

A person wearing a white protective suit and a cap is kneeling on a green lawn, possibly applying a treatment. The person is seen from the back, and their shadow is cast on the grass. The lawn is bordered by a brick path on the right side.

PROBLEM SOLVERS

**Discover how businesses in
various segments of the green
industry can help landscapers
overcome obstacles.**

Extend Vermeer ATX Productivity with a Telescopic Boom

Vermeer compact articulated loaders (ATXs) offer great extendibility, and we're not just talking about their diverse jobsite application use. We mean quite literally the extensive reach provided by their telescopic booms. A telescopic boom extends straight out from the boom attached to the machine's chassis, enabling the operator to accomplish tasks quickly — tasks that would usually require much more maneuvering.

This ATX feature contributes to valuable maneuverability in a powerful, compact design, and enables access to areas comparable machines can't reach. Vermeer ATXs have booms that use the durable double-H design, and telescopic and self-levelling features, which contribute to the machines' strength. The self-levelling feature keeps heavy loads level to the ground, preventing the operator from continuously correcting the position with the joystick.

Telescopic boom benefits

- Boom extension for more reach
- Horizontal reach if needed
- Minimal tail swing for tight spaces
- Accurate and precise positioning

Imagine all the applications...

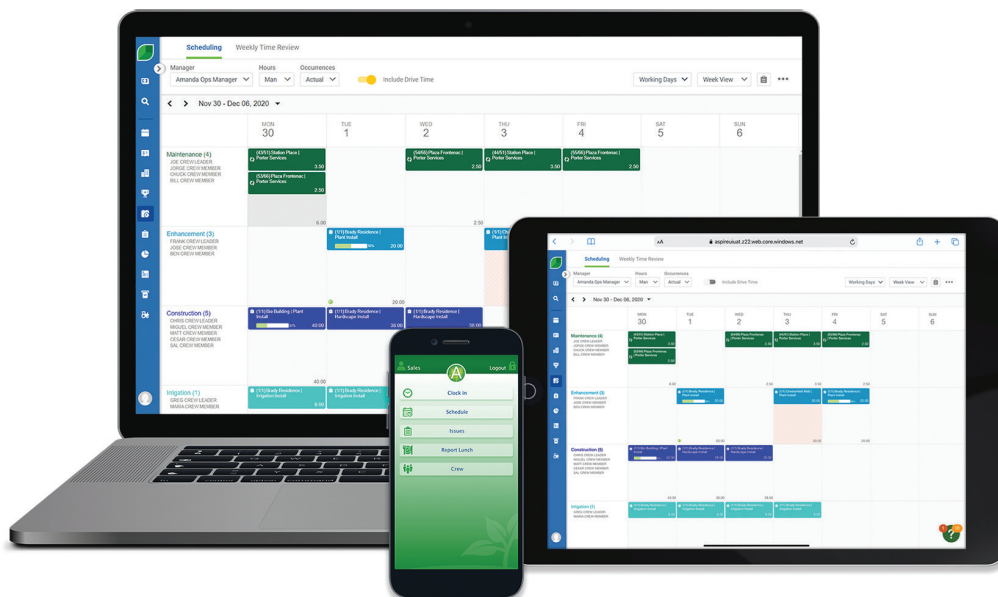
- Pick up material using pallet forks from the opposite side of a trailer.
- Dispose of jobsite debris quickly over the side of your tall dump truck or trailer — no need to drive around to the back.
- Pick up dropped-off landscaping material curbside.
- Place mulch on the other side of bushes.
- Put rock on the other side of a retaining wall.

Vermeer ATXs can be equipped with a variety of attachments to help accomplish many jobs. To learn more about Vermeer ATXs and approved attachments, contact your dealer by visiting [vermeer.com](https://www.vermeer.com). ■



VERMEER	ATX530	ATX720	ATX850
Pivot point height (extended boom)	108.3 in (275.1 cm)	114 in (289.6 cm)	117.3 in (297.9 cm)
Speed	5.8 mph (9.3 km/h)	5.6 mph (9 km/h)	17.4 mph (28 km/h)
Power	25 hp	25 hp	57 hp

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Is a Frankensystem Lurking in Your Business?

Sometimes running a landscaping company can feel like spinning your wheels in the sand. No matter how hard you work, your revenue growth doesn't seem to translate into higher profits. You're already spending 70+ hours per week on the company — what will it take to stay ahead?

