

A Comparative Guide: Franchising vs. Owning an Independent Business



Pacific[®]
**LAWN
SPRINKLERS**
The Leading Name in Irrigation[®]

WELCOME TO YOUR GUIDE ON

Franchising vs. Owning an Independent Business!

If you're reading this, chances are you're thinking seriously about starting a business—and that's a big (and exciting) step forward.

Whether you're dreaming of building something entirely your own or are curious about partnering with a trusted brand like **Pacific Lawn Sprinklers**, this guide is here to help you make a confident, informed decision.



Starting a business is an exciting step—but it's also a big decision. One of the first questions you'll face is: *"Should I start my own business from scratch or invest in a franchise?"*

Both paths offer unique opportunities, but the right choice depends on your goals, resources, and the level of support you desire along the way.

This guide will help you compare both options and explore how Pacific Lawn Sprinklers can make your business journey easier with a proven model, ongoing support, and brand recognition.

What is Franchising?

Franchising lets you run your own business using an established brand and proven systems. When you join a franchise like Pacific Lawn Sprinklers, you're stepping into a business that already works—with built-in support like training, marketing, and operational systems. That means you don't have to build everything from the ground up.

What Is Independent Business Ownership?

Starting an independent business means you create everything yourself. You come up with your brand, set up your systems, and build your own client base. While you have full control, there's also more risk because you're figuring out everything on your own without the backup of an established brand. **Statistics** show that about 20% of new businesses fail within the first two years, and 50% fail within five years. These numbers highlight the challenges of going it alone, where mistakes can be costly and success is not guaranteed.

A QUICK COMPARISON

Franchise vs. Independent Business

FRANCHISING

INDEPENDENT BUSINESSES

BRAND RECOGNITION



When you open a franchise, you benefit from an established brand and customer base. Pacific Lawn Sprinklers, for example, is trusted by many customers, so you don't have to start from scratch.

Starting from scratch means building your brand and reputation over time. It can take longer to get noticed and attract customers, but it's your brand and vision.

SUPPORT & TRAINING



A brand like Pacific Lawn Sprinklers provides training and support every step of the way. From setting up your business to managing day-to-day operations, you'll have guidance to succeed.

As an independent business owner, you need to figure everything out on your own. You must learn new skills, find resources, and solve problems, which can be overwhelming but offers more freedom.

COST & RISK



Franchise ownership often involves significant upfront costs, including the franchise fee, equipment, and marketing. Royalties are also a part of the cost. However, the risk is typically lower due to the proven business model.

Starting an independent business may have lower initial costs but carries higher risks. You'll pay for marketing, operations, and equipment without a proven model, making success more uncertain.

CONTROL & FLEXIBILITY



Franchising provides a proven business model, but it comes with rules that must be followed. While this limits some freedom, it ensures consistency and a tried-and-tested approach.

Independent businesses offer complete control over all aspects of the business, allowing you to make decisions and solve problems your way. However, this can also lead to more challenges.

MARKETING & CUSTOMER ACQUISITION



Franchise owners benefit from national marketing campaigns and a strong brand reputation. However, local marketing efforts are typically the responsibility of the franchisee.

As an independent business owner, you are fully responsible for all marketing efforts, including local advertising, SEO, social media, and other strategies to attract and retain customers.

IS FRANCHISING OR
AN INDEPENDENT BUSINESS

Right for You?



Do I want a proven system with built-in support, or would I rather build everything from the ground up?



Am I comfortable following a set of guidelines, or do I prefer complete creative freedom?



Do I want to start with brand recognition and a customer base, or am I willing to grow my reputation over time?

If you find yourself leaning toward structure, support, and a trusted brand, franchising with Pacific Lawn Sprinklers could be the right fit. We give you everything you need to start strong and grow confidently—without having to go it alone.



Success Stories

FROM OUR FRANCHISEES

At Pacific Lawn Sprinklers, we're proud of the success our franchisees have achieved. Here are just a few stories from people who have grown their businesses with us:

After transitioning from his family's landscaping business, Alex became the owner of a Pacific Lawn Sprinklers franchise in Connecticut. Thanks to the support from Pacific, **he was able to grow his business rapidly**, adding a second truck and simplifying operations compared to weekly landscaping work.

ALEX C.

Fairfield, CT

Joe was able to pay off his franchise fee in the first year, even without any prior business experience. With the strong support from Pacific, he quickly gained confidence and used the established customer base to drive impressive growth.

JOE P.

Merrick, NY

Ready to Get Started?

If you're ready to explore your options further, Pacific Lawn Sprinklers is here to help. Whether you're considering franchising or starting your own business, we make it easy for you to get started with a proven business model and all the support you need to succeed.

CONTACT PACIFIC LAWN SPRINKLERS

By filling out our [online form](#)

OR

Calling us at

888-210-1196