

Build something that's yours

Kirk Kucin's path to business ownership

Colorado Springs, Colorado

In a conversation published in May 2024, Kirk Kucin described walking through downtown Colorado Springs with cookies, stopping at property managers' offices. One already had landscape vendors it liked. Kirk saw a possible starting point: a smaller project that would let him demonstrate how he worked.

It is a useful place to begin his story. Ownership, in Kirk's telling, involved getting out into his community, learning the service and making decisions about the work he wanted to do himself.

Before ManageMowed, Kirk spent eight years in outside sales with United Rentals in Colorado Springs. He knew how to manage a territory and navigate a sales process. He also knew he did not want to stay in corporate life forever.

This case study follows his account of opening a ManageMowed business, taking a more hands-on role and beginning to delegate parts of the operation. Use his experience to sharpen your own questions about ownership.

Based on Kirk's interview with Barry Napier, published May 2, 2024. A historical owner account, not a statement of current results or a promise about your experience.

Earn the next conversation

Kirk found ManageMowed through a franchise broker in 2020. He was interested in an emerging brand, access to its leadership and the opportunity to develop ongoing service relationships. He said his business opened in spring 2021.

01 Experience he could put to work

His previous sales role involved more than a single product. Kirk had learned to understand what a customer needed and connect that customer with a solution. He saw a similar responsibility in landscaping, where a property might need tree work, irrigation, flowers, rock or mulch.

The subject matter was different. The habit of asking questions and solving a customer's problem was familiar.

02 A smaller place to start

On the downtown visit, the property manager described an established vendor network and a possible opportunity to bid on enhancement work. Kirk welcomed the idea of beginning with a smaller project.

He wanted to demonstrate his invoicing and communication before asking for more of the relationship. The interview describes that approach, not a contract won from the visit.

03 Confidence came from learning

By the interview, Kirk felt more comfortable discussing services such as tree work. Earlier in ownership, he said, he would have been less confident answering those questions. Experience had given him more concrete knowledge to bring to a client conversation.

A question for you: Which skills would you bring into ownership, and which parts of the service would you need to learn before speaking confidently with a client?

Interview: 02:51-04:55, 07:02-09:23 and 10:12-10:54. Dates and experiences are Kirk's account.

Build relationships you can work through

When asked about a lesson from ownership, Kirk went straight to his vendor network. He credited Peter and James with repeatedly emphasizing the need for backup vendors.

I Keep developing the network

Kirk described having a few reliable vendors while still looking for more. He gave an example of the problem a busy vendor could create after an owner had promised a client a completion date. It was an illustration of why alternatives matter, not a reported project failure.

The lesson was practical: keep meeting people, understand their capabilities and remain adaptable when a plan changes.

I Know what you contribute

Kirk described the work he could take off a vendor's plate: prospecting, sales conversations and the paperwork involved in serving a commercial client. The vendor could concentrate on the field work and send back photos.

His value to the relationship included the work around the service. Finding the client and organizing the relationship were responsibilities he could own.

I Treat the people as people

While visiting properties with a vendor, Kirk received a business card for the vendor's wife, who had started a cleaning business. Later, when Kirk needed a cleaner, he called her. He also spoke about bringing vendors donuts or sandwiches.

Those details reveal how personal these local relationships could become. Kirk described knowing the people he worked with beyond the next job.

A question for you: How would you keep developing your vendor network while also maintaining the client relationships already in your care?

Interview: 17:06-18:24 and 19:07-20:24. The backup-vendor scenario is illustrative; the cleaning-business story is Kirk's reported experience.

Decide where you want to spend your effort

Kirk initially kept his corporate job and put a sales representative in place. After they parted ways, he carried both roles for a period, then left his corporate position to work in the business full time.

He described the decision as scary. He also felt a personal responsibility to make the business work.

“If anyone’s gonna grow my business, it’s gonna be me.”

Kirk Kucin, interview at 11:10

Taking on the work, then delegating it

By the interview, Kirk had hired a virtual assistant to help with phone calls, email, invoicing and other back-office work. His intention was to spend more time in the field. It was a recent hire, and he was candid about wondering whether he could keep the person busy.

His own public post about the hire described the same goal: more time with current clients and meeting new ones. This was a decision he was putting into practice, not an established claim about time saved.

A business within a larger life

Kirk talked about CrossFit and the kind of ownership he wanted. Having tried working through a sales representative and working as a full-time owner, he personally preferred being involved in the business.

He also learned from other business owners, including conversations about managing a virtual assistant. That was his own development, separate from the franchise’s support.

“What’s your ultimate goal?”

Kirk Kucin, interview at 29:24

His question is a useful one to bring into discovery. Put your goals beside the actual responsibilities, staffing needs and commitments the business would require. Speak with owners about the choices behind their working weeks.

Interview: 00:51-01:52, 10:12-11:22, 12:55-14:41, 24:45-26:47 and 29:06-30:12. The interview’s timing references conflict, so the full-time transition year is omitted.

Make the next conversation count

Kirk's experience gives you specific things to investigate. Use this page to connect what you want from ownership with evidence about the work.

Your role. What would I handle myself? What would I delegate, and how would I manage that person?

Answer _____ Source _____ Follow-up _____

Your clients. How would I learn to assess a property, prepare a proposal and follow up after a first meeting?

Answer _____ Source _____ Follow-up _____

Your vendors. How are vendors found and evaluated? How would I handle a schedule change or service concern?

Answer _____ Source _____ Follow-up _____

Your working week. Ask owners what takes their time, what they have delegated and what still needs their attention.

Answer _____ Source _____ Follow-up _____

Your decision. Review the current FDD, territory, investment, fees and staffing assumptions with your advisors.

Answer _____ Source _____ Follow-up _____

A 15-minute introductory phone call is a place to discuss your goals and the model. Continue with the current FDD, territory review and franchisee conversations before making a decision.

[Schedule a call](#)

Read and listen

[Kirk's full interview, May 2, 2024](#)

[Kirk's post about hiring back-office support](#)

[ManageMowed Colorado Springs](#)

Prepared October 19, 2026 from the sources above. The story reflects Kirk's account in 2024. It contains no earnings claims or forecasts. It is not the Franchise Disclosure Document or an offer to sell a franchise. Review the current FDD and agreements before investing.