One Big Media Company

GOHIGHLEVEL SNAPSHOT · LANDSCAPING & LAWN CARE

Landscaping Agency Sales Kit

Pitch, outreach, pricing and onboarding to land and keep clients in this niche.

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THE OPPORTUNITY

Selling to landscaping

Your buyer: A residential lawn care and landscape company that sells weekly mowing contracts, spring and fall cleanups, mulch and shrub work, and higher-ticket design/build projects like patios and plantings. The owner is often in the field, quoting from a truck, and loses leads because nobody calls back fast enough.

Why they buy:

- Leads call while the crew is on a mower, nobody answers, and they hire whoever picks up first
- Estimates for patios and plantings sit in inboxes for weeks with no follow-up
- Every spring starts with scrambling to rebuild routes from last year's customer list
- Cleanup customers come once and never turn into weekly mowing accounts
- Few reviews on Google even though customers are happy with their yards

Suggested resale pricing

Setup fee	Monthly
$500-$1,500	$297-$797

Price higher when you also manage the spring and fall campaigns and Google Business Profile. Many lawn companies prefer a lower winter rate with a higher in-season rate.

Lead with the missed-call text-back and estimate follow-up, which owners feel immediately during the spring rush. Retain the account by running the annual care plan and cleanup campaigns every season, so your monthly retainer is tied directly to filled routes.

CLOSE

Pitch script

Hey [Name], quick question: when a homeowner calls in April while you're on a mower, what happens to that call? For most lawn and landscape owners I talk to, it goes to voicemail and they hire whoever picks up next. We set up a system that texts that person back in seconds, books the estimate on your calendar and follows up on every quote you send until they say yes or no. Then in the off-season it reaches out to last year's customers and offers them a season-long care plan before your competitors call them. It also asks every happy customer for a Google review right after the crew finishes. You don't have to learn any software. We set it up, write the messages in your voice and run the seasonal campaigns for you. Would it be worth 15 minutes this week to see how it would work with your routes?

Cold email

Subject: Your spring routes, filled early

Hi [Name],

Most lawn care owners lose leads in spring because they're on a mower when the phone rings. We help landscape companies text every missed call back in seconds, follow up on every estimate and invite last season's customers onto annual care plans before the rush.

It's built on GoHighLevel, set up for you and written in your voice. No new software for you to learn.

Would you be open to a 15-minute call to see if it fits how you run your routes?

[Your name]
[Agency]

Cold SMS

Hi [Name], [Your name] here with [Agency]. We help lawn and landscape companies text back missed calls and follow up on every estimate automatically. Open to a quick call this week?

Social DM

Hey [Name], love the work your crews are doing. Quick one: we help landscape companies turn missed calls and old estimates into booked routes with simple automation. Worth a 15-minute chat?

DELIVER

Offers & onboarding

Offer ideas for the client

- Early-bird spring cleanup: book before March 31 and get priority scheduling plus a discount
- Annual care plan: weekly mowing plus spring and fall cleanups on one monthly price
- Neighbor bundle: two neighbors who sign up for weekly mowing both get a free mow
- Fall aeration and overseeding package added to any active mowing account
- Free design consultation credited toward any patio or planting project over a set amount

Client onboarding checklist

- Collect: logo, brand colors, business hours, service area, Google review link
- Get access: domain/DNS, Google Business Profile manager, Facebook/Instagram admin
- Phone: buy or port a number, register A2P 10DLC, set up call forwarding
- Import the customer list (CSV) and tag it for the reactivation campaign
- Fill in the 20 custom values and publish the workflows
- Run a live test: submit the form, miss a call, book an appointment
- Book a 30-day results review with the client

KPIs to report monthly

- **Speed to lead**: Aim to reach every new estimate request within 5 minutes during business hours
- **Estimate booking rate**: Aim to book a property walk for at least half of qualified leads
- **Estimate close rate**: Track monthly and aim to improve it every quarter
- **Recurring accounts**: Grow the number of weekly/bi-weekly and annual plan customers every season
- **Google reviews**: Aim for new reviews every week during peak season
- **Reactivation replies**: Get a reply from a meaningful share of last season's list before routes are set

General guidance only. This is not legal, tax, medical or financial advice. Results depend on your offer, market and execution.