

Weed Man Enhances Franchise Development with New Team Additions



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CLEVELAND, Ohio – Looking back at a staggering \$73 million in sales for 2014–17.6 percent growth in system sales over the previous year–[Weed Man USA](#) plans to expand by 56 additional territories in 2015. To boost their franchise sales process and continue their sustained yearly growth, the lawn care franchise company has partnered with Charlie and Andrew Baker of [ACE Franchise Services](#). In addition, the company has added Tawnya Pappin to their corporate team as franchise sales and marketing coordinator.

“We’ve been successfully growing across North America for decades, and are ready to ramp up our franchise sales process,” said Jennifer Lemcke, COO of Turf Holdings Inc. and Weed Man USA. “With these two new team additions, we hope to streamline our franchise development processes and strategies and continue our growth by finding franchise partners who will strive in our system.”

Working only with companies that achieve high standards of integrity and excellence, ACE Franchise Services helps match franchisors with the best franchisee candidates. Charlie Baker founded the company in 2011 following a career with the [Dwyer Group](#). At the Dwyer Group, Charlie received the Franchise Developer of the Year award for eight consecutive years. Andrew Baker, Charlie’s son, began his career in retail management, worked for IBM and then joined his father at the Dwyer Group as a [Glass Doctor](#) franchise director. Shortly after Charlie started ACE Franchise Services, Andrew left the Dwyer Group to join him in growing the company.

“We’re pleased to begin working with Weed Man USA to bolster their franchise growth,” said Charlie Baker. “Their standards and goals align with what our work aims to do, so we’re looking forward to building franchise leads for them and helping qualified candidates get involved in this great franchise opportunity.”

Also added to the Weed Man USA corporate team to manage franchise lead generation for Turf Holdings, Tawnya Pappin previously worked as a marketing manager for ALLABOUTWEBSERVICES.com. While there, Pappin handled website development, social media maintenance, public relations and customer service.

As a part of their franchise development strategy, Weed Man USA is specifically aiming to open locations in Boston, Dallas and many western states for franchise growth. The company is also targeting independent landscaping and pest control business owners to open Weed Man franchises as a means to diversify their existing products and services.