



SMART WATER CONSERVATION AND A GREEN, GROWING MARKET

THE PIPELINE TO
PURPOSE-DRIVEN INNOVATION
IN THE MODERN IRRIGATION
INDUSTRY

A FRANCHISE
OPPORTUNITIES



TABLE OF CONTENTS

- Sustainability and Business Growth:
The Conserva Irrigation Opportunity – 2
- What Sets Conserva Irrigation Apart – 3
- Industry Insights: The Flourishing Green Economy – 4
- The Growth Potential of an Conserva Irrigation Franchisee – 5
- What Does It Take to Be Part of Conserva Irrigation? – 6
- Steps to Becoming an Conserva Irrigation Franchisee – 7
- Join Conserva Irrigation – 8





SUSTAINABILITY AND BUSINESS GROWTH: THE CONSERVA IRRIGATION OPPORTUNITY

Every day, outdated irrigation systems waste billions of gallons of water, causing damage to the environment, straining resources, and driving up costs for customers. As demand rises for sustainable solutions across eco-conscious industries, the need for a smarter model has never been greater. Conserva Irrigation is the modern business solution, with an approach rooted in conservation, efficiency, and responsibility.

Conserva Irrigation launched in 2010 as the first and only irrigation franchise concept in the country. Our eco-friendly model brought fresh energy to a stagnant industry, with a customer-first mindset and a focus on innovation that continues to drive our momentum today. Services include controller upgrades, water audits, repairs, system retrofits, installations, and drainage solutions that serve both residential and commercial customers with equal care. Each offering is tailored to help customers reduce waste while maintaining vibrant, healthy outdoor spaces.

From our inception, Conserva Irrigation has been backed by Empower Brands, a franchise development leader with a deep track record of smart operational design and scalable business models. Empower Brands brought its experience in infrastructure, growth strategy, and franchise leadership to the irrigation space to help franchise owners thrive in a market that had gone overlooked. That foundation has helped us maintain steady expansion while giving you a guiding force invested in long-term viability.

- The Conserva Irrigation model is designed to deliver flexibility, efficiency, and broad appeal. With a low investment range, minimal equipment needs, and an asset-light footprint, we give you a simple path to entry. And recurring revenue opportunities from seasonal services, maintenance contracts, and upgrades provide dependable income, as your wide customer base offers diverse opportunities to grow.

- Franchisees are supported every step of the way with detailed technical training, sales instruction, business software, field visits, and operational coaching. Empower Brands and Conserva Irrigation work together to deliver consistent guidance, established resources, and real-time support designed to help every owner capture local demand and nurture sustained, and sustainable, franchise growth.

WHAT SETS CONSERVA IRRIGATION APART

Becoming a Conserva Irrigation franchise owner aligns you with the future of national water conservation services and places you as an advocate and active force for the rapidly expanding green industry. You leverage a business model designed to give you the tools, training, and competitive edge ideal for market dominance and consistent growth.

Here are just some of the core features that make Conserva Irrigation ownership a smart pick for eco-driven business builders who want to be in the vanguard of smart water conservation and leverage a low-cost, quick-entry franchise model:

Strong Margins, Low Cost

Our model emphasizes efficient service delivery and minimal overhead to help you build healthy per-job returns without the burden of heavy equipment or inventory requirements.

Multiple Revenue Streams

Gain access to income from inspections, repairs, seasonal system upgrades, controller installations, and drainage work, so you can

enjoy stable demand across diverse service categories year-round.

Broad Customer Base

Serve homeowners, property managers, and business customers who value smart water use and long-term system performance across residential lawns and commercial grounds alike.

Eco-Friendly Solutions

Our mission-driven model empowers you to deliver conservation-focused services that align with both environmental goals and growing demand and support water-saving efforts in every community you serve.

Recurring Revenue

Service plans and system checks help keep your calendar full and your earnings steady, with customers returning regularly for maintenance, upgrades, and seasonal tune-ups.

Empower Brands Franchise Playbook

We guide your ownership journey with structured operations, launch timelines, and field-tested strategies backed by a leadership team with deep franchise

development experience.

The Only Franchise on the Market

Conserva Irrigation remains the sole national brand built entirely around irrigation services, giving you a rare opportunity to blaze a path for others to follow and lead in an underserved industry.

Exclusive Territories

Your assigned service area is protected and carefully selected to give you the freedom to invest locally, build lasting customer relationships, and grow your business with an eye to the future.

Integrated, Tech-Enabled Operations

Run your franchise using systems that centralize scheduling, invoicing, and service documentation and help you stay responsive, organized, and consistent in your daily work, so you can focus on the business. These core advantages make Conserva Irrigation an ideal launchpad for owners who want to flow with purpose, lead with innovation, and operate within a franchise system rooted in smart growth and environmental responsibility.

INDUSTRY INSIGHTS: THE FLOURISHING GREEN ECONOMY

The shift toward smarter resource use is fueling demand for efficient irrigation systems that conserve water and support eco-conscious property care. Here are key figures that reflect how Conserva Irrigation flows with the current of the expanding green economy.

