



GrassRoots Turf Lawn Care Franchise Earns Recognition on 2026 Top Franchise List

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GrassRoots Turf Franchise has been named to Franchise Business Review's 2026 Top Franchises list, an achievement based entirely on independent franchisee satisfaction data. The recognition highlights the lawn care franchise company's commitment to franchisee success and its position within the growing \$100 billion lawn care industry.

Franchise Business Review's annual rankings are determined through comprehensive surveys of franchise owners, measuring satisfaction across key performance areas including training, support, operations, and financial opportunity. Unlike pay-to-play awards, these rankings reflect authentic feedback from franchisees operating within each system.

"This recognition validates the business model and support structure we've built for our franchise partners," said Josh Wise, Chief Executive Officer of GrassRoots Turf Franchise. "Our franchisees' satisfaction stems from the combination of our technology platform, monthly installment billing system, and comprehensive

training programs that set them up for sustainable success in their local markets."

The GrassRoots lawn care franchise distinguishes itself through its unique monthly installment billing model, which provides franchise owners with predictable cash flow regardless of seasonal fluctuations or weather disruptions. This approach differs from traditional lawn care service models that depend on trucks being on the road to generate revenue. The system includes automated payment processing and a built-in sales funnel, allowing franchisees to focus on customer service and business growth.

Since beginning franchise operations in 2019, GrassRoots Turf has expanded to 23 franchise units across various markets in the United States. The company provides exclusive territories to its franchisees, typically covering populations between 50,000 and 100,000 in metropolitan statistical areas. This territorial protection ensures franchisees can build their businesses without internal competition.

The franchise opportunity requires a minimum cash investment of \$50,000 and a net worth of \$150,000, with total startup investments ranging from \$136,300 to \$313,600. Each GrassRoots franchise receives comprehensive training covering business marketing, operations, and leadership, along with ongoing support through the company's technology platform.

"The lawn care industry continues to grow at approximately five percent annually, creating substantial opportunities for entrepreneurs," added Wise. "Our franchisees benefit from entering an essential service industry with strong demand while having the backing of proven systems and processes."

The 2026 recognition marks the fourth consecutive year that GrassRoots Turf has received awards from Franchise Business Review, having previously earned honors in 2023, 2024, and 2025. The consistency of these achievements reflects the franchise system's sustained focus on franchisee satisfaction and support.

GrassRoots Turf Franchise specializes in lawn care and mosquito control services delivered through a monthly service plan model. The company's trained technicians provide comprehensive lawn treatment programs designed to maximize results for residential and commercial clients. Based in Acworth, Georgia, GrassRoots Turf combines industry expertise with innovative business systems to create opportunities for franchise owners seeking to enter the lawn care market.

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For more information about GrassRoots Turf Franchise, contact the company here: GrassRoots Turf Franchise
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GrassRoots Turf Franchise

The GrassRoots Turf Franchise, a scalable lawn care business with residual income & long-term stability. GrassRoots offers training, operational support, exclusive territories, & monthly cash flow to entrepreneurs seeking to own a lawn care franchise

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