

ASK THE EXPERT

Q + A

with
Grant Wilson*Director, Commercial Product Engineering,
AriensCo.***1** What is the biggest issue that you are seeing in the commercial mower business?

Labor constraints continue to be the largest hurdle to business success and growth. To address this, we're seeing landscape contractors focus on improving the work environment for their employees. At AriensCo we have been working to help tackle this issue by focusing on driver comfort. We have been making improvements to reduce fatigue for the all-day operators.

2 What is being done to reduce driver fatigue?

We have made improvements in the Gravely commercial line up with a focus on driver comfort. The Pro-Turn 600 models feature an independent suspension system to provide the driver all day comfort. The suspension system is self-adjusting to reduce the bumps and jolts felt when mowing. We've also added other features to focus on comfort such as air ride seat options, high back seat for better support and improved tire diameters to absorb the rough terrains commercial operators are working in.

3 Beyond driver comfort, what other considerations should contractors consider when selecting the right mower or mowers for their business?

There are many factors to consider when selecting equipment, but I believe the number one consideration should be overall durability and product support. Equipment is a large investment and contractors should have confidence in that investment. Gravely has been supporting the industry for more than 100 years and our independent dealers provide the local support needed to keep commercial contractors going day after

day. Second, should be a focus on making sure the mower is the "right tool" needed to complete the job. Is the cut quality what the customers are looking for? Is the machine fast and nimble to reduce mowing time? Is the machine easy to service? The daily, weekly, and monthly servicing needs to be efficient and the items for servicing need to be readily available to keep crews running on schedule.

4 What should contractors consider as they grow their fleet?

They key is keeping their employees happy and partnering with companies that will work to make them successful. We believe that it's not just about the purchase, it's also the support beyond the sale. It's about truly caring and building relationships.

5 What should landscape contractors consider when first entering the business?

The first item to consider is the accounts they are mowing and what size deck will accommodate the accounts. After they know what size deck they can use to mow the account appropriately, they need to consider how they will transport their equipment with the correct size truck or trailer. Beyond the size restrictions, many landscape contractors will align with a smaller commercial mower, within the Gravely products we would recommend the Gravely ZT HD, however if they are looking for a larger machine with a roll-over protection system, they can move to the Pro-Turn ZX models.

PRO-TURN® 600

THE MOWER THAT KNOWS YOUR SHIFT DOESN'T END UNTIL YOU RUN OUT OF GRASS.



You know those days when you're out mowing with the rising sun and loading the trailer as it sets? Of course you do. They're called workdays. The Pro-Turn 600 knows them too. That's why it was designed with the operator in mind to

deliver not only the best cut but also the most comfort of any commercial zero-turn mower. After all, your time is measured in grass—every blade, every row, every acre, and every job site.

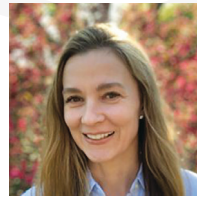
GRAVELY

ASK THE EXPERT

Q + A

with
Cris Poggi

Director, Sales Engineering & Partnerships

**1** How is Aspire contributing to the success of landscape companies?

We're proud of the response we're seeing with PropertyIntel, our measuring and takeoff solution. Instead of walking a property, PropertyIntel allows you to measure sites and create takeoffs wherever you are. It integrates into the Aspire platform, automating data entry and creating consistency from bid to bid.

When estimators face quick turnarounds, they can use PropertyIntel Complete, our service that provides done-for-you estimates by our team. Aspire users are aligning with their clients and prospects better than ever before with site maps and visuals they can email straight from the system.

Timing is essential when trying to win business, and PropertyIntel is one of the ways we're helping contractors improve clarity and efficiency when serving their clients—while maintaining profits.

Timing is essential when trying to win business, and PropertyIntel is one of the ways we're helping contractors improve clarity and efficiency when serving their clients—while maintaining profits.

2 What integrations does Aspire offer?

Along with PropertyIntel, Aspire has a suite of solutions we integrate with so contractors can rely on the data and reporting the platform provides without having to move from one solution to another.

Best of all, with a centralized source of truth, you can assess client profitability, identify the right opportunities, accurately price services, and forecast more effectively.

Our trusted partners include GPS tracking and fleet management solution Azuga, payroll and labor solution Inova, and more. Every business has different needs, challenges, and strengths, and our Aspire experts are here to listen to your concerns and guide you to a custom combination of integrations that save you and your team money, time, and energy.

