



THE FACE OF
BUSINESS MANAGEMENT
SOFTWARE

Jon
GOHL

When Aspire's Director of Customer Experience, Jon Gohl, reflects on his career in landscaping, he can't help but talk about his father; his childhood hiking in the wilderness, and his father's work as a master potter, creating art from the earth—clay. "I knew I wanted to do something in the outdoors. I wanted to make something with the ground."

Despite feeling directionless in college and switching majors from Spanish to teaching and business ("Embrace that second language," he says as an aside. "It's the best thing you can do for the long haul."), he ultimately discovered his passion in agriculture.

"I was so passionate about taking those traits from my dad, to create something from the ground," he explains. "Whether that's design, caring for something, it all came together and I never left [the industry]."

Now at Aspire, an all-in-one software solution for landscaping contractors, Gohl channels that passion into helping others transform their businesses. "I'm helping people learn what I learned using a platform like this—how it can fundamentally change operations," he says.

According to company data, Aspire's clients experience accelerated growth, improved year-over-year revenue, and increased profitability.*

For Gohl, Aspire represents more than software; it's an industry advocate serving clients in over 2200+ landscape company locations. "This voice isn't for Aspire, this is a voice for our clients, our industry," he emphasizes.

"We're out here to help not just our current clients, but the next generation of contractors."



Company: Aspire Software

Company Bio: Aspire is the leading cloud-based, mobile-ready SaaS provider of business management software for landscape maintenance, landscape construction, and snow & ice operations. Aspire's robust end-to-end functionality supports growth at every stage by enabling contractors to transform their business management, providing real-time visibility into operations, and enabling data-informed decisions that drive greater efficiency and higher profits.

More Info: www.youraspire.com/landlmagazine

**Results are illustrative of certain customers' success; your individual results may vary.*



TRUST YOUR FUTURE
TO ASPIRE

Aspire's cloud-based software has a transformative impact on landscaping businesses:



More profitable
growth:

94% of Aspire users reported improved gross margins after one year. 36% realized increases of 7% or more; 53% saw increases greater than 4%.*



Double your sales
success:

More than 2X the number of crews per ops manager*



Improve upsell
performance:

Increase enhancement penetration percentage by 88%*



Accelerate revenue
growth:

Boost year-over-year revenue growth by 86%*



Grow your profit
margins:

Increase margins by 7% or more*



Define your
success:

Aspire customers represent 40% of the companies on the 2025 L&L Top 100 list and grew 2X faster YOY than their non-Aspire counterparts.**



In the first year of using Aspire, our revenue from one year to the next increased over 75%. Aspire has been a game-changer. Make it happen with Aspire!

Jared Woodend, COO & Integrator, Decra-Scape



Ready to see how Aspire can help your business?

Scan the QR code to learn more.

youraspire.com/landlmagazine



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**Based on analysis of the 2025 L&L Top 100 list, with revenue growth measured over the 2023-2024 calendar year.