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PROPANE EQUIPMENT

DEALER TOOLKIT

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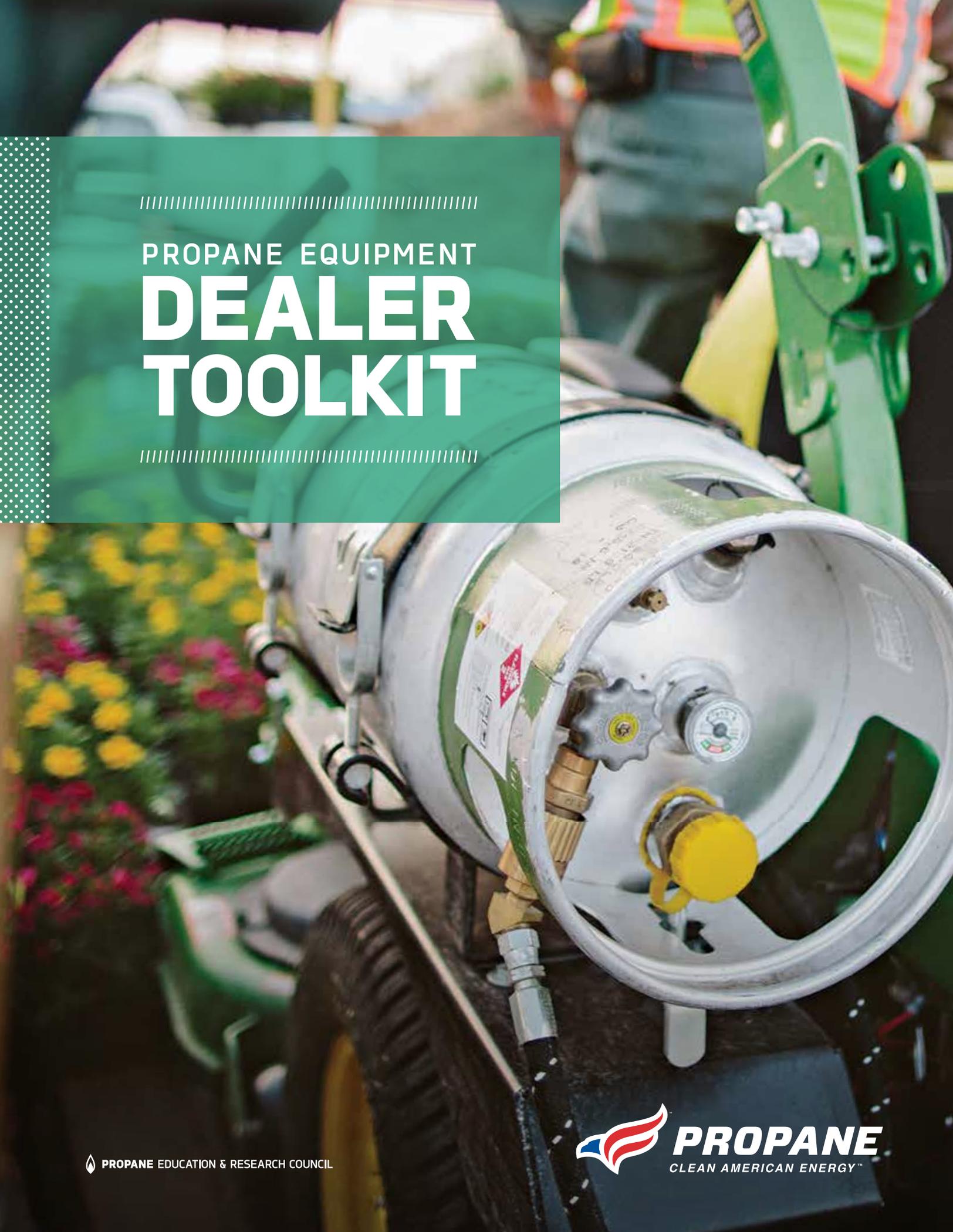


TABLE OF CONTENTS

+ PROFESSIONAL LANDSCAPE MARKET OVERVIEW

WELCOME

BENEFITS OF PROPANE

GETTING STARTED

FREQUENTLY ASKED QUESTIONS

+ RESOURCES



FIRST THINGS FIRST

WELCOME.

