

A large, stylized graphic of an eye in shades of blue, positioned at the bottom of the page. The eye is composed of several overlapping, curved shapes that form the iris, pupil, and eyelids.

# 2020 EYE ON INNOVATION

CUTTING-EDGE SOLUTIONS  
TO HELP LANDSCAPE CONTRACTORS  
STREAMLINE THEIR BUSINESSES

# 5 REASONS WHY SOFTWARE MATTERS

By Kevin Kehoe

In the landscape sector, business management software has transformed the way many companies operate. However, to those who have not yet implemented an industry-specific solution, the benefits may not be as clear. If you've been left asking, "Do I need software for my business, and why?" here are five reasons why software does matter to consider.

Landscape management software can help you:

1. Gain control of your business
2. Increase profitability
3. Boost productivity
4. Scale your business
5. Ensure customer retention

## Gaining Control

Business management software provides valuable, end-to-end functionality to your entire company. Information from every department is input into one system, providing accessibility and visibility across the business to aid decision making. With this increased awareness, owners and general managers can make proactive, informed decisions to keep the business on course. Adjusting course is much easier—and more successful—when done incrementally, in real time, versus triaging an unknown situation weeks or months later.

## Increasing Profitability

Accessing your business's information in one centralized system is far more than a convenience. In fact, it can even influence whether your company makes money or not. With full visibility into the factors that impact profits, owners and managers can

better determine where improvements are needed—and why. For example, if a job is losing money, an operations manager can review all aspects of the project, from labor to materials, to assess if the discrepancy is related to crew productivity or pricing. Likewise, business owners can review services for profitability and adjust their service mix accordingly. Or, if a customer is costing the company money, business owners can decide whether to terminate the relationship or not. Maintaining a healthy bottom line is greatly simplified with real-time insight into your company's profits.

## Boosting Productivity

Regardless of your role, chasing down information to do your job is both frustrating and a waste of time. With business management software, information is immediately accessible across the organization. For accounting, this is particularly beneficial: not only does an end-to-end system improve accuracy by eliminating duplicate data entry and manual processes, it also helps ensure financial statements and reports are completed on time. On the operations front, quick access to estimating and purchasing tools, as well as daily crew timecards, helps streamline processes to free up time for high-value activities. As productivity increases organization-wide, it's possible to accomplish more with the resources at hand.

## Scaling for Profitable Growth

Growth is often a primary objective for businesses; yet the real challenge faced by most is scaling. Typically, growing com-

panies add resources at the same rate as revenue, and profits remain flat. Scalable growth occurs when revenues increase but overhead remains level, resulting in higher profit margins. By increasing efficiency and boosting productivity, business management software helps companies accomplish more without adding resources to achieve profitable growth.

## Retaining Customers

Although customer acquisition supports revenue goals, the reality is: current customers have a greater impact on your bottom line. Crews work more efficiently when servicing familiar properties, which in turn improves labor margins—plus there's no cost of sale associated with current customers. Retention can also drive acquisition through word-of-mouth referrals and case studies. A multitude of factors may contribute to customer retention, but ultimately the key to keeping clients is delivering the best possible experience. Business management software helps field and back-office operations run seamlessly so jobs are completed correctly and on time, invoices are sent in a timely manner, and customers remain satisfied.

In all, there are many approaches to optimizing your business. However, no single strategy will impact your success as greatly as implementing business management software. From the back office to the field, landscape management software has the power to help you gain control of your business and increase margins by simplifying processes, streamlining operations, boosting productivity, and improving customer retention.



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# MATT MARTIN

Co-Founder, Carbon Earth

## 1 What makes your fertilizer technology unique?

At Carbon Earth, we developed a novel nutrient release method we call Carbon Release Root Promoting (CRRP) Technology. Our technology begins in the renewable energy sector with the production of green energy. We take the by-product of the renewable energy production, biochar, and put it through a creatively engineered manufacturing process that allows us to capture the positive benefits of biochar while mitigating the risks. Through a specialized agglomeration setup, we can then combine specific plant nutrients and root hair promoting peptides with the biochar to alter the release curve, ultimately extending availability and efficiency of those nutrients. This allows us to offer a host of products with equal or greater performance metrics compared to what is currently available on the market without the reliance on micro-plastics, polymers, vinyl, or materials that may resist biodegradation in the soil, and all for a comparable price.

