



Commercial Outdoor Services

## WHAT MAKES CLINTAR A SMART RECESSION-RESISTANT OPPORTUNITY TO TAKE ADVANTAGE OF?

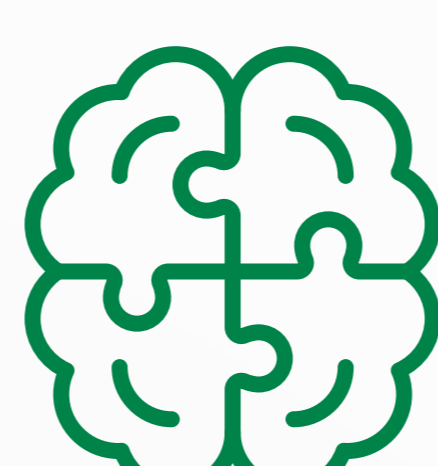
Anyone going into business wants to do so in an industry that's thriving and that can withstand economic downturns. The good news is that the commercial landscaping and snow removal industry is a recession-resistant one, and a Clintar franchise opportunity will put you in the middle of it!

## WHAT MAKES A BUSINESS RECESSION-RESISTANT?

*Businesses that are recession-resistant typically:*



Provide essential goods or services



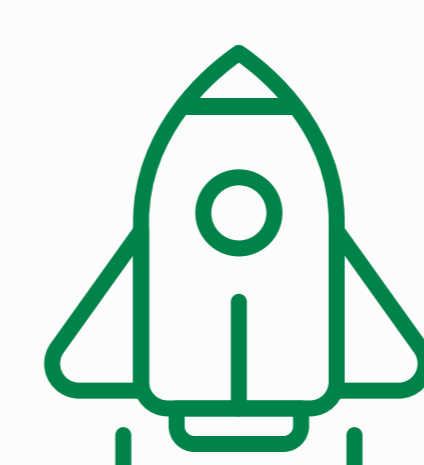
Offer a suite of services



Offer services with wide demographic appeal



Have an agile and adaptable business model



Have the resources to stay competitive

**CHARACTERISTICS LIKE THESE LEAVE BUSINESSES LESS VULNERABLE TO THE EFFECTS OF OUTSIDE INFLUENCES, PRESSURES, AND TRENDS – AND A CLINTAR FRANCHISE HAS THEM ALL!**

## WHAT'S DRIVING OUR RECESSION-RESISTANT INDUSTRY?

There are numerous factors driving the commercial landscaping and snow removal industry. These include:

AN INCREASE IN COMMERCIAL PROPERTY CONSTRUCTION, WITH DEVELOPMENT OF THE SURROUNDING LANDSCAPE

AN INCREASE IN OUTSOURCING BY INSTITUTIONS AND MUNICIPALITIES DUE TO LABOR SHORTAGES AND IN-HOUSE LANDSCAPERS WHO ARE OF RETIREMENT AGE






AN INCREASE IN THE PLANTING OF URBAN TREES THAT REQUIRE SPECIALIZED AND ONGOING PROFESSIONAL CARE

AN EMPHASIS ON ENERGY EFFICIENCY AND SUSTAINABILITY THAT REQUIRES THE PLANTING OF AND CARE FOR PLANTS AND TREES THAT FIT THE CRITERIA

**Businesses depend year-round on the services your Clintar franchise will provide – now and in the future!**

## HOW WILL WE HELP YOUR FRANCHISE STAY RECESSION-RESISTANT?

*Thriving during an economic downturn requires a business to stay on top of industry trends and reach its best customers. We help our franchisees do just that through...*

-  Regular council meetings and focus groups that target industry topics
-  A franchise portal system for efficient day-to-day operations
-  Expert marketing support to help get the word out
-  Classroom instruction for continued education
-  And much more!

**OUR FOCUS ON EFFICIENCY AND OUR COMMITMENT TO EXCELLENCE ARE JUST TWO REASONS WHY CLINTAR HAS REMAINED AN INDUSTRY LEADER FOR OVER 25 YEARS!**

If you're ready to take charge of your future and become part of an essential industry with the help of a leader in it, reach out to the Clintar team today!