franchisor or any of its present and former officers, employees, members, directors, agents, servants, representatives, affiliates, successors, or assigns (the "Indemnified Parties") by any third party, which claims arise out of or relate to the Franchise Agreement prior to the Effective Date of this Agreement. Transferor agrees to indemnify and hold the Indemnified Parties harmless from all losses, damages, liabilities, claims, costs, expenses, or judgments, including reasonable attorneys' fees incurred in connection with such claims (in the manner prescribed in the Franchise Agreement).
6. This Agreement constitutes the entire integrated agreement of the parties with respect to the subject matter contained in this Agreement and may not be subject to any modification without the written consent of the parties.
7. This Agreement shall be construed under the laws of the Commonwealth of Pennsylvania, which laws shall control in the event of any conflict of law.
8. This Agreement shall be for the benefit of and binding upon the parties and their respective representatives, successors, and assigns.
9. Each party acknowledges that the terms of this Agreement have been completely read and are fully understood and voluntarily accepted by each party, after having a reasonable opportunity to retain and confer with counsel. This Agreement is entered into after a full investigation by the parties, and the parties are not relying upon any statements or representations not embodied in this Agreement.
10. In the event that the Franchisor retains the services of legal counsel to enforce the terms of this Agreement, it shall be entitled to recover all costs and expenses, including reasonable attorney's fees, incurred in enforcing the terms of this Agreement.
11. Transferor agrees that Transferor has and had a relationship with Franchisor at its offices in the State of Nebraska and that, with the exception of Franchisor's right to seek injunctive relief in any appropriate jurisdiction, any action by or against Franchisor arising out of or relating to this Agreement shall be commenced and concluded in the Commonwealth of Pennsylvania pursuant to the mediation, arbitration, venue, and jurisdiction provisions of the Franchise Agreement.
12. This Agreement may be executed in multiple counterparts by the various parties and the failure to have the signatures of all parties on a single Agreement shall not affect the validity or enforceability of any part of this Agreement against any party who executes any counterpart of the Agreement. Executed facsimile copies of this Agreement shall be deemed to be effective as original signatures.

**I HAVE READ THE ABOVE AGREEMENT AND UNDERSTAND ITS TERMS. I WOULD NOT SIGN THIS AGREEMENT IF I DID NOT UNDERSTAND AND AGREE TO BE BOUND BY ITS TERMS.**

**HPB LAWN CARE LLC**

By: \_\_\_\_\_

***FRANCHISEE***

By: \_\_\_\_\_

**Exhibit G**  
**to**  
**HPB Lawn Care LLC**  
**Franchise Disclosure Document**

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**Exhibit H**  
**to**  
**HPB Lawn Care LLC**  
**Franchise Disclosure Document**

**Confidentiality and Non-Disclosure Agreement**

**CONFIDENTIALITY AND NONDISCLOSURE AGREEMENT**

I \_\_\_\_\_, in consideration of the approval by HPB Lawn Care LLC (“Franchisor”) to review certain confidential information including, without limitation, certain price lists, manuals and/or other information relating to the operation of a Heroes Lawn Care franchise (“Confidential Information”) before completing my contemplated purchase of such franchise, hereby agree to maintain the confidentiality of all such Confidential Information in recognition that such information is confidential and is divulged only to Heroes Lawn Care franchisees. If I am unable to consummate the contemplated purchase of the Heroes Lawn Care franchise or to otherwise become a Heroes Lawn Care franchisee, I shall not disclose any of this information to any other person. I further represent and warrant that I shall not use such information in any other capacity except as an authorized Heroes Lawn Care franchisee. I hereby acknowledge that I shall not reproduce any of the Confidential Information being entrusted to me today, nor shall I make any oral or written notes regarding any of the information contained therein.