12.1% CAGR: Sustainable Water Management Services

- The demand for smart water management is driving industry growth at an **annual rate of 12.1%**.
- The global smart water management market is valued at more than **\$15.8 billion**.
- North America dominates the global industry, with a **35.1% share** of total annual revenue.
- The U.S. smart water management systems market is projected to reach **\$11.8 billion** by 2033.

Conserva Irrigation: Built for Franchise Growth

- Average annual franchise gross profit margin: **53%**

- Average annual total revenue: **\$773,337**
- Average customers serviced per franchise per year: **715**
- System gross revenues annual growth rate: **17.3%**
- Total yearly Conserva Irrigation system sales: **\$53,308,274**

\$5 Trillion and Growing: Green Solutions in Increasing Demand

- In 2024, revenues tied to green economic activities reached **over \$5 trillion** globally.
- The green economy is projected to expand at a **CAGR of 15.63%** through at least 2033.
- Green technology and sustainability is a key driver of the larger green industry and is expected to see an **annual growth rate of 23.1%** over the next seven years.

Empowering Franchise Growth

- Conserva Irrigation was founded by and is part of **Empower Brands**, a platform of industry-leading brands supported by an established roadmap for growth and backed by 45 years of franchise experience.

- The Empower Brands franchise family puts its expertise to work for you, with annual systemwide sales exceeding **\$1.3 billion**.
- Six businesses in the Empower Brands group, including **Conserva Irrigation**, have placed on Entrepreneur Magazine's Franchise 500 list.

Broad & Expanding Reach

- Demand for innovative, ecologically aware water solutions is growing every year as investments in water efficiency are increasingly recognized for improving property value, leasing performance, and financing outcomes.
- The U.S. Department of Agriculture is investing heavily in water-saving technologies and smart irrigation.
- The customer base for eco-focused water irrigation solutions is vast, with robust and expanding demand in both residential and commercial sectors.

INDUSTRY INSIGHTS: THE FLOURISHING GREEN ECONOMY

The Future of Smart Irrigation

The rising demand for cutting-edge, sustainable irrigation solutions reflects a national push to curb water waste and modernize resource use. This growing urgency aligns with a powerful franchise opportunity that positions you to serve both the environment and the expanding green economy through innovation and efficiency.

Franchise ownership with Conserva Irrigation gives you access to established systems, strategic guidance, and a brand built for long-term strength. With the support and expertise of Empower Brands, you'll enter the market with a competitive edge while delivering essential services that support your community's health, appeal, and ecological responsibility.



THE GROWTH POTENTIAL OF A CONSERVA IRRIGATION FRANCHISEE

Conserva Irrigation puts you on the path to franchise growth and gives you the guidance and tools to serve your community while you expand your business.

In Step with the Green Economy

Conserva Irrigation operates at the intersection of environmental responsibility and smart business growth within today's eco-conscious marketplace.

Key growth aspects are:

- Smart irrigation systems that help reduce water waste
- Solutions aligned with water conservation regulations and incentives
- Customer demand driven by sustainability goals
- Relevance in both residential and commercial green initiatives

Low Investment, Low Asset

The Conserva Irrigation franchise model helps keep your costs low with minimal equipment, lean staffing, and a home-based or small-office setup.

Grow your business with:

- No inventory-heavy requirements or major capital outlay
- Simplified daily operations with fewer moving parts
- Access to vetted vendor relationships for affordable tools and supplies
- A service-based model without expensive retail overhead

Expanding Customer Base

Conserva Irrigation serves residential homeowners, commercial property managers, HOAs, municipalities, and green industry professionals to deliver you a scalable customer mix shaped by growing demand for water-efficient systems and high-performance solutions that deliver measurable value across diverse property types.

Rapid Franchise Launch

The Conserva Irrigation onboarding process is built to help you move from training to active operations quickly and efficiently.

Standout advantages include:

- An established launch playbook from Empower Brands
- Step-by-step assistance through setup and pre-opening
- Fast access to equipment, software, and marketing materials
- On-call support to address early-stage questions and decisions

Exclusive Territories and Tailored Local Support

Operate within a protected territory and receive location-specific support that reflects regional water restrictions, seasonal irrigation needs, and local market potential to help you build trust, visibility, and strong customer relationships across your defined service area.

An Exciting, Growth-Focused Market

The irrigation industry is expanding rapidly due to rising water costs, increased regulation, and widespread adoption of smart landscape solutions.

THE GROWTH POTENTIAL OF A CONSERVA IRRIGATION FRANCHISEE

Key demand drivers:

- Heightened awareness of water scarcity across suburban and urban regions
- Municipal and state incentives for efficient irrigation upgrades
- Property owner demand for lower utility bills and smarter technology
- Rising adoption of sustainable landscaping practices among developers and builders

Expert Marketing Guidance from Empower Brands

Access marketing systems developed by Empower Brands, with digital tools, lead generation strategies, and community outreach playbooks that support visibility, accelerate local brand awareness, and reflect field-tested approaches to growing customer pipelines.

