

ABOUT RYAN

Official Overview of Ryan Lawn & Tree

Ryan Lawn & Tree is a premier lawn and landscape company serving five markets across three Midwest states.

Larry Ryan started Ryan Lawn & Tree in 1987. From day one, Larry's goal has been to set the standard in customer service among lawn care companies. Larry has a degree in forestry, but it was the 10 years he spent in the restaurant business that taught him to deliver high-quality products and hire staff members who genuinely put the customer first.

Headquartered in Merriam KS, Ryan Lawn & Tree serves five different markets, both Kansas City, KS and Kansas City, MO Metro, St. Louis, MO, Springfield, MO, Wichita, KS, and Tulsa Oklahoma, and offers a variety of lawn care services including lawn fertilization, weed control, pruning, tree/stump removal, pest control, plant health care, soil care, landscaping, outdoor lighting, tree planting, as well as lawn irrigation. Go to Ryanlawn.com for more information about Ryan Lawn & Tree.



Mission & Values

Mission Statement

To serve God by helping our clients create beautiful and sustainable environments, while we create opportunities for our associates and business partners.

Company Values

- Always act with honesty and integrity.
- Hire only highly qualified people.
- Encourage and reward individual and team achievement.
- Be a leader in arboricultural and horticultural practices.
- Provide the Highest Quality products and services.
- Encourage all RYAN Associates to develop themselves and create opportunities for the advancement of others.
- Provide a supportive, honest, challenging, and fun work environment.
- Provide a means for personal financial stability for RYAN Associates.
- Be profitable. Continually grow in size, knowledge, and quality.

RYAN'S HISTORY



1987

In March, Larry Ryan starts the RYAN Lawn Care out of his home in Overland Park, Kansas.

1990

RYAN earns the business of its first 1,000 renewal clients and employed four full-time Associates.

1994

After 7 years in business, RYAN earns \$1 million in sales.

1998

RYAN becomes an ESOP (Employee Stock Ownership Plan) organization as part of its strategy to provide excellent careers and financial stability for associates.

2000

RYAN's first business expansion out of the KC Metro area, opening a branch in Wichita, Kansas.

2002

In September, RYAN establishes its first Missouri branch, in Lee's Summit, Missouri. In the same year, RYAN exceeded \$5 million in sales.

2003

RYAN acquires TNT Tree Service, Inc. and enters the Springfield, Missouri market under the name of RYAN's TNT Lawn & Tree.

2004

RYAN continues to expand its operations, with another new branch opening in Tulsa, Oklahoma, in January.

2007

RYAN's growth continues, reaching a new milestone with the employment of over 100 full-time associates.

2008

RYAN opens an Irrigation Department, offering sprinkler system installation and full-service, with the purchase of Lawn Magic, Inc.

2010

In January, RYAN opens up operations in St Louis, Missouri.

2011

RYAN celebrates its 25th year in business and another great year of sustained growth with 180 full-time associates.

2013

RYAN breaks through the \$25 million revenue mark!

2014

In April, RYAN purchases an irrigation company in Tulsa; in May RYAN purchased a tree pruning business in KC, and in December a small engine sales and service business in Lenexa.

2017

RYAN acquires four businesses - acquiring three irrigation companies in Wichita (Lawn Sprinkler Systems, Thompson Irrigation, and 4-Star Irrigation) and a landscaping company in Overland Park (Sparker Landscaping). Employee count grows to 300.

2018

In November RYAN starts a new initiative called Great Game of Business (GGOB) in a continued effort to "create a business of businesspeople - who think, act and feel like owners".

2020

RYAN hires Roy Heinbach as CFO, following the retirement of longtime CFO, Darell Nutt. Roy brings two-plus decades of leadership and financial experience to the team.

2021

RYAN promotes Phillip Fisher to Chief Operating Officer. Phillip served as the Wichita Branch manager for nearly a decade prior to his new role.

The RYAN Difference

100% EMPLOYEE OWNED



The major driver of RYAN's early success was the underlying culture of Act Like an Owner. Larry's 'work hard, do the right thing, customer-focused' culture drove RYAN's rapid early growth! After a decade of leading RYAN, Larry realized that acting like an owner would be much easier to instill in his growing staff if they truly felt like owners. This idea drove Larry to form an Employee Stock Ownership Program and give his employees ownership in the company they worked so hard to help build.

This unselfish act by Larry instilled pride and buy into the work-hard culture to the employees now turned owners, and the concept of "Get rich slowly," knowing that their hard work will eventually pay off. In 1998, Larry began transitioning RYAN Lawn & Tree into an employee-owned company. Today RYAN is 100% employee-owned and its results can be seen in the dedication and initiative of every employee. Throughout the years, RYAN has expanded into five metropolitan areas across three Midwestern states.



At Ryan Lawn & Tree we hire only the very best. Our RYAN Pros are college-educated and highly trained professionals, who are employed year-round.

RYAN employs more than 360 full-time associates.



Representing more than 80 different universities.



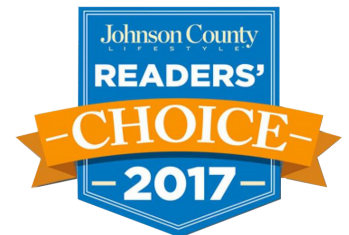
Industry Awards



Lawn and Landscape's Top 100 for 2021



LM Top 150 Largest Landscape Companies 2021



2017 Best Landscaper Johnson County











Best in KC 2020 Best Landscaper



GENERAL FACTS

Services

Certifications

| | | | | |
|--------------------|---|-------------------|---|--|
| Lawn Fertilization |  | Tree & Shrub Care |  | ✓ ISA Certified Arborists |
| Weed Control |  | Pest Control |  | ✓ ISA Board Certified Master Arborists |
| Plant Health Care |  | Irrigation |  | ✓ Irrigation Association Certified Irrigation Auditors |
| Tree Removal |  | Landscape |  | ✓ On Staff Agronomist and PhD |
| | | | | ✓ Certified Backflow Testers |
| | | | | ✓ Certified Irrigation Technicians |
| | | | | ✓ Over 120 State Certified Field Applicators |
| | | | | ✓ Stihl Gold Certified Technician |

Locations
RYAN proudly serves:

- Kansas City
- Springfield, MO
- St. Louis, MO
- Tulsa, OK
- Wichita, KS