I acknowledge and agree that disclosure or unauthorized use of any of the Confidential Information presented to me is likely to cause Franchisor or an affiliate of Franchisor immediate and irreparable harm, which is not compensable in money damages. I hereby consent, in the event of my unauthorized use or disclosure of such Confidential Information, to the entry of injunctive relief in favor of Franchisor or an affiliate of Franchisor, including temporary restraining orders and preliminary injunctions, without the requirement of bond, under the usual equity rules.

**I HAVE READ THE ABOVE CONFIDENTIALITY AGREEMENT AND UNDERSTAND ITS TERMS. I WOULD NOT SIGN THIS AGREEMENT IF I DID NOT UNDERSTAND IT AND AGREE TO BE BOUND BY ITS TERMS.**

Dated: \_\_\_\_\_

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

**Exhibit I**  
**to**  
**HPB Lawn Care LLC**  
**Franchise Disclosure Document**

**LIST OF CURRENT FRANCHISED LOCATIONS OF THE ISSUANCE DATE**

The names of all current operational franchisees and telephone number of each of their locations as of the date of this Disclosure Document.

<b>Name</b>	<b>Address</b>	<b>Location</b>	<b>Territories</b>	<b>Phone</b>
Taylor Olberding and Mike Marlow	17705 Storage Rd Ste 200, Omaha NE 68136	Omaha, NE	4	402-704-3455
Taylor Olberding and Mike Marlow	17705 Storage Rd Ste 200, Omaha, NE 68136	Lincoln, NE	1	402-704-3455
Rob & Laura Betzold	122 Rose Lane #601, Frisco, TX 75036	Frisco, TX	4	972-346-5206
Wade Burgess	15210 Fitzhugh Rd Unit #1900, Austin, TX 78736	Austin, TX	4	512-831-6596
Burgess Home Services LLC	2535 FM 685 Ste 650, Hutto, TX 78634	Hutto, TX	3	512-893-6537
Zac Lowder	5523 FM 1488, Ste D, Magnolia, TX 77354	The Woodlands, TX	3	832-220-8100
Leann Wilson	1965 Post Rd Ste 307, New Braunfels, TX 78130	New Braunfels, TX	4	830-339-2772
Sudheer Mantena & Venkat Chiluvuri	2354 Pendley Rd. Ste B, Cumming, GA 30041	Alpharetta, GA	4	470-648-1122
Michael Kelly	1435 FM 1463, Unit B13, Katy, TX 77494	Katy, TX	3	281-670-0969
Jared Lane	10651 Kaw Dr. Unit 400-500, Edwardsville, KS 66111	Shawnee, KS	3	913-386-4950
Scott Covert	2804 Exchange St., Wylie, TX 75098	Murphy, TX	5	214-278-4797
John Ortman	1947 E Continental Blvd, Southlake, TX 76092	Southlake, TX	3	817-888-8434
Janna Wyatt	3668A Central Pike, Hermitage TN 37076	Nashville, TN	3	615-486-3107
Sook Huh	231 Herbert Ave Building 2 - Space E, Closter, NJ 07624	Closter, NJ	2	201-357-0907
Paul Gallagher	51458 Schoenherr Rd, Shelby Township, MI 48315	Detroit, MI	5	586-894-8022
Christopher Enright	6505 S 41st W Ave, Tulsa, OK 74132	Tulsa, OK	4	918-957-3516
Mary Helen Threlkeld & Charles O'Leary	22057 County Rd 143, Alvin, TX 77511	Alvin, TX	4	832-536-8350

Jon Berton	6218 53rd Ave S, Unit 4H, Fargo, ND 58104	Fargo, ND	1	701-707-9793
Sean Anderson	4008 Williamson Rd. #302, Crowley, TX 76036	Fort Worth, TX	3	817-484-0026
Justin Pintauro	1700 Industrial Center Circle, Ste B, Charlotte, NC 28213	Charlotte, NC	3	704-856-3114
Marie Desir	401 Baker Grove Rd NW, Ste 400, Acworth, GA 30101	Acworth, GA	3	678-884-7764
Michael Nichols	7502 South Potamac St. Unit E05, Englewood, CO 80112	Englewood, CO	3	720-381-3810
Daniel Kelly	420 Brandam Lane #103, Charleston, SC 29492	Charleston, SC	4	843-972-3132
Christopher Stone	5783 Mining Terrace #7, Jacksonville, FL 32257	Jacksonville, FL	4	904-206-8061