3 How is Aspire supporting innovation, growth, and education in the green industry?

From our partnership with ServiceTitan in 2021 and the acquisition of FieldRoutes to each of the platform integrations, we've put tremendous resources into helping our customers succeed while minimizing the challenges of change management.

This year, we're proud to join NALP as an Elite Partner, and we look forward to the opportunities we have to elevate technology in the landscaping space. We're also excited to help educate the next generation of landscape pros by collaborating with colleges and universities to teach Aspire as part of their horticulture curriculum. It's rewarding to be a part of preparing the next wave of landscape professionals and giving them a competitive advantage as they progress in the industry.

aspire
A ServiceTitan Company

ACHIEVE **THE**
ULTIMATE
WIN WITH **ASPIRE**

Looking to **give your landscape business the push it needs to reach new heights?** Aspire has you covered with **time-saving software** that delivers value from day one and ensures your hard work always pays off.

Maintenance made easy

Measure properties, create winning bids, track job costs, identify upsell opportunities, and get paid on time—from one single solution.

Landscape construction confidence

Create accurate takeoffs and estimates, manage change orders, enjoy real-time job costing, and more.

Winter weather mastery

Create plans from aerial imagery, schedule crews and subcontractors on the fly, track work tickets in real time, send invoices instantly, and more.

"With its ability to track and reproduce all the data needed to make timely decisions, Aspire has been life changing." - Dave Fairburn, CEO, North Point Outdoors

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A ServiceTitan Company

Get started with Aspire
Scan the code to learn more



ASK THE EXPERT

Q + A

with
Justin Noland

Turf Product Manager, Kubota

COMMERCIAL LANDSCAPERS today are facing more choices than ever when it comes to product solutions for their business. While exciting to have so much equipment at a landscape professionals' fingertips, it can be overwhelming to know that you're making the right choice for your business. Kubota Tractor Corporation is one company offering a range of solutions for the turf industry, so we sat down with Kubota turf product manager, Justin Noland, to get his expert POV on what can give a landscaping business the edge it needs over the competition.

1 What's the most important thing a pro should consider when re-evaluating their equipment lineup?

In the fast-paced world of commercial landscaping, the choice of equipment can significantly impact efficiency, productivity, and the overall success of your landscaping business. The most important decision landscape professionals face is where to make their equipment investment. Each mower comes with its own set of advantages and use cases, and a carefully calculated combination of models can prove to be a game-changer for your fleet.

2 What makes up a game-changing fleet in your expert opinion?

While each type of mower has its individual strengths, combining them within your commercial landscaping fleet can ensure your team is well-equipped to take on any challenge. A well-balanced fleet includes sit-down, stand-on, and walk-behind mowers to allow landscaping professionals the ability to tackle diverse projects with peak efficiency, operational flexibility, a reduction in downtime and heightened operator satisfaction.

3 That seems like a significant investment. What would a scaled approach look like?

It certainly can be. Luckily, Kubota makes it easy for business owners to consider all three mowers for their fleet. The Kubota Fleet Program allows landscape pros to grow and invest

in over time. Commercial customers of all sizes are eligible for a fleet discount with the purchase of just one unit. If they ever have a unit go down, the local dealer has you covered with Kubota's Ever-Go Loaner program. These are just a few examples of Kubota's own investment and commitment to helping businesses succeed.

4 Say you're talking to a landscaping business on the come up that isn't ready to make that kind of investment yet. How should they look at their fleet?

Any pro should first assess their client roster to make their best equipment decision for their current clients' needs. For example, businesses with large lawns, golf courses, or city parks as clients would find that sit-down, zero-turn mowers, like the Kubota Z700 Series, are a powerful tool in effectively tackling big jobs. On the other hand, businesses that have clients with properties with elaborate landscapes and tight spaces – like narrow paths and gates – should consider a stand-on mower (like our SZ Series) due to their size-considerate width, wheelbase and responsive steering function. No matter which way you choose to go, you can continue to add to your fleet and your service capabilities as you grow your business.

5 Ok, last question. What's your ultimate product pick for any landscaper pro?

That's a tough one because there are nuances to every job. But, the sit-down, zero-turn mower is a top-tier choice for comfort and efficacy. The rider comfort they offer during long hours of operation is unmatched. If the business needs precision and ease of access? The walk-behind mower is solid due to being tough enough for every kind of turf and well-suited for properties with varying terrain, slopes, or hard-to-reach areas.

