



## **Peter van Stralen**

**Landscape Technician, 1990**  
**Speaker, Author, CEO Coach**

Peter is an experienced Chief Executive Officer with a demonstrated history of working in the franchise & service industry. Starting out with just a lawn mower and a trailer, he built the multi-million dollar landscape franchise Sunshine Brands, the parent company to The Grounds Guys and The Sprinkler Guys franchise systems. He built the business alongside his nine brothers, each one a graduate of Humber College. Van Stralen's company has earned the Canadian Franchise Association Award of Excellence Gold Metal twice as well as the Franchisees' Choice Award numerous times.