2021
EYE ON
INNOVATION

CUTTING-EDGE SOLUTIONS
TO HELP LANDSCAPE CONTRACTORS
STREAMLINE THEIR BUSINESSES

EYE ON INNOVATION

ALIGNING TECHNOLOGY TO YOUR LANDSCAPE BUSINESS GOALS

Mark Tipton, CEO at Aspire Software
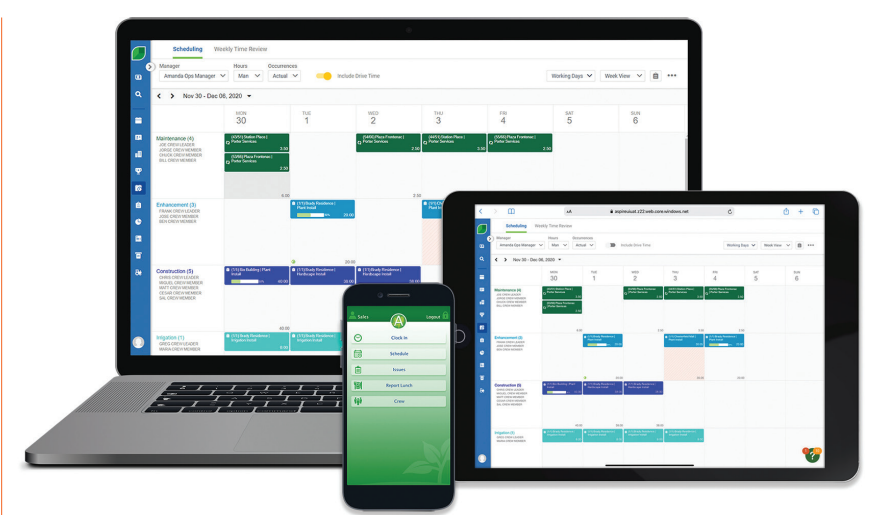
aspire LANDSCAPE

In 2021, the technology you use to run your landscaping business shouldn't be an afterthought. The platform you choose can have a serious impact on your company's ability to reach its goals. Working with a frankensystem of disjointed solutions and manual processes doesn't just slow down progress, it can actually send you in the wrong direction—often without even realizing it.

When you use a comprehensive business management system like Aspire Landscape, you can confidently set and measure realistic goals. Aspire connects all of your data—from estimating and scheduling to purchasing, invoicing, job costing, and more—so you have full visibility into your business operations. This level of insight allows you to stay on track by making more informed, proactive decisions.

Real-Time Data

Accurate, real-time job costing data is critical if you want to monitor progress effectively.

Aspire Landscape's best-in-the-industry job costing features yield real-time insights by division, service type, property, manager, crew leader, or work ticket—allowing you to get as granular as possible to review expenses, and make changes if necessary.

Accuracy

Most landscape contractors underestimate their costs by at least 1%, which adds up to $48,000 in lost profits for a $3 million company. One of the quickest ways to boost revenue without incurring additional costs is to evaluate your estimating process. The more accurate your bids, the better chance you'll have at reaching your goals.

To make the bidding process more efficient and accurate, Aspire Landscape allows you to create kits—sets of commonly used items with pricing associated. (For example, you could have a shrub kit that includes the cost of the plant, soil, mulch, and labor hours needed for installation.) You can even set up templates for bidding similar types of jobs.

This doesn't just save you time in the long run—it also increases consistency and accuracy between estimates.

Support

Software can't help you reach your full potential on its own. It needs users to build and review reports, update work tickets, assign pricing, and distribute schedules. To get the most out of any platform, users need to be equipped for success through a robust implementation process and dedicated support services.

At Aspire Software, our commitment to customer success starts with a 60-day implementation process and continues with our AspireCare support team, client success managers, and on-demand knowledge base. Aspire Landscape has the power to take your business to the next level, and we're here to make sure you get there.

Technology doesn't have to be your enemy. If you can harness its potential to bring your business processes together under one roof, it can unlock the level of real-time visibility and flexibility you need to identify—and exceed—your landscape company's goals.

Work smarter, not harder:
Aspire Landscape business management software.