Lasting advice from an expert in the field. We're sure that businesses wish they had a Justin they can call up for advice like this. Luckily, Kubota's more than 1,100 dealerships nationwide, allow pros to find a trusted dealer to partner with and answer questions that will enhance your fleet at any time.

Today's forecast: perfect conditions for growing your business.



Commercial Mowers

Fleet discounts

Maximize potential



Thick, wet grass. Uneven terrain. No problem with our full commercial lineup and comprehensive fleet program with special discounts to keep you productive. The Z700, SZ Stand-On and W Series. Built to mow it all. And build your business.

Together we do more.®

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ASK THE EXPERT

Q + A

with **Jeff Saunders**



Director, Product Management

1 What are the industry's challenges?

Building and successfully growing a landscape business requires an understanding of the types of properties in your target area, the terrain, current and natural vegetation, and how your knowledge and skills will fit in a given region. Without a solid understanding of these factors, the overhead of identifying, marketing to, and successfully engaging new customers can greatly increase overhead costs and lost time between jobs.

Accurate and defensible estimates are critical to maintaining profit margins and customer satisfaction. Frequent site visits and poor-quality site information can ruin the planning and execution of projects, leading to costly errors and delays. However, the expense of reworking projects due to inaccurate data impacts not only profitability but also damages client relationships and brand reputation.

Lastly, there's a growing demand for landscapers to accomplish more work in less time. This requires innovative solutions capable of enhancing speed and productivity. Overcoming these pain points requires adopting modern technologies to optimize business development, site inspection, estimation, and proposals to minimize errors and ultimately increase profitability and growth.

2 Who is Nearmap?

Nearmap is a location intelligence and aerial imagery company that provides easy, instant access to high-resolution aerial imagery, city-scale 3D content, AI data sets, and geospatial tools. Looking at properties with Nearmap enables you to see them in a completely different way. Rotate, tilt, and change your viewing perspective to see an area from every angle. Use advanced tools to uncover what your project upon completion. This is all made possible by fusing every dimension of location intelligence into one central hub.

3 How does Nearmap help landscape professionals?

Our high-resolution imagery and AI-driven datasets allow for accurate site evaluations and measurements, eliminating the need for frequent site visits. This translates

to significant time and cost savings for landscaping companies. Further, our precise property intelligence enables landscapers to produce more accurate bids, minimizing the risk of expensive reworking due to inaccuracies.

With Nearmap, landscapers can take on more projects and increase their profitability. Our advanced location intelligence empowers landscapers to streamline their projects by facilitating faster quoting processes. Nearmap AI provides extra efficiency by giving users automated feature extraction to better understand properties for smoother project execution.

4 How does Nearmap help landscapers and their customers?

Integrating Nearmap content streamlines operations, reducing site visits and improving the accuracy of quotes and bids. This efficiency leads to faster project completion and fewer errors, enhancing the company's reputation and profitability.

Customers benefit from quicker project turnaround times, reduced reworks, and more accurate cost estimates, resulting in greater customer satisfaction and loyalty.

5 How easy is Nearmap to use?

Landscapers can seamlessly leverage Nearmap to optimize their workflows through our intuitive MapBrowser application or for more advanced integration, with our APIs. With Nearmap APIs, integration into existing systems becomes effortless — allowing companies to access high-resolution imagery and valuable property intelligence directly within their preferred platforms. This integration enables businesses to automate processes, enhance decision-making, and improve overall efficiency.

Nearmap MapBrowser provides an intuitive interface for exploring and analyzing property data, making it easy for users to access and act on the information they need. By leveraging our technology, companies can scale their operations by doing most of the work from their desktop. This scalability enables businesses to take on more projects, expand their client base, and ultimately increase their profitability.



Dallas, TX USA

Eliminate time-consuming site visits and streamline workflows with Nearmap high-resolution imagery and AI.

WIN MORE WORK

GROW YOUR BUSINESS, EMPOWER YOUR TEAM:

Expedite quote generation, improve efficiencies, increase bid production, and grow your project list through rapid and cost-effective remote site inspections.

BETTER DATA, BETTER WORKFLOW:

Check elevations and remotely measure property features with pinpoint accuracy in our high-resolution aerial imagery.

QUICK AND EASY INTEGRATIONS:

Sync Nearmap data seamlessly with your preferred GIS and CAD applications or bespoke solution through intuitive APIs.