**LIST OF FRANCHISES WHO HAVE SIGNED FRANCHISE AGREEMENTS BUT ARE NOT OPEN AS OF THE ISSUANCE DATE**

Name	Location	Territories	Email
Shubham Sethi	Austin, TX	3	shubhamrsethi@gmail.com
David & Jennifer Braithwaite	Phoenix, AZ	4	DBraithwaite@heroeslawncare.com JBraithwaite@heroeslawncare.com
Chad & Nichole Bobe	Newburg, IN	2	CBobe@heroeslawncare.com NBobe@heroeslawncare.com
Aaron & Emily Fox	Cleveland, OH	5	AFox@heroeslawncare.com EFox@heroeslawncare.com
Benjamin Pease	Cedar Rapids, IA	2	BPease@heroeslawncare.com
Bryan & Andria Gebhard	Marion, IA	4	BGebhard@heroeslawncare.com AGebhard@heroeslawncare.com

**LIST OF FORMER FRANCHISES AS OF THE ISSUANCE DATE**

If you buy this **franchise**, your contact information may be disclosed to other buyers when you leave the franchise system.

The name, location, and last known telephone number of every franchisee who has had an outlet terminated, cancelled, **not** renewed, or otherwise voluntarily or involuntarily ceased to do business during the most recently completed fiscal year or **as of the date of this** Disclosure Document:

Name	Location	Territories Terminated	Phone	Status
Brad & Fernanda Buinicky	Niceville, FL	3	850-659-3555	Ceased Operations
Michael & Rachel Bartlemay	Austin, TX	3	518-860-9428	Ceased Operations

Stephen Moore & Tatiana Dillon	Austin, TX	3	903-452-0375	Termination
Richard Lewis	Houston, TX	3	832-604-9500	Termination
Jacob Langner	Denver, CO	3	707-880-5826	Termination
Jeffrey Smith	Plain City, OH	3	440-781-8602	Termination
Jennifer Colby & Chance Oliver	Dallas, TX	3	469-592-6788	Termination
Aaron Strassman	Boca Raton, FL	3	561-325-7469	Termination
Todd Lawrence	Nashville, TN	3	615-440-8091	Ceased Operations
Jason Mitchell	Nashville, TN	3	310-720-0155	Termination
Jeffery & John Evans	Miami, FL	3	305-985-5797	Termination
Keith Melton	Wake County, NC	3	202-617-5756	Termination
Jordan McClellan	Livonia, MI	3	734-315-0911	Termination

**Exhibit J  
to  
HPB Lawn Care LLC  
Franchise Disclosure Document**

**Franchisee Questionnaire/Compliance Certification**

HPB LAWN CARE LLC

**FRANCHISEE AFFIRMATIONS AND ACKNOWLEDGEMENTS QUESTIONNAIRE**

As you know, HPB Lawn Care LLC (“we”, “us”, “Heroes” or “Franchisor”), and you are preparing to enter into a Franchise Agreement for the operation of a Heroes Lawn Care franchise (a “Franchised Business”). The purposes of this Questionnaire are to: (i) fact find for internal purposes; (ii) confirm you are making an informed investment decision; (iii) determine whether any statements or promises were made to you that we have not authorized or that may be untrue, inaccurate, or misleading. Please review each of the following questions carefully and provide honest and complete responses to each question. **You cannot sign or date this Questionnaire the same day as the Receipt for the Franchise Disclosure Document, but you must sign and date it the same day you sign the Franchise Agreement and pay your franchise fee.**

- 1. Have you received and personally reviewed the Franchise Agreement and each exhibit or schedule attached to the Franchise Agreement you intend to enter into with us?