When you're running a landscaping company, it's easy to get caught up in the day-to-day and lose sight of the big picture. Aspire Landscape helps you stay in control of your business so you can focus on what matters most: profitable growth.

With access to data from every area of the company and real-time visibility into your margins, you can make proactive, informed decisions that allow your business to grow and thrive.

Aspire Landscape offers the end-to-end functionality you need to run your business smoothly—and profitably:

- » CRM
- » Estimating
- » Scheduling
- » Purchasing
- » Equipment
- » Invoicing
- » Reporting
- » Mobile Time
- » Accounting Integration

There's a reason it's the #1 business management solution for landscape contractors.

aspire LANDSCAPE

SCAN ME!

www.youraspire.com
866.727.7473

ATTENTIVE ENABLES AUTOMATED MEASUREMENTS USING CUTTING-EDGE AI

Shiva Dhawan, Co-Founder and CEO at Attentive

Historically, a slow pace of technology adoption has hindered the growth of the landscaping industry. Most processes in the industry are still manual and need technological innovation.

To illustrate this, let's take a look at the current process for maintenance estimations, and more specifically, take-offs a.k.a. property measurements. It is time-consuming, painfully manual, and for commercial properties, it often takes over 50% of the overall time consumed in preparing an estimate.

The problem with "the old way" of measuring

If your account managers or estimators do property measurements manually — *you are leaving a lot of money on the table.*

In many companies, account managers prepare estimates directly. In the quest of accurate measurements, they end up *wasting time on non-billable, low-value-add work.* The majority of their time should be spent on selling to customers and building relationships.

On the other hand, companies having estimator teams can also end up with *unprofitable bids.* Why? This is because traditional measuring techniques are time consuming and highly prone to error. Additionally, teams spend hours on online tools drawing polygons on outdated images.

Automation: The new way to measure

Bringing automation into your measurement workflow ensures that your account managers and estimators spend their valuable time in the most productive way. This has a significant impact on your sales ROI and bid profitability. For example, a 20% productivity increase for an account manager can add tens of thousands of dollars to your revenue.

Attentive's on-demand take-off platform *completely automates* the measurement process. Working in conjunction with your account managers and estimators, it makes your estimates quicker, more accurate, and a lot more collaborative.

With Attentive, you spend only minutes setting up the measurements, and the take-offs are delivered straight to your inbox. This is truly the *gold standard of automation* in property measurements. Don't take our word for it, try it out yourself, we have a 14-day free trial period.

We are on a journey to accelerate a better future for landscaping businesses. Hope you'll tag along for the ride.

CLIENT TESTIMONIAL

"Attentive's software is extremely easy to use. They have automated the measurement process of all kinds of features such as lawns, hedges, beds, etc, freeing up the time that I would have spent on manual and tiring work.

I'm able to edit boundary lines and zoom in very close to the property. The detailed reports do a great job breaking down the total measurements and showing exactly which feature they came from.

To top it off, they have a great support team that promptly responds to my queries. Measurements won't be a bottleneck for me in preparing estimates anymore."

- Christian Oyer, Lead Estimator, Crimson Valley Landscaping

EYE ON INNOVATION

Arden Urbano

Vice President of Sales and Marketing, Greenius

1 How does Greenius improve employee development?

At the core of Greenius is our expansive course library with video training, interactive tests and supervisor reporting. The courses and tests are targeted to specific employee roles within your company so that your employees are tested and tracked on relevant information.

"Statistically, people who receive training are 60% more likely to stay with you."

This is especially important when onboarding new employees, where the focus is to train them quickly without compromising their safety. Greenius enables owners and supervisors to quickly transform their rookies into rockstars.

2 Why is employee training so important?

At the end of the day, in order to do your job properly, you need to know how to do it. How to work the equipment safely, how it impacts bystanders, and how to properly handle and maintain machines.

Young, inexperienced, workers embrace training when they get into new roles. Having some prior information delivered online and at their own pace is a great place to start. This is especially true with the millennial generation.

3 What's the typical path for employees using Greenius?

Greenius is a straightforward 4-Step process: Watch, Test, Review, and Measure.