Comprehensive Training

Receive detailed instruction in irrigation systems, water conservation principles, operations, and customer care.

Benefit from foundational tools such as:

- Classroom and field-based technical training
- Brand-certified water audits and inspection protocols
- Sales process education tailored to both residential and commercial accounts
- Post-training support for ongoing refinement and mastery

In-Demand Irrigation Services

Offer a full menu of professional services, including audits, irrigation system tune-ups, repairs, upgrades, installations, and smart controller retrofits that position you as a trusted water conservation partner in your community.

Recurring Revenue

Conserva Irrigation's model is structured to keep revenue flowing steadily through multiple sources and year-round services.

Revenue drivers include:

- Annual system inspections and maintenance plans

- Seasonal services like winterization and spring startups
- Ongoing customer relationships built around trust and expertise
- Add-on solutions like system upgrades and smart controller installs

With green industry momentum, multiple revenue streams, and support from Empower Brands, Conserva Irrigation positions franchise owners to build strong, scalable businesses while delivering smart water solutions to residential and commercial customers.



WHAT DOES IT TAKE TO BE PART OF CONSERVA IRRIGATION?

Franchisee Background

- Environmentally conscious professionals motivated to lead in the smart irrigation and green services space
- Business-minded individuals who recognize the value of recurring revenue and operational scalability
- Owners who care deeply about helping reduce water waste while maintaining vibrant, healthy landscapes
- Self-motivated franchisees who thrive within structured systems and appreciate the power of established playbooks

Ideal Candidate Profiles

Growth-Minded Business Leader

Operators with an eye for opportunity who want to scale a low-asset business built around sustainable solutions and repeat service demand.

Committed Conservation Visionary

Purpose-driven individuals passionate about water preservation who see smart irrigation as both a calling and a business model.

Experienced Irrigation Professional

Industry veterans ready to move from technician to owner while leveraging a scalable model and brand-driven support.

Dedicated Learner and Motivator

Driven self-starters who thrive within franchise systems refined for steady growth and enjoy leading small teams to deliver exceptional outdoor service.

Community-Centered Entrepreneur

Local leaders eager to bring eco-conscious solutions to market while building meaningful, lasting impact in their market.

What We're Looking For

- Dedication to environmental stewardship and sustainable outdoor living
- Ability to connect with residential and commercial customers through clear, respectful communication
- Openness to learning and applying a refined system designed for long-term business growth

- Strong sense of accountability and reliability in daily operations
- Comfort managing field teams and working directly with service technicians
- Passion for promoting water conservation through smart technology and education

Financial Requirements

- Total Investment Range: \$125,800 – \$159,500
- Franchise Fee: \$49,500
- Initial Term: 7 years with two 5-year renewal options



STEPS TO BECOMING A CONSERVA IRRIGATION FRANCHISEE

Step 1



Introduction

Get key details about the Conserva Irrigation brand while building your franchisee profile and connecting with our team.

Step 2



Operations Overview

Go in-depth on our franchise model and operations, and learn how we position you for growth as a franchise owner.

Step 3



FDD & Territory Review

Review our Franchise Disclosure Document, and begin mapping out your franchise location and identifying your local market.

Step 4



Peer Networking

Connect with current Conserva Irrigation franchise owners for details on daily operations and the real-world experiences you'll encounter as a franchisee.

Step 5



Leadership Call

Engage in conversation with our sales and brand leadership to finalize your franchise agreement and put you on the path to your Empower Day.

Step 6



Empower Day!

Sign your franchise agreement, begin training, and prepare to launch your Conserva Irrigation location as the newest Empower Brands franchise owner!



JOIN CONSERVA IRRIGATION

Join a Franchise Dedicated to Water Conservation and Sustained Growth

Conserva Irrigation is built to meet the rising demand for smart, sustainable irrigation solutions across both residential and commercial markets. Our partnership with Empower Brands connects us with a franchise model that offers low fixed costs, asset-light operations, and tools designed to help you grow efficiently.

Water conservation is no longer optional;

it's critical to our communities' futures. From smart controllers to seasonal tune-ups, Conserva Irrigation delivers services customers want and communities need and positions you to lead the shift toward more responsible landscape care.

Franchise ownership with Conserva Irrigation connects you to a forward-thinking system with a clear growth strategy. You'll gain access to expert support, a nationally

recognized brand, and the opportunity to build a meaningful business that aligns with your values and your market.

Ready to Learn More?

The modern commercial and residential irrigation market is expanding with skyrocketing demand, and Conserva Irrigation is at the forefront of the category and setting the pace for the industry. Contact us today to explore how our low-investment franchise model and commitment to smart water management can nurture your business and help it bloom.



CONTACT US TODAY



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Next Steps

Contact us today to receive our complete franchise information package and begin your journey toward structured, sustained business growth with Conserva Irrigation.

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