This kit was developed to help dealers like you grow their business by offering equipment options powered by clean, American propane. We hope you'll share this piece with anyone who helps attract new customers to your business.

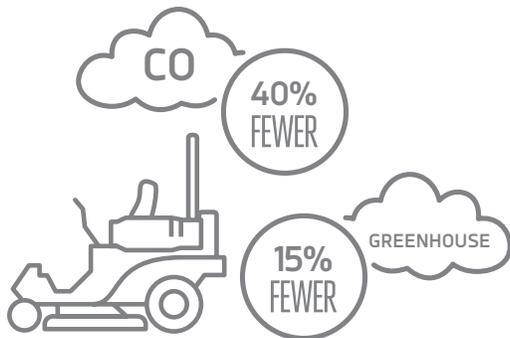
You're going to learn the basics of propane, market information, and advice on how to get started. An overview of marketing materials — created to support the propane conversation with your current and prospective customers — is provided in the back of this kit. Visit propanecouncil.org/mowerdealer to customize your desired items and order printed copies.

With this toolkit, your business will be prepared to tap the increasing demand for propane-powered mowers. To learn more about propane for the professional landscape audience, visit propane.com/commercial-landscape.



REDUCED EMISSIONS

Going green was once seen as a fringe movement, but it is now gaining momentum. Consumers and businesses, especially those affiliated with municipalities and governmental agencies, are looking for environmentally friendly options. These preferences are quickly making their way into landscape services, and propane offers an excellent alternative.



Studies show that propane-powered commercial mowers produce almost **15 percent fewer** greenhouse gas emissions and **40 percent fewer** carbon monoxide emissions than a comparable commercial mower running on gasoline. They also significantly **reduce other polluting emissions** such as ozone and particulate matter. And new commercial propane-powered mowers meet or exceed all current emissions requirements established by the U.S. Environmental Protection Agency, as well as the more stringent California Air Resources Board standards.

These emissions benefits help landscape contractors differentiate their businesses and appeal not only to green-minded consumers but also to businesses that are likelier than ever to have sustainability goals. Many companies now require vendors to use a low-emissions fuel, like propane, when available.

In addition to voluntary adoption of green alternatives, some larger cities are taking the issue further. Municipalities with air quality issues will periodically enact environmental air quality restriction days. During these times a temporary moratorium is placed on the use of gasoline-fueled commercial mowers. Compounding this challenge is the fact that these are not regularly scheduled events.

Because of its emission advantages, a propane-powered mower can operate in most areas during Ozone Action Days or Air Quality Nonattainment Days. So, while conventional fuels may prevent a contractor from working, propane empowers them to continue doing business as usual.

The bottom line is a propane-powered mower can equip a landscape contractor with a powerful tool that can help them land new business. In many instances, jobs are being awarded to contractors based strictly on the fact that they are able to provide a green solution. Propane can provide that solution, and do so cost-effectively.



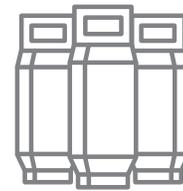
REDUCED LABOR EXPENSES

Keeping employees productive is every landscape contractor's biggest task. It's critical to help contractors understand that propane-powered mowers help their business by minimizing downtime-related labor expenses.

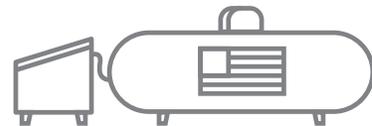
Refueling gasoline-fueled equipment requires crewmembers to spend valuable time traveling to an off-site fueling station. This can cause **hundreds of hours of unproductive time**, because it forces employees to make an extra stop. With propane's convenient, on-site refueling, employees can spend more time working and less time at the gas station.

