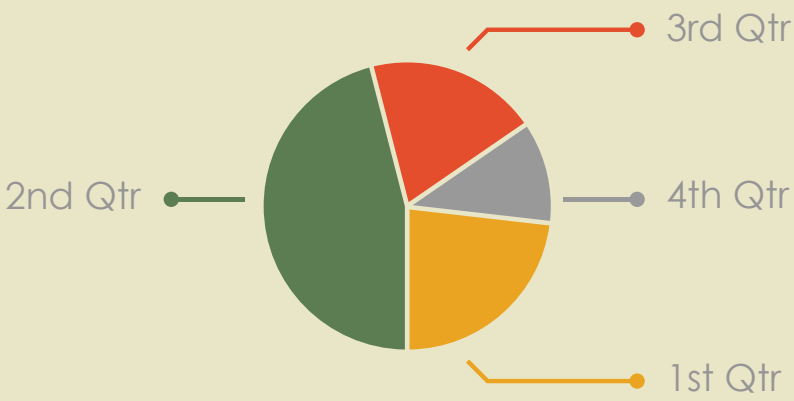
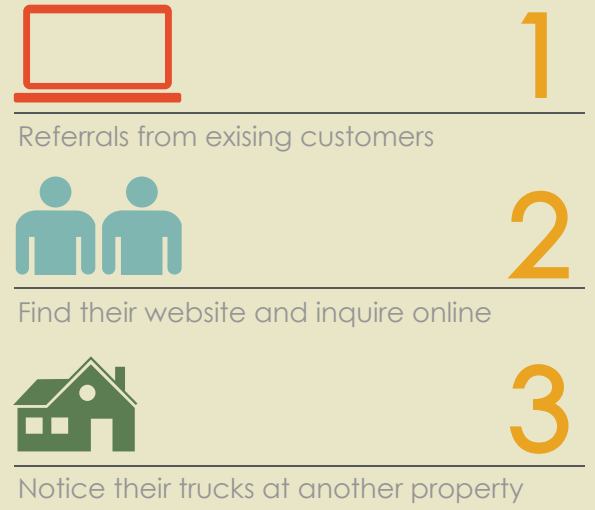


# How LANDSCAPERS ESTIMATE

MOST LANDSCAPING ESTIMATE REQUESTS FROM PROSPECTS OCCUR:



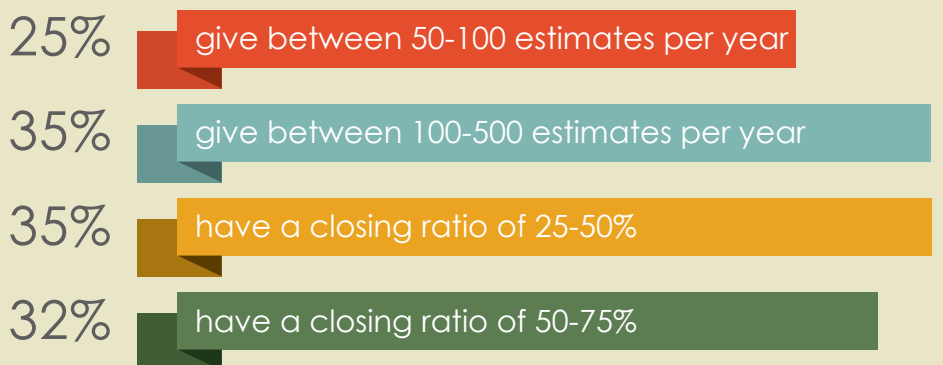
TOP 3 WAYS PROSPECTS FIND LANDSCAPERS:



OUT OF OUR RESPONDENTS:

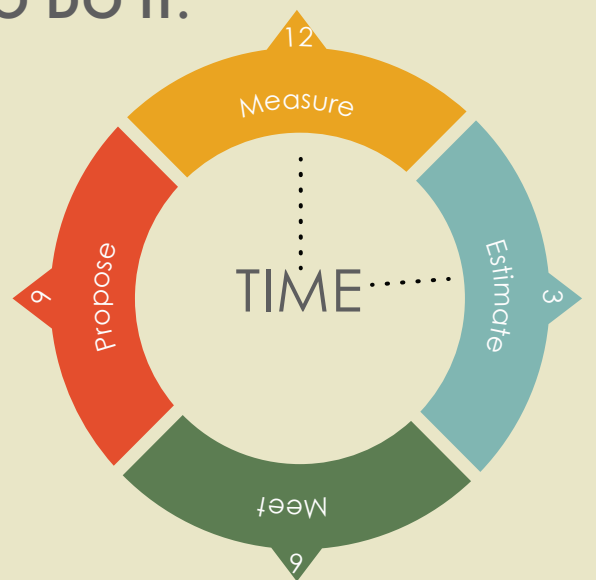
**82%**

do not charge for an estimate.



## THE HARDEST PART ABOUT ESTIMATING IS FINDING THE TIME TO DO IT:

- Time** to measure the property
- Time** to run the numbers
- Time** to format the proposal
- Time** to meet with the prospect



ON AVERAGE:

**50%**

of our respondents revise an estimate



**1-3**

times before closing a sale.

ALONG WITH GO ILAWN, THE MOST POPULAR SOFTWARE LANDSCAPERS USE TO PREPARE THEIR ESTIMATES:



However,

**62%**

of our respondents said they don't use software to track the status of their estimates.

**Sources:**

Online survey conducted among 276 green industry professionals. 71% of the respondents identified themselves as the owner, president or CEO of a green industry business.

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