Win more work with the advanced property intelligence of Nearmap.....→



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ASK THE EXPERT

Q + A

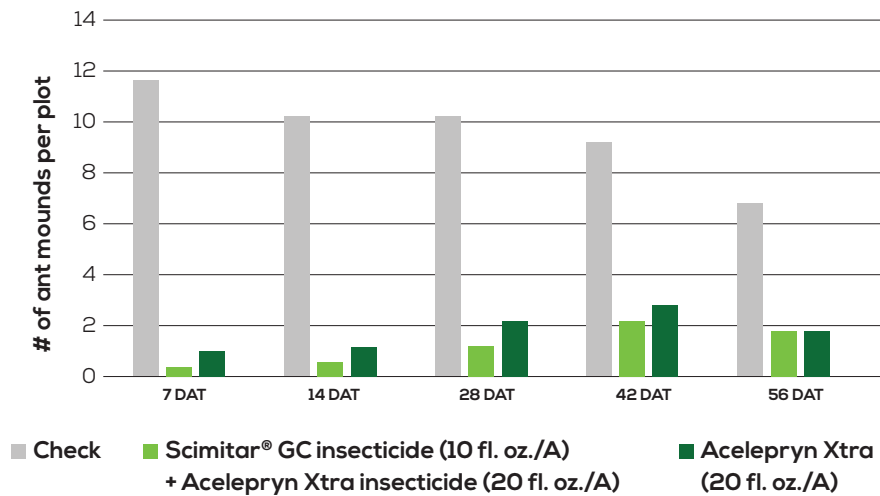
with **Matt Giese, M.S.**

Technical Services Manager for Syngenta

1 Compared to Acelepryn, what additional insects can be controlled with Acelepryn Xtra?

In addition to providing season-long control of grubs, billbugs and caterpillars with just one application, **Acelepryn® Xtra insecticide also controls ants, suppresses mole crickets and offers early curative control of grubs through the second instar.** Moreover, it provides chinch bug control instead of just suppression, including **at least six weeks of hairy chinch bug control and at least three months of guaranteed southern chinch bug control.**

Efficacy against nuisance turfgrass ants



One application was made on July 14, 2023. Treatments were watered in with 0.1-inch irrigation within 24 hours. Source: Steve McDonald, Turfgrass Disease Solutions, 2023.

2 How does Acelepryn Xtra offer enhanced grub control for lawn care operators (LCOs)?

The Acelepryn rate for grubs is between 8-16 fl. oz./A (the common rate for grubs is 8 fl. oz./A). Acelepryn Xtra offers greater efficacy against grubs at the 20 fl. oz./A rate, as it is equivalent to 10 fl. oz./A of Acelepryn along with a full rate of thiamethoxam (Meridian® 25WG insecticide). This means that with Acelepryn Xtra, LCOs can expand the spectrum of control as well as increase efficacy.

3 How can LCOs get GUARANTEED insect control with Acelepryn Xtra?

LCOs have multiple options for treatment programs that are fully backed by Syngenta so they have confidence in what they are applying. The *GreenTrust® 365 Grub, Billbug & Caterpillar Prevention Guarantee* provides recommended rates and timing to ensure season-long control, or Syngenta will provide the products needed for retreatment at no charge. Additionally, the *GreenTrust 365 St. Augustinegrass Guarantee* provides at least 90 days of guaranteed control of southern chinch bugs and tropical sod webworms, as well as guaranteed grub control. These programs can give LCOs peace of mind and additional value for their customers.

4 How do the application windows differ between Acelepryn Xtra and Acelepryn?

Both products can be applied as early as April for season-long control of caterpillars and grubs. With its early curative grub control, Acelepryn Xtra can be applied as late as the end of July to target ants, billbugs and chinch bugs while maintaining leading grub control.