Another important fact that will resonate with landscape contractors is that some propane-powered mowers use larger fuel tanks, or multiple tanks, which allows a crew to **cover a greater mowing area in a single fueling**. Plus, on propane-powered mowers, replacement cylinders are mobile and can be changed on-site with ease. Contractors can change out cylinders on the job, which increases overall productivity — and makes the most of the investment in labor.

PROPANE PROVIDES EASY ON-SITE REFUELING OPTIONS:



A cylinder exchange program where a local propane provider can deliver replacement propane tanks directly to a contractor's storage cage.



An on-site dispensing station with a refueling infrastructure that includes a large tank and no-spill dispenser to allow the landscape contractor to refill empty cylinders.



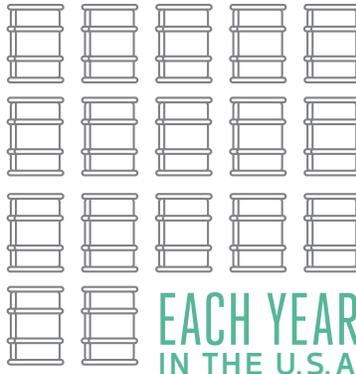
REDUCED FUEL LOSS

Propane equipment has a secure, closed-loop fuel system. This saves money not only by drastically reducing fuel theft, but by virtually eliminating costly, harmful spills.

It's widely known that, at the end of the day, gasoline cans rarely return full [no matter how many lawns were mowed]. With propane, there is little opportunity to steal fuel, which can translate to real savings.

For contractors using a traditional gasoline- or diesel-fueled mower, spilled, wasted, or mishandled fuel is a common occurrence. In fact, refueling landscape equipment results in **17 million gallons of spilled gasoline** in the United States each year — **more than one and a half times the volume of oil spilled by the Exxon Valdez in 1989**.^{1,2,3} These spills can kill grass, impact the environment, and ultimately cost a contractor money. Propane is a contained fuel source.

17 MILLION GALLONS OF
GASOLINE WASTED



PROPANE OFFERS



A
CLOSED FUEL
SYSTEM

1. Environmental Protection Agency (EPA), "Green Landscaping: Greenacres: A Source Book on Natural Landscaping for Public Officials: Chapter 2," 2012, <http://www.epa.gov/greatlakes/greenacres/toolkit/chap2.html> [accessed June 17, 2014].
 2. National Response Team, The Exxon Valdez Oil Spill: A Report to the President (Washington, D.C.: National Response Team, May 1989).
 3. U.S. Fish and Wildlife Service, Fisheries & Ecological Services, "Environmental Contaminants Spill Response and Restoration: Exxon Valdez Oil Spill," last updated March 2014, <http://alaska.fws.gov/fisheries/contaminants/exxon.htm> [accessed June 17, 2014].

REDUCED FUEL COSTS

According to the 2014 PERC Propane Mower Incentive Program survey, operating cost is the primary factor that will influence a contractor's decision to purchase a propane-powered mower. Since a contractor's primary operating cost is fuel, it can determine whether their business will be profitable or not.

Gasoline's relatively volatile price has landscape contractors researching affordable alternative fuels like propane. Propane's abundant, domestic supply means more stable fuel costs for your customers [and less dependence on foreign oil]. What's more, since a contractor buys propane in the off-season for commercial landscape, the price they pay for fuel may be even lower than average.

And because a local propane provider can offer fuel on a monthly, or even yearly, fuel contract, your customers can secure a fixed-rate price. This not only minimizes price volatility commonly experienced with gasoline, but it also helps contractors project their annual fuel costs, alleviating anxiety about unforeseen spikes in price at the pump.

To find a propane retailer in your area, visit propane.com/commercial-landscape and click the "Find a Propane Retailer" button at the top of the page.

"The worst thing in the world is to go back to [the client] after several months and tell them you need to add a fuel surcharge. Business is already so competitive that normally there's only hundreds of dollars that separate you and the next competitor. Propane allows you to be able to provide consistent service with a consistent price base with a customer because you lock in price for propane for 12 months."

