

Transforming Turf Masters

The Story

TLC has a long history with the CFO and Controller of Turf Masters Brands, Sal Sacco. The TLC team met Sal and Fred Fiordimondo at OutWorx Group while implementing OneStream and supporting their ERP upgrade to Sage. In early 2022, Sal left OutWorx and joined the Turf Masters team, where he was charged with building and automating the Accounting and Finance functions of the growing company. He called in TLC to implement OneStream and assist with related technology initiatives.

“OneStream has given us the ability to report accurately and quickly to the board of Center Oak [PE owner]. In fact, they can’t believe that we can be this responsive while growing our business 4X over the last 36 months. We are looked at as the most well-run business in the portfolio of companies thanks to TLC and OneStream.”

— Sal Sacco. CFO of Turf Masters

The Challenge

In 2021, Turf Masters was essentially a new organization having merged with competitor All Turf. After the merge, the company was sold to Charter Oak, a Private Equity Firm based in Dallas, Texas. Turf Masters maintained robust organic growth, and shortly after the sale, the new organization began acquiring companies in the lawn care space, which led to explosive growth and the need for financial transformation. Enter Sal Sacco, the newly hired CFO, and with him, TLC and OneStream. Together, Turf Masters and TLC laid out a road map to tackle the following:

1. Bringing in data from multiple systems to create sales and production operational reports
2. Eliminating reliance on spreadsheets for transaction matching and account reconciliation.
3. Getting OneStream information into the branch managers’ hands
4. Systemizing shared services, operations, and CX to get out of “Excel hell.”

The Solution

Fred Fiordimondo recommended OneStream after his experience with the software at Maybelline Cosmetics, a long-time OneStream customer. TLC was able to connect to the Redshift data warehouse, pulling tables into OneStream’s relational layer and enabling TLC to connect operational and financial data to develop powerful reporting foundations to things like SML powered by our NorthStar methodology. The success with OneStream at Turf Masters is rooted in the goal of 100% success and the strong reputation of TLC and OneStream in the market.



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The Outcome

The results achieved through Turf Master's implementation are truly transformational to the business. TLC was recently asked to represent our work in building their Fintech solution at the Turf Masters 2025 company kick-off meeting this January. There we learned that because of their OneStream implementation, the valuation of Turf Masters, as measured by Center Oak Private Equity, rose from 4X EBITDA to 12X EBITDA on the low side and 18X EBITDA on the high side. OneStream is currently being used for close/ consolidation and analytic reporting including operational metrics leveraged at the Turf Master's branch level. OneStream is now being discussed as a solution for Center Oak and will likely be used in other portfolio companies.

The Ongoing Journey

Turf Master's OneStream solution continues to add value in multiple ways, including plans to leverage OS for planning and budgeting using the TLC NorthStar planning method, which has been constructed and will be deployed in Q1 2025. Additionally, we built out Capital Planning using the CapX Marketplace solution; Cashflow planning is scheduled to be deployed in 2025. As stated above the foundation is set to leverage SML on the expense side of the Turf Masters' business.

Mastering Enterprise XP&A in OneStream

View our webinar to hear us talk with CFO Sal Sacco, and Director of Operations Systems, Sara Stephenson, about Turf Master's OneStream success story.