5 How does Acelepryn Xtra fit within an agronomic program?

Because Acelepryn Xtra offers broad-spectrum control with a wide application window, it is an ideal choice for controlling pests when the timing works best. Additionally, **while it is recommended that Acelepryn Xtra is watered in, it can still be effective even if homeowners**

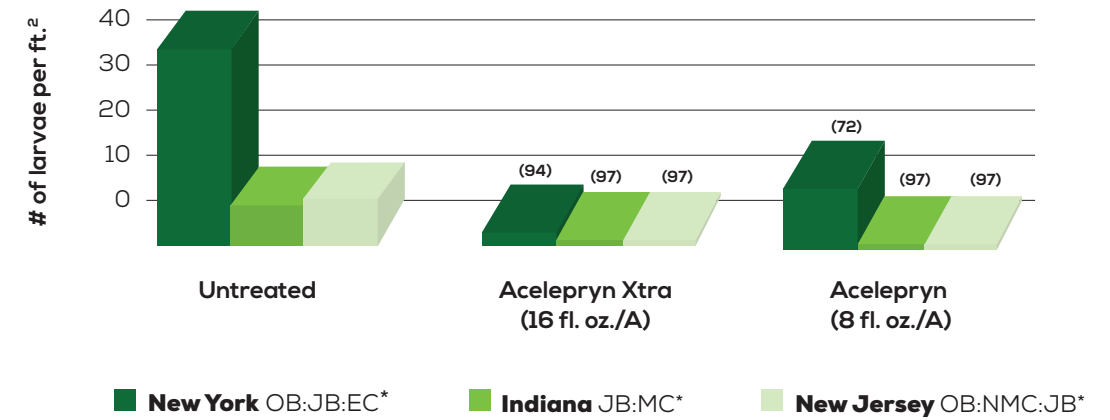
do not water it in, or if there is a lack of rainfall immediately after application. For a comprehensive list of agronomic programs featuring Acelepryn Xtra, visit [GreenCastOnline.com/LawnPrograms](https://www.syngentainc.com/US/Products/Insecticides/AceleprynXtra).

For more information, visit [GreenCastOnline.com/AceleprynXtra](https://www.syngentainc.com/US/Products/Insecticides/AceleprynXtra). You can also easily

determine which Acelepryn brand is right for your operation by visiting [GreenCastOnline.com/AceleprynBrands](https://www.syngentainc.com/US/Products/Insecticides/AceleprynBrands).

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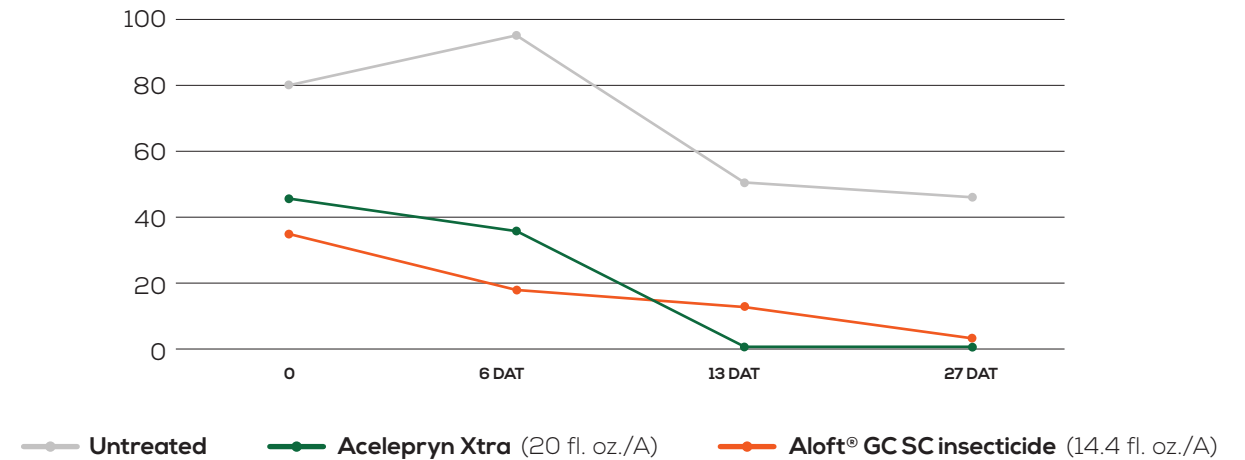
White grubs – preventive applications at egg hatch



While Acelepryn Xtra was applied at 16 fl. oz./A, the recommended rate of 20 fl. oz./A may result in greater control.

Source: Seaman, Richmond and Koppenhafer, New York, Indiana and New Jersey, 2020. Application dates were July 5, 2020 in New York; June 16, 2020 in Indiana; and June 24, 2020 in New Jersey. Values in parentheses indicate the percent of untreated control for each treatment at its respective location. *OB = Oriental beetle. JB = Japanese beetle. EC = European chafer. MC = Masked chafer. NMC = Northern masked chafer.