Jim Bloodworth

Owner, Cutting Edge Landscape, Juliette, Ga.



PROPANE INCENTIVES

PROPANE INCENTIVES

Incentives make a contractor's transition to propane even easier. Educate yourself on the programs below and use them as a tool to close the deal with potential customers.

NATIONAL PROPANE MOWER INCENTIVE PROGRAM

Sponsored by the Propane Education & Research Council, this program provides contractors an incentive for a qualifying new propane mower purchase or a qualifying mower conversion. The program is open at certain times of the year and for a limited time only. Visit propane.com/commercial-landscape to learn if the incentive program is currently available.

STATE INCENTIVE PROGRAMS

Many state propane associations offer additional incentives for propane-powered commercial mower purchases. These offers can be combined with the above Propane Mower Incentive Program to further lessen the cost of entry for landscape contractors interested in propane. Check with your state propane association to learn what is available in your area.

GETTING STARTED

Adding propane-powered commercial mowers to your showroom will provide you with a product that is growing in demand.

This exciting new market has incredible potential for those who want to position their dealership as a leader. But, before going all in, it's important to do some planning. Take the following dealer-tested steps to make propane-powered mowers a successful addition to your business.

"I wish early on I had educated myself more about propane as a mower fuel."

Steve Lee
Assistant Store Manager
Zimmerer Kubota & Equipment Inc.

1 RESEARCH

As a dealer, it's an exciting time to offer propane equipment to commercial landscape contractors. Before entering the market, you can learn more about propane, the industry, and its role in landscaping at propane.com/commercial-landscape.

Next, learn which of the brands you carry offers propane-powered mowers.

Survey your current customers and prospects to better learn their needs; they may benefit from using propane-powered equipment. Then, reach out to more landscape contractors in your area to see who might be using propane-powered mowers in their fleet. Determine if the equipment is new or if the contractor used a conversion kit. Find out if they're satisfied with the performance of the mower, and if it's able to withstand the rigors of a typical workweek.

It's also important to determine if any of your competitors are selling propane-powered mowers and if so, which models they offer.

Finally, explore the various incentive programs that are offered on both the state and national level. Propane-powered mowers typically cost anywhere from \$1,000 to \$2,000 more than similar gasoline-fueled models. Incentive programs can offset those higher costs, lessening the upfront capital investment so contractors can benefit from propane's lower operating costs even quicker.

Your state propane gas association is a good place to start looking for local incentives. Add to that PERC's limited-time Propane Mower Incentive Program, and you not only have an attractive door opener to new business, but an incentive that can provide a significant boost to your customer's bottom line. Visit propane.com/mowerincentive for the latest incentive offers.



GETTING STARTED

2 MEET THE PROPANE RETAILERS

If you're going to offer propane-powered commercial mowers, you have to know where and how your customers will fuel them. So, it's critical that you develop a relationship with a propane retailer who services your area. You can find one by visiting propane.com/commercial-landscape and clicking on the "Find a Propane Retailer" button at the top of the page.

You'll want to talk through various refueling strategies with your propane provider. Ask retailers some important questions like:

- Do they have other landscape customers?
- How do they handle cylinder exchange?
- What types of packages do they offer on refueling for new customers?
- Do they have capacity to service your customers?
- Can they deliver fuel to a jobsite or just to the contractor's shop?
- Do they deliver on weekends?
- When they exchange cylinders do they prefer to do that at the shop or are they willing to deliver to a jobsite?

Adding a bulk tank to your premises establishes your dealership as a one-stop shop for your new propane-powered mower customers and helps to ensure repeat business. After all, these customers will need a place to refuel or exchange cylinders and a bulk tank helps to capture those dollars. And with the opportunity to refuel tanks for generators, outdoor grills, and other propane-powered equipment, a bulk tank can provide your dealership with a year-round revenue stream.

As a propane reseller, you will have the opportunity to purchase your fuel on contract, allowing you to negotiate a price per gallon. This eliminates the price volatility typically associated with gasoline and diesel.