The solution is working smarter, not harder. You need full visibility into every area of your business in order to make timely, informed decisions. Unfortunately, many landscape contractors don't have this level of visibility.

Companies across the industry are finding themselves losing out on profits because of missed upsell opportunities, late insight into job costs and inaccurate estimates.

It's a common problem, stemming from what we call the "frankensystem." Like Frankenstein's monster, the frankensystem is a disjointed (perhaps frightening) bundle of solutions cobbled together over time to keep a business running.

When you start a landscaping business as an owner-operator, staying profitable isn't overly complicated. You have a clear direction, manageable data and limited costs. As you grow, however, you need tools like software, spreadsheets, and reports to stay organized and manage your company. And before you know it — you've got a frankensystem.

Using disjointed systems and manual processes, however, can cause you to drive blind. They isolate data in siloes and make reliable reporting virtually impossible. When you have questions about profitability, you may not know where to look. And even if you do, the answers you find are likely based on incomplete or inaccurate information.

Frankensystems hold you back. So, what's the answer? To run your landscaping company with confidence, you need a centralized business management software like Aspire Landscape.

With Aspire Landscape, you can handle all of your business operations in a single place. No more switching

back-and-forth between spreadsheets, timesheets and hand-written notes. Every area of your business — from estimating and scheduling to purchasing, invoicing, job costing, and more — is housed in one powerful platform.

When you use a solution like Aspire Landscape that offers true end-to-end functionality, you gain real-time visibility into your data, including labor hours, expenses, crew performance, job notes and customer communications. You can also track job costs against your estimates, making it easy to identify and correct discrepancies. And with Aspire, you're guaranteed to receive unlimited, lifetime support and training at no additional cost, following a robust 60-day implementation process that's designed to ensure your success.

Prepare your business to weather any storm by clearing the fog created by a frankensystem. Find out how you can use Aspire Landscape to ensure consistent processes, timely decisions, and — ultimately — higher profits. ■



Choosing the Right Equipment for High Productivity Solutions

Completing jobs faster, more efficiently and with ease enables your lawn and landscape business to meet the increased demand of lawn care services.

Setting your business apart and positioning yourself as the value-add solution for lawn care services is a winning approach to successful business growth. And doing it with the right equipment is at the center of this undertaking. A focus of the Billy Goat reciprocating line of aerators and zero

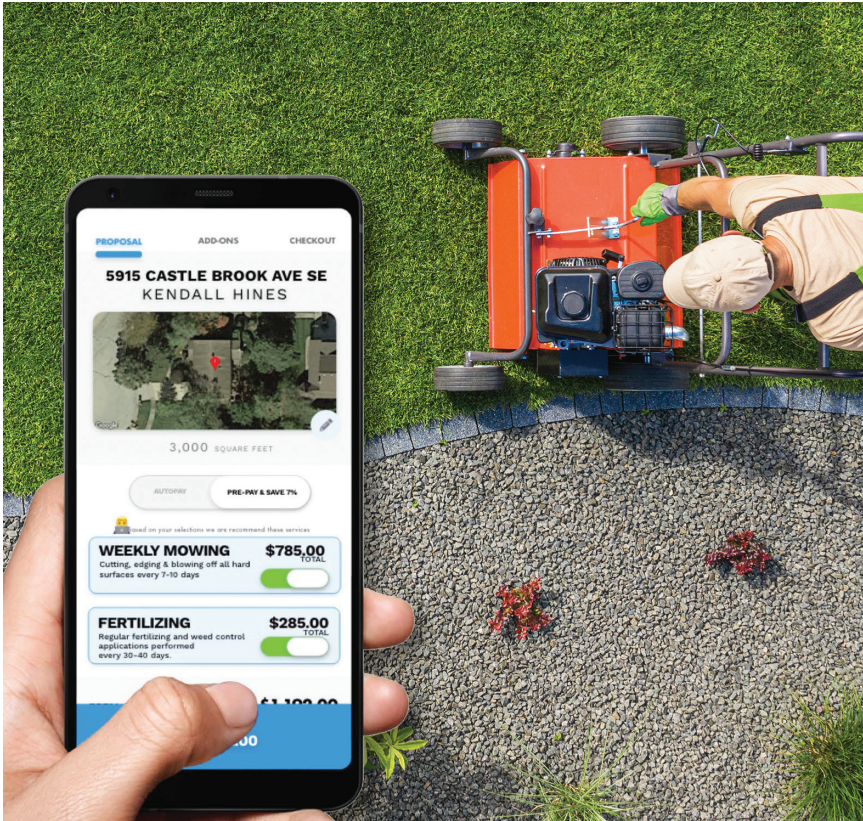
turn stand-on Hurricane blowers is to double-down on productivity and provide ease of use, both for speed and for fatigue-free operation.