Yes/No: \_\_\_\_\_

- 2. Do you understand that this Questionnaire pertains and relates to each and every Franchise Agreement you intend to enter into with us?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- 3. Have you received and personally reviewed the Franchise Disclosure Document we provided?

Yes/No: \_\_\_\_\_

- 4. Did you sign a receipt for the Disclosure Document indicating the date you received it?

Yes/No: \_\_\_\_\_

- 5. Did you read and do you understand the information contained in the Disclosure Document?

Yes/No: \_\_\_\_\_

If “No,” what parts of the Disclosure Document do you not understand?

\_\_\_\_\_

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6. Did you read and do you understand the Franchise Agreement and your obligations under the Franchise Agreement?

Yes/No: \_\_\_\_\_

If “No,” what parts of the Franchise Agreement do you not understand?

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7. Have you reviewed the Disclosure Document and Franchise Agreement with a lawyer, accountant or other professional advisor and discussed the benefits and risks of operating a Franchised Business with these professional advisor(s)?

Yes/No: \_\_\_\_\_

8. Do you understand the success or failure of your Franchised Business will depend in large part upon your skills, abilities and efforts and those of the persons you employ, as well as many factors beyond your control such as weather, competition, interest rates, the economy, inflation, labor and supply costs, lease terms and the marketplace?

Yes/No: \_\_\_\_\_

If “No,” what parts of this do you not understand?

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9. Do you understand that the territory protection you are granted under the Franchise Agreement is limited and that we have reserved certain rights to engage in certain activities in your Protected Territory under the Franchise Agreement?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

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10. Do you understand we and our affiliates retain the exclusive unrestricted right to engage, directly or through others, in the providing of services under the our mark or other marks, at any location outside your Protected Territory, regardless of how close these activities are to your Protected Territory?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

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11. Do you understand that the Franchisor first began offering franchises in 2022 and that the Heroes franchise system is a newly launched franchise system with limited operating history?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

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12. Do you understand all disputes or claims you may have arising out of or relating to the Franchise Agreement must be mediated and arbitrated in Bucks County, Pennsylvania?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

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13. Do you understand the Franchise Agreement limits the amount and type of damages you can recover, and that you are not entitled to any punitive, consequential or other special damages?

Yes/No: \_\_\_\_\_

If "No," what part of this do you not understand?

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14. Do you understand the sole entity or person against whom you may bring a claim under the Franchise Agreement is HPB Lawn Care LLC?

Yes/No: \_\_\_\_\_

If "No," what part of this do you not understand?

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15. Do you understand all persons whose names appear on the Franchise Agreement must successfully complete the appropriate initial training program(s) before we will allow the Franchised Business to open or consent to a transfer of that Franchised Business?

Yes/No: \_\_\_\_\_

If "No," what part of this do you not understand?

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16. Do you understand that we require you to successfully complete certain initial training program(s) and if you do not successfully complete the applicable training program(s) to our satisfaction, we may terminate your Franchise Agreement?

Yes/No: \_\_\_\_\_

If "No," what part of this do you not understand?

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17. Do you understand we do not have to sell you a franchise or additional franchises or consent to your purchase of existing franchises?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

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18. Do you understand that we will send written notices, as required by your Franchise Agreement, to either your Franchised Business or home address until you designate a different address by sending written notice to us?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

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19. Do you understand that we will not approve your purchase of a Franchised Business, or we may immediately terminate your Franchise Agreement, if we are prohibited from doing business with you under any anti-terrorism law enacted by the United States Government?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

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20. Is it true that no broker, employee or other person speaking on our behalf made any statement or promise regarding the costs involved in operating a Franchised Business that is not contained in the Disclosure Document or that is contrary to, or different from, the information contained in the Disclosure Document?

Yes/No: \_\_\_\_\_

If "No," please describe the nature of the statements and by whom they were made by?

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21. Is it true that no broker, employee or other person speaking on our behalf made any statement or promise regarding the actual, average or projected profits or earnings, the likelihood of success, the amount of money you may earn, or the total amount of revenue a Franchised Business will generate, that is not contained in the Disclosure Document or that is contrary to, or different from, the information contained in the Disclosure Document?