Employees begin each course by watching one of our professionally produced training videos. Training videos are then followed by a relevant and customizable test. Tests are randomly generated from a large bank of questions, this is so that no two employees are seeing the same test.

When a test is completed, the results are immediate and an employee must meet the standards set by their company to pass. Once the video and tests have been completed, supervisors can easily review the results, identifying areas to reinforce in the field.

Lastly, supervisors can measure results across multiple departments or courses using the review and job satisfaction tool, setting new standards or highlight opportunities and shortcomings. This includes insights into tests, course hours logged, tailgate talks, and more.

4 Why invest in Employee Development?

The comment we hear the most, day in and day out, companies are looking for ways to gain consistency in their processes and amongst their crews.

A common complaint is that crews often operate independently with their own ways of getting the job done. This limits the mobility of crew members since everyone is doing things differently between crews. Things like approaching the property and how to tackle it most efficiently is a common occurrence and a very costly one if not done properly.

The biggest barrier for owners, in my experience, is a resistance to making time for training without thinking about how much time is wasted in the field if not adequately trained. No one has the time to do the job again, call-backs and rework are costly.

Try-5 Greenius Courses Free: gogreenius.com/try-5-courses

Arden Urbano is the Vice President of Sales and Marketing at Greenius. A veteran in Sales and Business Development; Arden has a passion for this industry and aspires to have an impact on Education and Training for grounds workers everywhere.

REAL GREEN PARTNERSHIPS: INNOVATING FOR SUCCESS

At Real Green, we're all about innovation: Providing our customers with the latest technology and the best tools possible to run and grow their businesses. Not only are we constantly working to improve our many solutions, we make it a point to partner with fellow innovators who share those values. We're always expanding our portfolio to include products and services that will help you grow. Here's a look at just a few of our partners and the amazing innovations they can deliver to you.

American Profit Recovery

Resolving slow-pay and delinquent accounts is a major hassle for any business – time-consuming, awkward and extremely challenging. American Profit Recovery specializes in helping green industry professionals manage their collections process, working with more than 1100 companies across the U.S. Their state-of-the-art system seamlessly integrates with Service Assistant to manage your collection accounts, with real-time reporting so that you can monitor their progress. And their diplomatic approach will bring results without alienating your customers. Outsource your collections to APR and you'll never have to make the dreaded "you're late with your payment" phone call again.

Captivated Texting

Are you texting your customers? Because they want you to. Texting is easier, less invasive and the preferred form of communication for many. More than 90% of adults keep their phones within reach at all times, and 98% of texts reach their intended user. Thanks to our partnership with Captivated, connecting with your customers has never been easier. Service Assistant 5 users can text back in forth in real time with their customers directly from the customer page. Because it all happens on the customer screen, you can easily see and reference key information, and every interaction is logged in case you need to go back and reference a specific communication. With Captivated, streamline customer communications like never before.

Lawnbot Sales Automation

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. And because it's fully integrated with Service Assistant 5, all of that valuable customer information is automatically saved for your future use.

Linxup GPS Tracking

Linxup is the best GPS and dash cam solution for small and mid-sized fleets. With Linxup, you can analyze road and driver behavior in real time and use notifications, actionable insights and video recordings to improve driver safety and lower fleet costs. Linxup also enables you to track equipment like mowers, letting you see everything from last location and location history, to machine hours, maintenance schedules and more.

Waypoint Analytical

One of the largest agricultural laboratory groups in the U.S., Waypoint Analytical is now partnering with Real Green to offer soil testing integration for Service Assistant 5 users. In addition to opening up a potentially lucrative new revenue stream, providing soil testing for your customers shows them that you are good stewards of the environment while also providing excellent, personalized service – promoting healthy soil by testing before recommending a custom lawn health care plan. Users just mail the soil samples to one of Waypoint's seven test facilities around the U.S., then the results are pushed to Service Assistant 5 when they are ready.

