



## MEDIA CONTACT

Allison Yeaman or Holly Scimeca  
24-Hour Media Line: (817) 329-3257  
[allison@spmcommunications.com](mailto:allison@spmcommunications.com)  
[holly@spmcommunications.com](mailto:holly@spmcommunications.com)

## New Demographic in Growing Franchise Segment Report finds record number of Baby Boomers reject retirement for new endeavors

(HOLMDEL, N.J.) – One of the largest groups of the U.S. population starting new businesses is baby boomers, and many of them look to franchise opportunities, with proven concepts and corporate support, as a way to reduce risk while achieving their dreams of business ownership in their later years.

According to a new report just released by the International Franchise Association, a record 30,000 new franchised start-ups in more than 250 business categories were added to the U.S. economy in 2006. As the franchise market continues to grow, franchisees and franchisors alike are becoming more sophisticated, and *Entrepreneur* magazine says the ideal franchisee today has business savvy along with access to capital – making older entrepreneurs a natural fit for smart franchisors.

Lawn Doctor, *Entrepreneur* magazine's top-ranked lawn care franchisor in its annual "Top 500 Franchises" report (ranked 92 overall), has welcomed this new demographic as it has begun seeking franchisees with more sales and marketing experience to help grow the 40-year-old brand. In fact, the company retains an astounding 85% of their customer base, largely they believe, because the majority of Lawn Doctor customers are baby boomers who value service.

"Where we once saw mostly younger people, perhaps trying their hand at business for the first time, we now see people in their mid-40s and older who have left the corporate world – whether by choice or because of downsizing – who want to start their own businesses," said Lawn Doctor Vice President Marketing and Franchise Development, Scott Frith. "We welcome their experience, maturity and enthusiasm because they have the necessary skills to help uphold and grow the 40-year-old Lawn Doctor brand."

Lawn Doctor, with nearly 500 franchisees nationwide, has received FranSurvey's "World Class Franchise" distinction, the highest honor awarded in the franchise community. The company receives top marks for its proprietary business management software, ongoing education and other programs that provide a sound foundation for a successful business, and in the past six years, has increased the number of units by 28 percent as the multi-billion dollar lawn care segment continues to grow.

For more information about Lawn Doctor's franchise program, go to [www.LawnDoctorFranchise.com](http://www.LawnDoctorFranchise.com).

### About Lawn Doctor

For 40 years, Lawn Doctor has led the nation's lawn care industry with innovative equipment, scientifically proven fertilization and horticultural methods and personal attention to each customer's lawn through locally owned and operated franchises. Through its comprehensive website, Lawn Doctor is a top resource for lawn care information in the country. For additional care tips or franchise information, go to [www.lawndoctor.com](http://www.lawndoctor.com).

(END)