Yes/No: \_\_\_\_\_

If "No," please describe the nature of the statements and by whom they were made by?

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22. Is it true that no broker, employee or other person speaking on our behalf made any statement or promise or agreement, other than those matters addressed in your Franchise Agreement concerning advertising, marketing, media support, marketing penetration, training, support service or assistance that is contrary to, or different from, the information contained in the Disclosure Document?

Yes/No: \_\_\_\_\_

If "No," please describe the nature of the statements and by whom they were made by?

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23. Is it true that no broker, employee or other person providing services to you on our behalf has solicited or accepted any loan, gratuity, bribe, gift or any other payment in money, property or services from you in connection with a Franchised Business purchase with exception of those payments or loans provided in the Disclosure Document?

Yes/No: \_\_\_\_\_

If “No,” please describe the nature of the statements and by whom they were made by?

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24. Do you understand that the Item 19 financial performance disclosure contained in Item 19 of the Disclosure Document is not a representation of what you can expect to achieve in connection with the operation of a Franchised Business?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

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25. Do you understand that you will control and are entirely responsible for all employment related matters in connection with the operation of your Franchised Business and that we are not responsible for, and do not control, directly or indirectly, your employment practices or your employees?

Yes/No: \_\_\_\_\_

If “No,” what part of this do you not understand?

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26. Did you receive the Franchise Disclosure Document at least fourteen (14) days before you completed and signed this Questionnaire?

Yes/No: \_\_\_\_\_

27. Did you receive the Franchise Agreement at least seven (7) days before you completed and signed this Questionnaire?

Yes/No: \_\_\_\_\_

**If any Illinois, Indiana, Michigan, Minnesota, North Dakota, Rhode Island, South Dakota, Virginia or Wisconsin franchisee completes this Questionnaire, it is adjusted or determined to be against the public policy of Illinois, Indiana, Michigan, Minnesota, North Dakota, Rhode Island, South Dakota, Virginia or Wisconsin, such Questionnaire will be considered void and unenforceable, and HPB Lawn Care LLC will disregard and will not rely on this Questionnaire as a disclaimer, release, or otherwise defense, in any claim made pursuant to or under the relevant state anti-fraud or anti-waiver statutes, rules, regulations, or similar applicable laws.**

**YOU UNDERSTAND THAT YOUR ANSWERS ARE IMPORTANT TO US AND THAT WE WILL RELY ON THEM. BY SIGNING THIS QUESTIONNAIRE, YOU ARE REPRESENTING THAT YOU HAVE CONSIDERED EACH QUESTION CAREFULLY AND RESPONDED TRUTHFULLY TO THE ABOVE QUESTIONS.**

\_\_\_\_\_  
Franchisee, individually

Dated: \_\_\_\_\_

**Exhibit K**  
**to**  
**HPB Lawn Care LLC**  
**Franchise Disclosure Document**

**STATE EFFECTIVE DATES**

The following states have franchise laws that require that the Franchise Disclosure Document be registered or filed with the states, or be exempt from registration: California, Florida, Hawaii, Illinois, Indiana, Kentucky, Maryland, Michigan, Minnesota, Nebraska, New York, North Dakota, Rhode Island, South Dakota, Texas, Utah, Virginia, Washington, and Wisconsin.

This document is effective and may be used in the following states, where the document is filed, registered, or exempt from registration, as of the Effective Date stated below:

STATE	STATUS
CALIFORNIA	Not Registered
FLORIDA	Pending Registration
HAWAII	Not Registered
ILLINOIS	Pending Registration
INDIANA	Pending Registration
KENTUCKY	Exempt
MARYLAND	Not Registered
MICHIGAN	Pending Registration
MINNESOTA	Pending Registration
NEBRASKA	Exempt
NEW YORK	Not Registered
NORTH DAKOTA	Pending Registration
RHODE ISLAND	Pending Registration
SOUTH DAKOTA	Pending Registration
TEXAS	Exempt
UTAH	Exempt
VIRGINIA	Pending Registration
WASHINGTON	Not Registered
WISCONSIN	Registered

Other states may require registration, filing, or exemption of a franchise under other laws, such as those that regulate the offer and sale of business opportunities or seller-assisted marketing plans.