## 2 Why are people considering your fertilizer for their business?

With the environmental pressures raining down on LCOs across the country, we have seen a growing focus among

companies on how to be more sustainable. As a company that focuses on research, development, and manufacturing within the circular economy, it's truly a perfect fit. We can supply products that offer predictable results commonly seen with purely conventional products, however; we have the added benefit of also delivering bio-stimulants, organic matter, and even soil amending ingredients all in a single fertilizer prill.

## 3 What are the long-term impacts of using your fertilizer?

When an LCO chooses to use our product, they are no longer "throwing down" fertilizer. They have a decided to participate in the circular economy. Renewable energy production moves to poultry production moves to plant production and biomass waste goes back to renewable energy production. Within this model, we provide LCOs with a solution to integrate best management practices with a product that can have an overwhelming positive impact on converting urban green spaces into a carbon-sink. For the LCO, the client, and the environment, it is a win on all fronts. Biochar has been studied as one of the great successes of the Terra Preta and its ability to function as a carbon sink. Long-term

impacts of integrating our CRRP Technology into best management practices ultimately allows a conversion of home lawns into these same carbon sinks.

## 4 How does your technology work?

CRRP Technology works in two parts: 1. Provide a loaded delivery vehicle to protect and serve valuable inputs and 2. Provide a unique bio-stimulant to signal explosive root production. Given that granular fertilizers achieve nutrient uptake through the root system, our technology focuses on a multi-faceted approach - increase root biomass to increase uptake potential and protect those nutrients with an adsorptive natural carbon source. CRRP Technology's two parts in our fertilizer products allows us to positively impact soil structure and tilth, deliver bio-stimulants that signal unrivaled root performance, and supply nutrients to maintain peak plant performance.

## 5 How does CRRP Technology impact an LCOs bottom line?

Because CRRP Technology can improve soil, root, and shoot performance in a single application, the first way we help LCOs save money is through labor. By replacing what is usually accomplished

in two to three applications, we can achieve in one application. And because of our unique manufacturing ability within the circular economy, we can often deliver the results of three applications in a single application, for the cost of a single application.

Secondly, we deliver results, and for any LCO, results is one of the most important parts of reputation and brand management. One of the companies we worked with last year, Picture Perfect Lawn Maintenance in Dinwiddie, VA, experienced over 100% growth after integrating our program. Their two top drivers of growth were "Signs in Neighbor's Lawn" and "Referrals." Speaking with the president, Jimmy Cox, he was impressed that such a high percentage of new leads were driven by potential clients stating, "They want a lawn that looks like their neighbor's."

For us to have that kind of impact on a business is exactly what we strive to do because not only are we helping that company grow, we are helping that company impact the environment in a carbon negative way. The more companies we can affect in this way, the stronger our opportunity grows to highlight to the rest of the world exactly how important our industry and our LCOs are to the preservation of our planet.

# CRRP TECHNOLOGY



## CARBON RELEASE ROOT PROMOTING

CRRP Technology is our answer to total plant nutrition - soil, roots, and shoots. This complete health approach is designed to impact not only plant performance, but environmental sustainability. When choosing to use Carbon Earth products, you're not just choosing a fertilizer. You're making a conscious decision to positively impact the environment, water systems, and the Green Industry.

- Patent-pending granulated **biochar** fortified with **N-P-K, minors, and biostimulants.**
- The only granular fertilizer featuring biochar infused with **Root Hair Promoting Peptides**
- Consistent feed for up to **twelve weeks**



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# CATERPILLAR INTRODUCES NEW 306 CR MINI EXCAVATOR

Includes industry-first features inspired by customers

**W**hen developing the next generation of mini excavators, we focused on the single most important component—you. Because it's you who digs the ditches, dredges ponds and shapes the land, so your input means a lot to us. In fact, it was that feedback that helped influence the newest addition to our Next Generation lineup—the 306 CR.

**The Cat® 306 CR Mini Excavator**  
Customer insights helped us debut several industry-first features into our Next Generation lineup that provide an unmatched operator experience, performance and serviceability. And now, you can enjoy the same in a 6 ton model.