"We actually put a fueling station in because it's hard to sell a propane mower and have the guy look at you and say, 'Okay, now where do I get my propane?' That's tough to sell when you're sending them somewhere else."

Don Saranzak
General Manager, Arlington Power

By selling propane, you'll be the in-demand fuel provider for a wide range of applications:

- Motor homes.
- Remote power generation.
- Backyard grills.
- Propane autogas work vehicles.
- Forklifts.

If this makes sense for your business, the propane retailer would play a key role in helping you navigate through the process.



GETTING STARTED

3 DEMO PROGRAM

Once you've picked a propane provider, you should obtain a propane-powered mower for demonstration purposes. Start by contacting OEMs and ask if they have a demo program in place. The demo model will allow you and your sales team to get a first-hand look at how the mower works and learn more about its maintenance requirements. You can then use it to entice new customers by loaning it out to landscape contractors while their gas- or diesel-fueled mowers are in the shop.

4 MAKE THE ROUNDS

Your final step should be to visit the landscape contractors in your area to better gauge interest in propane-powered mowers. Bring along the materials referenced at the back of this kit, along with the demo mower. Offer to loan them the mower so they can see how it stands up to the rigors of a typical workweek.



FREQUENTLY ASKED QUESTIONS

Why should a contractor care that propane-powered mowers produce fewer emissions?

Fewer emissions means a mower is less likely to be affected by environmental air quality restriction periods. Additionally, many contractors may want a low-emissions fuel to appeal to green-minded customers and to qualify for bids where an alternative fuel is specified.

What other equipment could a landscape contractor run on propane?

Many contractors switch to propane-autogas-powered trucks to help move equipment from job to job. Additionally, a propane-powered generator provides contractors with a convenient and ideal source of portable energy that can be used on the jobsite.

Besides contractors, whom else could I target to switch to propane-powered mowers?

Other potential targets could include commercial and residential property grounds managers; parks and recreation grounds managers; universities and schools grounds managers; and municipality managers.

How can I overcome customer objections to a higher priced propane-powered mower, especially if they're purchasing multiple machines?

Make sure contractors understand the real business value of propane's reduced operating costs and decreased downtime. These savings compound over time to make up for the higher premium of the equipment. An important secondary point to make is the opportunity of local and national incentive programs. The Propane Education & Research Council offers limited-time incentives intermittently through the year to use toward the purchase of a new propane mower, or for a propane mower conversion. Local incentives, available through state gas associations, can further reduce the upfront cost.

Are the propane tanks safe?

Propane tanks are very safe. In fact, propane tanks are 20 times as puncture resistant as typical gasoline. Additionally, propane tanks are environmentally friendly, require little maintenance, and can last up to 40 years.

QUESTIONS

FREQUENTLY ASKED QUESTIONS

How can I trust that propane-powered mowers aren't just a passing fad?

Propane-powered mowers are the future of landscape services. Landscape contractors are reaping the competitive advantages of a sustainable fuel that is more affordable, burns cleaner, emits fewer emissions, and doesn't experience spikes at the pump like gasoline and diesel. Additionally, many major manufacturers already offer over 150 different SKUs of propane-powered mowers:



RESOURCES

The following resources are available on the Propane Marketing Resource Catalog (Propane MaRC) propanecouncil.org/mowerdealer an online collection of materials developed by the Propane Education & Research Council for use by the propane industry. The catalog also provides downloadable safety, research, and development materials.

For more information about the Propane Mower Incentive Program, along with incentives in your area, visit propane.com/commercial-landscape and click on the Programs and Incentives tab.



TRAINING MATERIALS

SAFELY REFUELING PROPANE-POWERED COMMERCIAL MOWERS VIDEO

This video tutorial can be shared with customers or sales staff to demonstrate safe refueling of certain types of propane systems on commercial mowers.