Want to learn more about these or Real Green's other partners and how they can help your company succeed? Call Real Green today at 800.422.7478 or visit RealGreen. com/about/our-partners for more information.
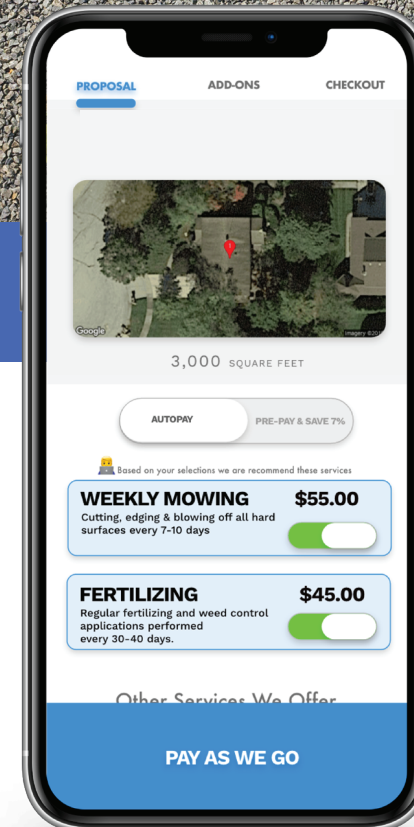
SPRING-GREEN
America's *Neighborhood* Lawn Care Team®

SPRING-GREEN: SUPPORT BEYOND THE SOFTWARE

Seems like there is a new software solution or app introduced every week that promises greater efficiency, more focused marketing, business, and customer management solutions. What is not often clear, is the amount of time a business owner will need to integrate these tools into their existing technology stack or their overall customer journey mapping. While new tech can be beneficial, it does require a dedicated resource to organize, prioritize and monitor the performance to make sure it provides the desired business impact.

Owners who are successful at building a business empire recognize that true growth is achieved when they can focus on their team and the most critical areas of the business. The challenge is finding the time and bandwidth to make it all happen. When you are a part of the Spring-Green system, the resources are provided to make sure all areas of the business are being tended to in the moment. You are also given planning advice and insights that fuel longer-term strategies to manage against year-over-year business goals.

Spring-Green Business Owners simultaneously operate large branches and/or multiple Green Industry businesses. These owners are driven by success and the desire to create operational efficiencies and improve the overall customer experience. For them, it is about building sustainable brands, wealth management, and developing leadership teams who provide best-in-class service. Their focus is not on the maintenance of their software. Spring-Green has an entire technology division deploying best-in-class

Spring-Green Business Owners benefit from the ongoing support of a dedicated Business Consultant. Right now, Green Industry owners can take advantage of the Spring-Green Stimulus Plan to help them grow their business faster and more efficiently.

industry software with the right mix of proprietary applications. Spring-Green then monitors the overall performance for each owner, across a network of their peers, and provides input on the best practices to optimize their operational efficiencies, and financial and marketing performances.

CEO Ted Hofer says "Spring-Green is approaching its 45th year in business running large, multi-location, franchise operations in Chicago and Green Bay, Wisconsin. Having these real-world, large-scale operations helps us stay grounded in evolving challenges and becomes our sandbox for testing new soft-

ware and applications before deploying them system-wide. Technology is ever changing and with our purchasing power and dedicated technology and marketing teams, we can stay ahead of the game with our franchise partners."

Right now, qualified business owners can take advantage of the Spring-Green Stimulus Plan making this opportunity to increase the long-term value of their business more affordable than ever.

To learn how we do it, visit us at www.spring-greenfranchise.com and be sure to visit our current business owner profiles to learn more.

DIVERSIFY WITH THE SPRING-GREEN STIMULUS PLAN

EXPAND YOUR BUSINESS. REDUCE YOUR RISK.

The demand for residential lawn fertilization & weed control, mosquito control, and tree care continues to be on the rise and yields above-average margins. By adding a Spring-Green business to run in conjunction with your existing business, Green Industry owners can diversify their portfolio and add a recession resistant, recurring revenue stream.

THE SPRING-GREEN STIMULUS PLAN INCLUDES:

✔ **NO INITIAL FEES TO JOIN**

✔ **$25K MARKETING LOAN** *WITH UP TO 50% LOAN FORGIVENESS*

✔ **EQUIPMENT FINANCING**

IN 2020 SPRING-GREEN GREW OVER 11% AND IS PROJECTED TO DO THE SAME OR BETTER IN 2021.

