The Decision to Choose RealGreen

Andrew Wesselman,
Owner of A&A Lawncare & Landscaping

Before RealGreen

Q: Can you tell us about your business before RealGreen?

ANDREW WESSELMAN: When we first started looking into RealGreen, I was running two crews and still heavily in the field myself. I was drawn to the idea of being able to stay in the field while still handling office work efficiently, like routing and production posting. At the time, we were using Excel sheets, and I had to manually add and remove jobs every day. It was time-consuming and not always accurate.

Q: What was it about RealGreen that convinced you it was the right choice for your business goals?

WESSELMAN: The routing features were the big draw early on. Being able to streamline and automate what used to take hours was a game changer. It was clear that this platform was built by people who understand lawn care — it fit what we needed then, and it's kept up as we've grown.

Growth and Expansion with RealGreen

Q: Can you describe what your growth trajectory has looked like since you implemented RealGreen?

WESSELMAN: We started our turf applications in 2015, and we've grown from zero to over 15,000 customers in just 10 years. RealGreen has been a key part of helping us manage and support that kind of growth.

Q: How has RealGreen specifically supported your expansion into new service lines and locations?

All of our services can live in one software. RealGreen has a good base understanding of how different services should be scheduled, billed, and routed. That helps with the rollout of new services, and then we tweak things from there to fit our operations.

Q: Could you quantify some of the improvements you've seen since implementing RealGreen?

WESSELMAN: The biggest improvement? Customer communication. Whether you're a small company or a big one, you've got to be able to stay connected with your customers. RealGreen gives us the communication tools of a large corporation—automated messages, updates, confirmations—without needing a massive call center to do it.

RealGreen Features That Drive Success

Q: Which specific aspects or modules have been most impactful in driving your business success and growth?

WESSELMAN: Routing helps reduce windshield time and ensures we're performing services when they're supposed to be done. Sure, there's still a human element, but the routing module gives us a clear, automated way to see what work is due and where we need to be.

The automated communication after a job is completed is another big win — customers get notified immediately. These tools help us stay efficient and make it easy for customers to do business with us.

Q: How has RealGreen's ability to provide a 360-degree view into your business data influenced your strategic decision-making?

WESSELMAN: It gives us clarity. We can make better decisions because we actually know what's going on—where we're winning, where we're falling behind, and where we need to focus. That's only possible when you've got the right data in front of you.

The Future with Wavelytics™, AI, and Analytics

Q: How do you envision leveraging Wavelytics' data insights, AI-driven tools, and benchmark analytics to further enhance your marketing, operations, or overall profitability?

WESSELMAN: I see AI helping us pinpoint our ideal customer and market directly to them. We'll also get insights on why customers leave and which services they're most likely to add. That kind of data helps us serve people better and grow smarter.

Recommendation and Looking Ahead

Q: Based on your experience, what would you tell another lawn care business owner or enterprise company considering RealGreen software?

WESSELMAN: Get in early. Don't wait until you "need it." Learn the software and use every part of it. Everything RealGreen offers came from a real need in businesses like ours. Every lawn care company, no matter the size, can benefit from what it brings to the table.

Q: What are your future aspirations and how do you see RealGreen continuing to be a partner in achieving those goals?

WESSELMAN: I want our team to have real-time dashboards and access to better data at any moment. When your people can make decisions hour by hour, not week by week, it drives performance and accountability. RealGreen and now Wavelytics are helping us get there.