PROPANE CYLINDER ID REFERENCE CARD

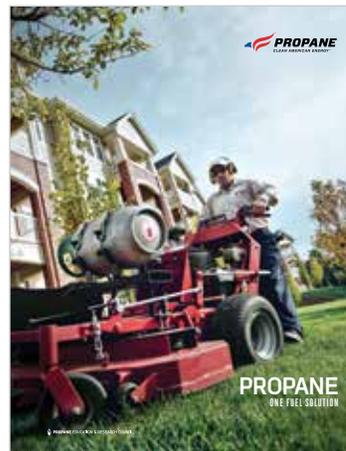
This brief, two-sided card describes the key differences between cylinders used for propane-powered mowers and those for propane forklifts. It includes a diagram with labels for distinguishing features on propane mower cylinders. Use this card to train your internal team with valuable information.



PROMOTIONAL MATERIALS

PROPANE ONE FUEL SOLUTION BROCHURE

For prospective customers that might be interested in propane for more than just mowers, share this piece to illustrate the advantages of using propane to fuel their mowers, trucks, and generators.



BUSINESS CASE FOR MOWERS BROCHURE

This detailed brochure is a great introductory resource for anyone considering adding propane-powered mowers to their fleet. It outlines the options fleets have for ownership, including associated costs with each. The brochure also includes case studies of three fleets — small, medium, and large — making it a useful piece for any prospect.



PROPANE REFERENCE CARD

An ideal cheat sheet for a sales team that details the key selling points for propane-powered mowers.



PROMOTIONAL MATERIALS

PROPANE MOWER INCENTIVE PROGRAM TRIFOLD BROCHURE/MAILER

A brochure that introduces the reader to the advantages of propane-powered mowers and the limited-time Propane Mower Incentive Program. This can be used as either an in-dealership takeaway or a direct mail piece. Customize the back mailing panel with your dealership's logo and contact information.



BEST-KEPT SECRET PRINT AD TEMPLATE

Share the benefits of propane with this customizable ad by adding your logo and contact information.



VIDEOS

VIDEOS

STRAIGHT TALK TESTIMONIAL VIDEOS

Businesses and contractors around the country are adopting propane-powered equipment. Hear their stories in the Straight Talk testimonial video series. Videos are an impactful marketing tool. Share these on your website and social media presences to show customers the kind of success they can achieve with propane-powered equipment.



Barnes, Inc.



Sebert Landscaping



Stay Green, Inc.



Sodfather, Inc.

CASE STUDIES

COLUMBUS, OHIO PARKS & RECREATION DEPARTMENT

Columbus, Ohio recognized the need to move toward greener practices that were both environmentally and financially intelligent. As part of their citywide Green Fleet Action Plan, they adopted 14 propane-powered mowers. Compared with gasoline mowers, Columbus now saves on fuel costs while reducing carbon monoxide and greenhouse gas emissions.



DAVIS MOWING

This case study proves fleets of all sizes can edge out the competition by adopting propane-powered mowers. A small landscape contractor, Davis Mowing Service was looking for simple ways to reduce operating costs while remaining competitive. Lower operating costs with propane have allowed the company to save money and outbid competitors.



DENISON LANDSCAPING & NURSERY

This Maryland lawn and landscape company converted to propane-powered mowers. Impressed by both the fuel savings and performance of their new propane-powered mowers, they eventually invested in two Roush CleanTech Ford F-250 trucks. Propane has extended the life of their equipment and lowered maintenance costs.



CASE STUDIES

CASE STUDIES

MCCOY'S LAWN EQUIPMENT SUPERSTORE

This landscape equipment dealer gained a competitive advantage by becoming an early adopter of propane-powered commercial mowers. Austin, Texas-based McCoy's Lawn Equipment Superstore saw new customers from local governments and other landscape contractors that were seeking the low emissions and cost benefits that propane fuel provides.