Southern chinch bug control in Raleigh St. Augustinegrass



Source: Rick Brandenburg, Holly Springs, North Carolina, 2019. Treatments applied once on July 26, 2019 and sprayed in 56 gallons of water per acre.

Performance assessments are based upon results or analysis of public information, field observations and/or internal Syngenta evaluations. Trials reflect treatment rates commonly recommended in the marketplace.

ASK THE EXPERT

Q+A

with
Brent Oberlink*President of The Better Contractor***1** Why is it crucial for new businesses to prioritize training from day one, even when on a tight budget?

Early training lays a strong foundation. Without it, businesses risk building upon shaky ground. They will scale chaos. The reason most franchises are successful are because they have structure, procedures, and a plan that works. It's no different for your business. As we expand, it becomes increasingly challenging and expensive to correct foundational issues. Starting with solid training ensures sustainable growth without the chaos, from day one. It's absolutely critical to have employee training and onboarding in place, if not, you are missing out on profit and growth.

2 How does implementation of training and education influence a company's culture and employee morale?

Starting with a culture of continuous learning sets the tone for the entire company. Employees feel valued, knowing their growth is a priority. This not only boosts morale but also fosters loyalty and productivity. When you hire a new employee, the onboarding and training process is setting the tone for them - what will you tolerate, what do you expect, and what does your company stand for? If you do not set a standard and culture up front, employees will set their own - and it may not be the standard you want set. In today's world, employees want to work somewhere with a good culture, somewhere that values quality of work, and that has a vision. Your onboarding and training program is absolutely critical to that.

3 How does adequate training impact the safety and efficiency of landscaping jobs?

Training goes hand in hand with safety and quality. In 2021 alone, 142 landscaping industry workers suffered fatal workplace injuries. Proper training could help mitigate such risks, ensuring both the safety of workers and project efficiency. Not having training opens you up to liability as the owner. Not to mention the increased insurance costs, unnecessary bills, and headache of paperwork resulting from an incident. You should be genuinely concerned about the safety and well-being of your workforce, if you are not, you will have morale and retention issues. You will get your lunch ate by

a competitor that does care. If you can invest a few hundred dollars a month in order to prevent an injury or fatality - that should 100% be worth it. And even if you remove the human component, you are money ahead to train people to do the work safely and with quality in mind.

4 How do you envision the future of the landscaping industry? I

foresee an industry prioritizing innovation and safety. Continuous learning will be at its core, making platforms like The Better Contractor even more pivotal. The younger generation wants to advance and learn, it wants to see there is opportunity at your company. Therefore, you must stand out. You can stand out by having the best equipment, setting a great culture, having training to help your team advance, and paying them a living wage. I do believe there will come a time soon when the cheap and low-quality contractors will struggle even more to exist. There will be consolidation, and customers will start looking at companies that value quality, safety, care for their employees, and who have well-maintained equipment. It's your choice to step it up and be one of the forward-thinking landscape companies that excel in this new economy.

5 Can training influence employee retention?

Definitely! Employees value employers who invest in their growth. Continuous training can lead to higher job satisfaction and, consequently, improved retention rates. Employees want to move up the ladder, they want to learn, and they want to work somewhere that has values. You must be creating growth opportunities (then sell that growth to them as advancement opportunities), have training opportunities for them to exceed and move up the ladder, and create an environment where they believe they are working at one of the best companies in that business. You can't do that by paying cheap, bidding cheap, not training, and buying old equipment. Set the standard up front with onboarding and then keep training them so that continuous improvement is always on their radar. Create a culture around that mindset and people will want to stay.

EMPLOYEE TRAINING AND ONBOARDING

Invest in our online training and onboarding program to take your business to the next level.

DID YOU KNOW?

- Companies with effective safety and health training programs have injury and illness rates **20-40% lower** than those without training.
- Learning requires **40-60% less** time than in a traditional classroom setting.

THE BETTER CONTRACTOR
Employee Training & Onboarding

SCAN ME!



TheBetterContractor.com

ASK THE EXPERT

Q + A

with **Richard Ogawa**



CEO & Co-Founder of Towa Industries, Inc. and Owner of Gardenland Power Equipment, Campbell CA

1 What factors should landscapers consider when transitioning from Gas-To-Battery?

Before landscapers begin the transition to battery there are three key factors we recommend considering:

- **Selecting Equipment:** We recommend taking a quick inventory of the equipment your crews will need in their fleet (e.g. Handheld tools, Blowers, Mowers). Handheld tools are typically the easiest battery adoption tool because they have readily available charging options and often offer commercial-grade performance. We suggest picking the best battery-powered tool for the job and your business.