Our 25" PLUGGR and 30" One and Done hydro-drive reciprocating aerators offer Variable Aeration Density (VAD™), creating 2-10x more holes depending on ground speed compared to drum units

in a single pass. This eliminates double pass aerating and offers the ability to do patch repair and seed bed prep in one pass. And for unmatched maneuverability, ergonomics and ease of turning, in-ground steering prevents damage to turf when making turns. The 30" model also aerates in reverse and completes ¼ acre in as little as 15 minutes and the 25" model provides up to 42,550 sq. ft. of aeration per hour. Simple, intuitive operation is at the heart of these machines and Billy Goat Controls™ is the only solution offered in this category providing a common user experience, offering variable speed fingertip drive controls with a common "feel" for ease of training and use across a contractor's fleet.

When clean-up opportunities emerge, whether for parking lots or other hard surfaces, or when the short window of leaf season sets in, a race against the clock for the finish line is the challenge at hand. If there were ever a time where profitability is strongly affected by productivity on a highly condensed schedule, fall is it! The right clean-up equipment is critical to the profitability of the season. Our expanded line of stand-on, zero-turn Hurricane blowers double down on productivity and now include the all new P2000, a compact version boasting fast, low-fatigue high productivity for virtually any application. Our patented dual deflector air flow system and undercut is manually adjustable on both the left and right for directing the twin air columns at the best angle for the most efficient cleaning. A convenient foot pedal allows the operator to quickly transition air output from the left to the right side when turning. The unit easily fits through a 36" gate and makes quick work of any mid-sized clean-up challenge on turf or hard surface.

Visit billygoat.com for more information and solution-focused equipment for all your lawn and landscape needs. Billy Goat is a brand of Briggs & Stratton. ■



Growing Your Company One Chat at a Time

Lawnbot is designed to help green industry companies grow by making sales easy — helping them capture leads they might otherwise lose. Optimized for mobile users, Lawnbot meets customers where they are and guides them from estimation all the way through payment.

Customers get the instant satisfaction

of a quote right when they're thinking of buying. You get the reward of the sale.

Lawnbot is a sales automation tool designed to make e-commerce simple via an AI-enabled chatbot that lives on your company's website. It lets your company respond to leads 24/7. When customers click on your Lawnbot, it guides them through the quote and sales process

with a brief text-based chat, asking them questions about their property and what they're looking for, providing them with accurate estimates, customized program recommendations and fast, seamless checkout. It's fully branded to your company, using your logo, your photos and your service categories. Customers don't see "Lawnbot," they see your business.

By automating many of the difficult, time-consuming parts of sales, Lawnbot streamlines the sales process. It ensures quick response to inbound leads, makes sure there's a standard set of probing questions for each prospect, records information for every lead, sends an instant proposal and makes it easy for customers to buy and pay instantly.

Plus, unlike other companies that act as the middleman between lawn care companies and their clients — you subscribe to their service, but they own the customer relationship — with Lawnbot you own your customer relationships. Lawnbot is heavily customized to each individual business using their logos and real-time pricing updates. You own your own custom-branded technology platform, set your own prices and own all of the customer relationships 100%.

Lawnbot's integration with Real Green Systems' Service Assistant 5 makes everything even easier. When a lead visits your website and engages with your Lawnbot, all of the information they share is captured and funneled into SA5. Their initial contact information, property details, accurate measurements — Lawnbot is able to capture amazingly accurate measurements through their measur.it tool, where the customer just traces their own property with their fingertip or their mouse — estimates and quotes, payment information. It's all there with no need for manual input.

To find out more about how Real Green Systems and Lawnbot can help you grow your business, visit Lawnbot.biz or call 877-252-9929 to schedule a free demo. ■