EARLY ADOPTION OF PROPANE PROVES LUCRATIVE FOR LARGE EQUIPMENT DEALER

A PROPANE CASE STUDY

THE ACCIDENTAL BUSINESS MODEL: HOW MCCOY'S LAWN EQUIPMENT SUPERSTORE GROWED SALES WITH PROPANE

COMPANY
McCoy's Lawn Equipment Superstore
Austin, Texas

CHALLENGES & SOLUTIONS
McCoy's Lawn Equipment Superstore has been a leader in the landscape equipment industry for over 30 years. The company's success is based on its reputation for providing high-quality equipment and exceptional customer service. However, the company faced a significant challenge in the early 2000s: the rising cost of gasoline and the environmental concerns associated with it. McCoy's sought a solution that would allow them to continue to provide high-quality equipment while also addressing the environmental concerns of their customers. The solution was propane. McCoy's began offering propane-powered equipment in 2003, and the company's sales grew significantly. Today, propane-powered equipment accounts for over 50% of McCoy's sales.

KEY TAKEAWAYS
McCoy's success with propane is a result of its early adoption of the technology. The company's customers were looking for a more environmentally friendly and cost-effective solution. McCoy's was able to provide this solution by offering propane-powered equipment. The company's success with propane is a result of its commitment to customer service and its focus on providing high-quality equipment.

CONTACT
McCoy's Lawn Equipment Superstore
10000 S. Mopac Expressway, Suite 100
Austin, TX 78748
781-234-5678
www.mccoyse.com

RUSSO LAWN AND LANDSCAPE

Russo's year-round business model requires the company to store equipment and fuel in the off-season. After experiencing fuel degradation problems and rising gasoline prices, the company decided to research propane. Read how propane rose to the occasion in this case study

PROPANE-POWERED MOWERS SOLVE COSTLY FUEL ISSUES FOR CONNECTICUT LANDSCAPE COMPANY

A PROPANE CASE STUDY

RUSSO LAWN & LANDSCAPE OVERHAULS FUEL DEGRADATION, SEEPS EVEN MORE BENEFITS AFTER SWITCHING TO PROPANE

COMPANY
Russo Lawn & Landscape
Hartford, Connecticut

CHALLENGES & SOLUTIONS
Russo Lawn & Landscape is a leading landscape maintenance company in Connecticut. The company's business model requires it to store equipment and fuel in the off-season. This led to significant fuel degradation problems, which were exacerbated by rising gasoline prices. Russo sought a solution that would allow them to store equipment and fuel for longer periods without the risk of fuel degradation. The solution was propane. Russo began offering propane-powered equipment in 2005, and the company's sales grew significantly. Today, propane-powered equipment accounts for over 70% of Russo's sales.

KEY TAKEAWAYS
Russo's success with propane is a result of its early adoption of the technology. The company's customers were looking for a more environmentally friendly and cost-effective solution. Russo was able to provide this solution by offering propane-powered equipment. The company's success with propane is a result of its commitment to customer service and its focus on providing high-quality equipment.

CONTACT
Russo Lawn & Landscape
1000 Main Street, Suite 100
Hartford, CT 06103
860-234-5678
www.russolawn.com

CASE STUDIES

CASE STUDIES

UNIVERSITY OF LOUISVILLE

U of L's Ground Services Department recognized the need to reduce emissions on the heels of a campus-wide green initiative in 2008. Since adopting propane, the department has successfully incorporated sustainability into its daily operations, on top of saving an average of \$2,000 annually.



U.S. LAWNS

Franchisees Steve and Teana Ferguson were looking for economical ways to reduce their company's carbon footprint. Since their transition to a propane-powered fleet, the husband-and-wife team has saved more than 50 percent on fuel costs while cutting their greenhouse gas and carbon monoxide emissions.



To get the most up-to-date resources and materials found in this toolkit, visit propanecouncil.org/resources.

To learn more about propane-powered lawn care equipment and the Propane Education & Research Council, visit propane.com/commercial-landscape.

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The Propane Education & Research Council was authorized by the U.S. Congress with the passage of Public Law 104-284, the Propane Education and Research Act (PERA), signed into law on October 11, 1996. The mission of the Propane Education & Research Council is to promote the safe, efficient use of odorized propane gas as a preferred energy source.

