

Business Plan: Lawns R Us

Overview

Lawns R Us is a diversified agricultural and landscaping business combining large-scale lawn care, landscape installation, and maintenance with income-producing agricultural and commercial property ventures. The business operates across two strategically utilized properties, each offering multiple revenue streams and future expansion opportunities.

Core Business

- Full-service lawn care and landscape installation
- Ongoing property maintenance services
- Residential and commercial clientele

This established service side provides consistent cash flow while supporting expansion into agricultural production and retail.

Property 1: 759 Brooks Rd, Knox

Primary Use: Market Garden & Agricultural Production

This property operates as a high-yield market garden focused on:

- Vegetables
- Fruits
- Berries

Projected Annual Income: ~\$160,000

Key Features

- Established, productive garden space
- Scenic, well-designed landscape with benches throughout, creating an inviting “aesthetic oasis”
- Ample room for expansion of production gardens
- 7 on-site freezers for storage of frozen produce

Revenue Opportunities

- Roadside farm stand (fresh & frozen goods)
- Wholesale supply to local stores and cooperatives
- Direct-to-consumer sales

Future Potential

- Agritourism (pick-your-own, small events, garden visits)
 - Expanded crop production
 - Value-added goods (frozen, preserved, packaged products)
-

Property 2: 614 N. Searsport Rd, Frankfort

Primary Use Options

This property offers flexible commercial potential:

Option 1: Greenhouse & Landscape Supply Center

- Retail sales of plants, soils, mulch, and landscaping materials
- Expansion of landscaping division supply chain

Option 2: Self-Storage Facility

- Development of storage units for residential and contractor use
- Steady, passive income stream

Key Features

- 12x20 insulated building with heat and electricity

- Finished interior suitable for office or retail point-of-sale
 - Existing septic system for future development
-

Business Flexibility & Exit Strategy

- Properties can operate independently or as a unified business
 - Opportunity to subdivide and sell separately if desired
 - Multiple income streams reduce risk and increase overall business value
-

Vision

Lawns R Us aims to create a sustainable, community-focused business that blends landscaping services with local food production and retail. By maximizing the potential of both properties, the business is positioned for long-term growth, diversification, and profitability.

If you want, I can:

- Turn this into a **grant proposal or loan-ready plan**
- Add **financial projections & startup costs**
- Or rewrite it into a **real estate marketing package** if you're selling the properties