**Exhibit L**  
**to**  
**HPB Lawn Care LLC**  
**Franchise Disclosure Document**

**Receipts**

**RECEIPTS (OUR COPY)**

This disclosure document summarizes certain provisions of the Franchise Agreement and other information in plain language. Read this disclosure document and all agreements carefully.

If HPB Lawn Care LLC offers you a franchise it must provide this disclosure document to you 14 calendar-days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale.

If HPB Lawn Care LLC does not deliver this disclosure document on time or if it contains a false or misleading statement, or a material omission, a violation of federal law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580, and the state administrator identified in Exhibit A of this Franchise Disclosure Document. A list of franchisor’s agents registered to receive service of process is listed as Exhibit A to this Franchise Disclosure Document.

Issue date: April 23, 2024.

I have received a Franchise Disclosure Document with an issue date of April 23, 2024, which included the following Exhibits:

A – List of State Administrators and Agents for Service of Process

B – Franchise Agreement

C – Multi-Unit Addendum

D – State Specific Addenda

E – Financial Statements

F – Sample Termination and Release Agreement

G – Operations Manual Table of Contents

H – Confidentiality and Non-Disclosure Agreement

I – List of Franchisees and Franchisees That Have Left the System in the Past Fiscal Year

J – Franchisee Questionnaire/Compliance Certification

K – State Effective Dates Page

L -Receipt

The franchise seller(s) for this offering is/are as follows: Josh Skolnick, 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164; Zachery Beutler, 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164; SVHB Marketing LLC d/b/a Horsepower Brands, 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164.

If a Business Entity:

If an Individual:

By: \_\_\_\_\_ Name: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_ Nam of Entity: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

**RECEIPTS (KEEP THIS COPY)**

This disclosure document summarizes certain provisions of the Franchise Agreement and other information in plain language. Read this disclosure document and all agreements carefully.

If HPB Lawn Care LLC offers you a franchise it must provide this disclosure document to you 14 calendar-days before you sign a binding agreement with, or make a payment to, the franchisor or an affiliate in connection with the proposed franchise sale.

HPB Lawn Care LLC does not deliver this disclosure document on time or if it contains a false or misleading statement, or a material omission, a violation of federal law and state law may have occurred and should be reported to the Federal Trade Commission, Washington, D.C. 20580 and the state administrator identified in Exhibit A of this Franchise Disclosure Document. A list of franchisor’s agents registered to receive service of process is listed as Exhibit A to this Franchise Disclosure Document.

Issue date: April 23, 2024.

I have received a Franchise Disclosure Document with an issue date of April 23, 2024, which included the following Exhibits:

- |  |   |
|--|---|
| A – List of State Administrators and Agents for Service of Process | G – Operations Manual Table of Contents   |
| B – Franchise Agreement  | H – Confidentiality and Non-Disclosure Agreement  |
| C – Multi-Unit Addendum  | I – List of Franchisees and Franchisees That Have Left the System in the Past Fiscal Year |
| D – State Specific Addenda   | J – Franchisee Questionnaire/Compliance Certification                                     |
| E – Financial Statements   | K – State Effective Dates Page  |
| F – Sample Termination and Release Agreement                       | L -Receipt  |

The franchise seller(s) for this offering is/are as follows: Josh Skolnick, 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164; Zachery Beutler, 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164; SVHB Marketing LLC d/b/a Horsepower Brands, 2525 N. 117<sup>th</sup> Avenue, Omaha, Nebraska 68164.

If a Business Entity:

If an Individual:

By: \_\_\_\_\_ Name: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Date: \_\_\_\_\_ Nam of Entity: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_