SCAN ME!

To learn more about the Spring-Green Stimulus Plan and the benefits of owning a Spring-Green Lawn Care business call **1-800-777-8608** or visit our website **www.spring-green.com/stimulus**.

SPRING-GREEN
America's *Neighborhood* Lawn Care Team®

EYE ON INNOVATION

Mike Rorie

CEO, GIS Dynamics

Go iLAWN® InstantEstimator™

1 Why did you create Go iLawn InstantEstimator™?

Throughout my 40 years of successfully growing large-scale landscape companies, I learned the hard way, that if you don't have a standardized, systematized way of getting accurate estimates, you can't scale effectively. That's why we developed InstantEstimator™ – to help contractors visualize, capture, and calculate the key data I wish I had when I was growing my company.

Many Landscapers guess answers to the key questions needed to win profitable bids. InstantEstimator™ provides the right answers to bid-winning, proprietary questions like - how long it takes their team to perform needed services with their tools and their materials.

2 What innovations does InstantEstimator™ include?

InstantEstimator™ offers multiple innovations for landscape contractors. It allows users to measure and estimate simultaneously. It comes fully-loaded with rigorously-tested production factors for key services. The ComplexitySlider™ makes it simple to fine-tune estimates around job difficulties that can impact service speed.

It simplifies the estimating process to do the work so you don't have to.

3 InstantEstimator™ helps companies standardize the estimating process. Why is this important?

To truly grow and scale, your essential processes need to be standardized for efficiency and consistency. Estimation is the key factor in knowing how quickly your crews can perform work. Job-cost against your estimates to evaluate performance, then adjust your production rates so your next estimate is more accurate. This allows your system to improve over time. InstantEstimator™ allows you to adjust your production rates for different services, equipment, and materials so that it becomes your source of truth. Standardized estimates create a ripple effect across the organization. You can derive material quantities, equipment, man-hours, and more, for the entire year.

4 What is "truly" automated estimating?

Automated Estimating applies service production rates against square footage to automatically produce time and materials. This is what InstantEstimator™ offers to users. It creates proprietary Property Intelligence for landscapers to bid and do the job right. It lets them own and control their production data so they get an estimate that is true to their crews' ability. It's something they can't get with any other platform, and they should beware of imitators who claim to have automated estimating.

5 What is Property Intelligence?

Property Intelligence is all the data types that inform your ability to win and service work profitably. It's not only about visual and numerical data, but the ability to clearly see essential connections between them in one place. In other words… Measurements without context are just measurements, but measurements connected to other key job data create Property Intelligence.

The Property Intelligence you create is a compounding, proprietary asset. It benefits every part of your organization: sales, planning, operations, estimating, budgeting, and more. The most successful companies understand the value of Property Intelligence in growing and scaling their profits. InstantEstimator™ has made Property Intelligence available to companies of all sizes.

Take a look at the data points in the green box – does your current system give you that information in one view? If not, you're missing out on the power of Property Intelligence.