- **Calculating how many batteries you need:** Once you've decided what tools to electrify, you can then determine the number of batteries required for the job. In most cases, Handheld Tools will function well with 2 batteries per tool depending on the job or project, high-power consumers like backpack blowers and mowers may require more spare batteries to last you all day long.

- **Budgeting for Initial Investment Costs:** Batteries and Chargers are going to be one of the highest costs when converting your fleet of battery-powered equipment. Assess your budget and prepare for the higher initial capital investment required to transition from gas to battery-powered equipment. While battery tools may initially cost 2-5 times more than their gas counterparts.

2 What should you consider when choosing a battery platform?

Unlike gas, which is brand agnostic, going battery means you have to consider that each brand has its own charging system when choosing battery equipment. We recommend choosing your brand platform wisely, considering the overall value and reliability of their battery system across your fleet's equipment and the quality of batteries they are using in their products. American Green Zone Alliance (AGZA) often tests and certifies Zero-Emissions equipment for the safety and reliability of different battery-powered equipment. TOWA's Power Distribution Managers (PDM) were designed to specifically help battery-powered tool users charge their tools at scale regardless of the brand. TOWA's PDM enables charging on the outlet level, allowing Landscapers to leverage their existing and fastest chargers from any brand to efficiently charge any batteries for a fraction of the cost compared to larger bank charging systems.

3 How do you set up your charging infrastructure effectively?

Depending on the number and size of batteries needed, you may need to upgrade or update your charging setup to ensure efficient and timely charging for all equipment. This typically requires bringing in an electrician to install additional circuits and sub-panels which can cost thousands of dollars and is typically not feasible for those that are renting their warehouses or workplace. TOWA's PDMs SmartChargers are designed to help Landscapers charge their battery tools at scale by reducing the number of circuits needed to charge equipment from 6 circuits to 1 by actively managing and measuring the available headroom in a circuit to fully utilize the circuit's capacity. TOWA's PDM works by simply plugging your PDM into a single dedicated outlet in your wall and managing power with active load balancing technology, so you can efficiently charge from any brand to their batteries on the same managed circuit without having to purchase each brand's proprietary sequential charging systems.

4 How can you set up your trailer for mobile and on-site charging with minimal costs?

Typically converting trailers to support mobile battery charging can be an expensive and complicated process including installing inverters, solar panels, and large power stations or generators. With TOWA's PDM and Battery Power Stations (BPS Systems), you can get up to 17.5kWh of mobile power removing the need to transport batteries to and from a trailer to charge overnight. Simply plug in your trailer into TOWA's PDM and BPS Systems which work together to manage and rotate power to your battery fleet. This keeps all of your equipment in your trailer overnight and ensures that your equipment is ready to go when you are. With mobile power on board, Landscapers can also minimize the number of spare batteries that need to be carried off-site and swap out their fully charged batteries with any used batteries for continuous charging support throughout the day.

Looking to get started? Reach out to info@towatools.com to schedule a free consultation with our team.



TOWATOOLS.COM

Any Brand. Anytime. Anywhere.

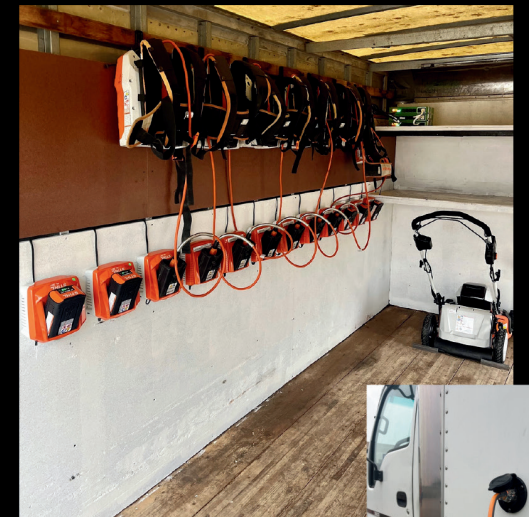
Designed For Pros By Pros.



Charge any brand battery.



Charge all your batteries in the trailer from a single outlet.