With that said, I'd like to invite you to try InstantEstimator™ for free. It's a great way to see the impact Property Intelligence can have on your company. You can get a free 14-day trial at **estimator.goilawn.com**. Let me know what you think!
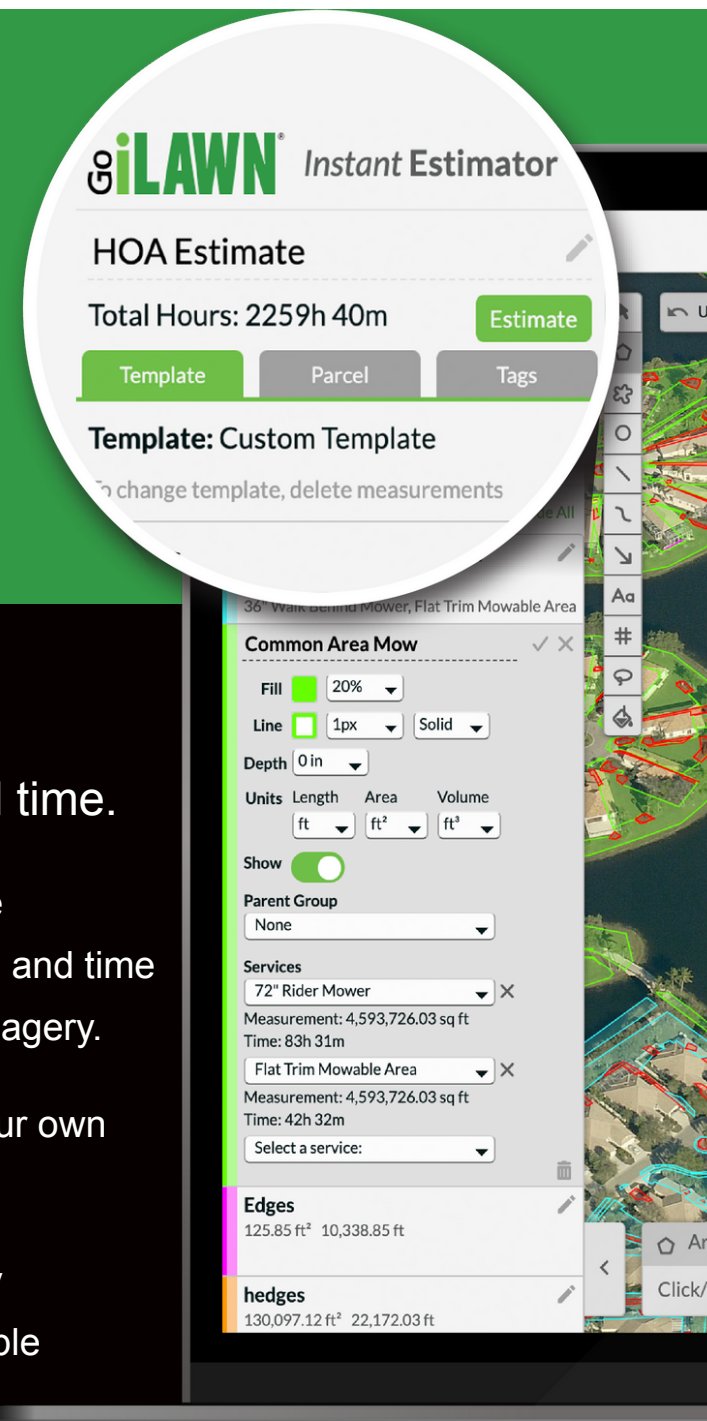
Property Intelligence
The Key Data You Need to Know to Win the Work

- Total Time Estimate
- Service Type
- Material Type
- Equipment Type
- Minutes by Service
- Material Quantity
- Occurrences
- Service Category
- Crew Speed Benchmarking
- Visual Sitemap
- Square Feet
- Linear Feet
- Depth
- Volume
- Production Rate
- Project Complexity

It's About TIME.

Go iLAWN® Instant Estimator

HOA Estimate

Total Hours: 2259h 40m   **Estimate**

Template | Parcel | Tags

Template: Custom Template

To change template, delete measurements

Just start measuring to see an accurate estimate of time and materials appear instantly in real time.

- **See Every Detail** – Instantly see the relationships between square footage and time overlaid visually on high-resolution imagery.

- **Fully Customizable** – Easily add your own services and production factors.

- **Bid-Winning Advantages** – Visually communicate the job to provide tangible value and impress your prospects.

Discover how InstantEstimator™ technology can help your company systematically increase profits, reduce expenses, save time, and gain a competitive advantage in any market condition.

Go iLAWN® InstantEstimator™

Get Your 14-Day Free Trial at estimator.goilawn.com

MADE IN USA

Common Area Mow

Fill 20%
Line 1px Solid
Depth 0 in

Units   Length   Area   Volume
ft   ft²   ft³

Show

Parent Group
None

Services
72" Rider Mower
Measurement: 4,593,726.03 sq ft
Time: 83h 31m
Flat Trim Mowable Area
Measurement: 4,593,726.03 sq ft
Time: 42h 32m
Select a service:

Edges
125.85 ft²   10,338.85 ft

hedges
130,097.12 ft²   22,172.03 ft

Copyright © 2021 GIS Dynamics