On-Site & On-The-Go Power Solutions For Commercial Landscapers



120V/20A PDM SmartCharger



240V/20A PDM SmartCharger



PDM Controller w/ Energy Dashboard



Stackable & Modular Design



MOBILE POWER SOLUTIONS

*Stack up to (6) TOWA Tools BPS Expansion Packs and get up to 17.5kWh of Mobile Power!



BPS 2500W Expansion Packs*



BPS 3000W Battery Power Station*



BPS 1800W Battery Power Station



GET STARTED

ASK THE EXPERT

Q + A

with
Rick Agajanian

Chief Product Officer at WorkWave



1 What's going on in the world of email marketing right now?

Evolving technology is having a significant impact on email and SMS messaging – primarily in the form of new regulations over the past year which all work together to create a layered defense against phishing, email spoofing and other forms of messaging fraud.

2 How do those regulations affect green industry owners?

Lawn business owners typically send bulk emails for legitimate reasons, such as service information or payment notifications. But they could be at risk of not meeting the new regulations. If they are sending from Gmail or a similar service without being properly registered, their service providers may not authenticate their distributions – and their accounts could get flagged. That's why it's important to use a service that has accounted for the rules and will ensure your emails get distributed.

3 What are the benefits, beyond meeting regulations, of separating transactional and marketing comms?

Separating marketing and service communications can ensure that your essential communications to customers – for example, upcoming appointment notifications or an alert of a past-due bill – don't get rejected or sent to spam. Service and marketing communications are regulated separately; if they're not, you run the risk of your service communications getting blocked either by the customer who doesn't want marketing emails, or by service providers who don't recognize them as essential.

4 What tools has RealGreen built to address these challenges?

Customer Notifications allows you to send automatic service emails based on rules you set up. It also enables you to build your own templates, so that you can control your content.

5 What should green industry owners be looking for in a notifications platform?

I'd recommend looking for a notification platform that is flexible, provides the features you need, complies with all current regulations and most importantly, comes from a reliable provider that you can trust. Another important thing to consider is using a platform that integrates with your software, which will make it easier to provide accurate, reliable communications to your customers.

6 What are the benefits of maintaining an automated marketing email platform?

With an automated marketing platform, you can set up specific communications based on what really works: the types of communications, the frequency and cadence of messaging, even the day or time that's best to reach them. This enables you to set up a customer journey, lay out the specific touch points and then keep it all going without ever having to worry about it.

7 What tools and automations do you think are next in the world of email marketing?

You need to make sure that your communications are compelling enough to get those clicks and opens to drive engagement. There's no question that AI is going to increasingly be used in content creation. And as AI tools continue to evolve, so will the ways we can use them to create compelling content.

Imagine a dynamic email template, where the template uses AI to pull in content that is unique to individual customers and tailors each email to feel more personalized: This could dramatically change the feel of bulk email distribution. However, we're not quite there yet – those nuances will take time to perfect and AI-generated content is far from a magic bullet. Regardless, if you are using an AI tool to create content, it's crucial to make sure you review and edit the output; the last thing you need is for a customer to receive an email that comes off as artificial or unprofessional.



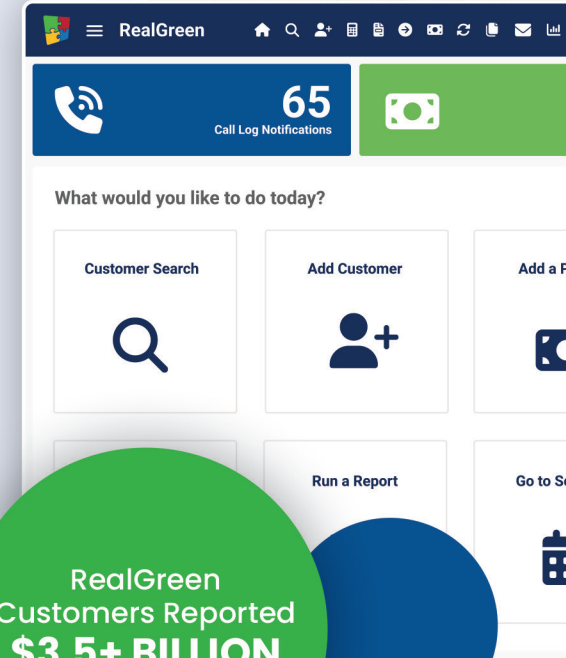
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