With the Cat® 306 CR Mini Excavator, you can expect maximum power and performance in a mini size to help you tackle landscaping projects in increasingly tighter work spaces.

This all starts with a greater lift capacity that allows you to lift more with ease, offering industry-leading performance right where you need it, and allowing you to do more with your mini excavator than you thought possible.

But we didn't stop there—the stick steer control enables the operator to easily switch from traditional travel control with levers and pedals to joystick controls at the push of a button. No more hunching over when you need to track

long distances, it's all in the wrist with stick steer. But stick steer isn't just about enhancing comfort. It also makes operating a mini excavator much more intuitive and productive, especially for operators who are already familiar with operating skid steers.

In the 306 CR Mini Excavator, you can travel longer distances seamlessly with cruise control. This allows you to continuously travel without holding down the levers or the joystick, all while preserving the ability to safely stop the machine in several ways. This is great for tracking and grading long distances, you just need to steer.

Additionally, operators can enjoy intuitively designed full color LCD monitors with a jog dial for easy ergonomic interaction, which come standard on all next generation machines. These displays also come equipped with hands-free Bluetooth® compatibility, allowing operators to safely answer calls and stream audio.

As if that weren't enough, all standard maintenance points are easily accessed from ground level, because we know that maintenance that's easy to do is maintenance that gets done. Because we know that dents and dings can be expensive, these machines feature a modular panel design with consistent sizing across multiple models, ensuring you only replace the piece that was damaged. This, along with common parts across models, makes servicing your equipment easier than ever.

## Next Generation Mini Excavators

In addition to the 306 CR, the next generation mini excavators come in 1-2 ton and 7-10 ton size classes. They may be mini, but they are powerful.

Customers interested in a smaller size class can experience all of the industry-first features and best-in-class serviceability found in the 306 CR in our 1-2 ton machines, which offer a sealed and pressurized cab with air conditioning, a first for this size class.

For those needing in a larger mini excavator, our 7-10 ton size class delivers leading performance in various applications. The 309 CR is equipped with a dedicated auxiliary pump to provide high flow hydraulics and unmatched attachment performance, while the 310 boasts a lift capacity up to 10,000 lbs. for those heavy lifting applications.

Whatever your mini excavator needs may be, our next generation mini excavators provide the solution. They promise a big experience in the smallest package so you can complete more landscaping projects, no matter the task. To learn more about the new 306 CR and the rest of our suite of next generation mini excavators, please visit [cat.com/NextGenMiniExcavators](https://cat.com/NextGenMiniExcavators) or to learn more about all of our landscape offerings, check out [cat.com/en\\_US/by-industry/landscaping.html](https://cat.com/en_US/by-industry/landscaping.html)



# BIG PERFORMANCE IN A 6 TON PACKAGE

INTRODUCING THE NEW CAT® 306 CR,  
DESIGNED WITH OUR CUSTOMERS IN MIND.



YOU NEED A MACHINE  
THAT CAN DO IT ALL,  
WITH INDUSTRY-FIRST  
FEATURES TO BACK IT UP:

- GREATER LIFT CAPACITY
- STICK STEER
- CRUISE CONTROL
- FULL COLOR LCD MONITOR WITH BLUETOOTH



LEARN MORE ABOUT ALL OF OUR NEXT GENERATION CAT® MINI EXCAVATORS AT [HTTPS://WWW.CAT.COM/NEXTGENMINIEXCAVATORS](https://www.cat.com/nextgenminiexcavators)





# JAMIE BRIGGS

Director of Marketing, Exmark

**1** How can landscape contractors increase the productivity of maintenance crews?

**A:** Landscape maintenance professionals are always looking to get more work done, more quickly, with fewer workers. For some contractors, that means adding larger, faster, more powerful mowers, while for others, it's about finding the best mower size(s) for the properties they maintain. No two situations are exactly alike, which is why Exmark offers a wide range of mower types and sizes.

Ergonomics and operator comfort are two big considerations when choosing the right equipment, because they affect an operator's ability to work efficiently. sustainably produce at a

high level. A productive mower is only productive if sustainably operable, and comfort is a key component of that sustainability.

**2** What are examples of Exmark innovations that help each crew member be more productive?

**A:** Exmark's 96-inch Lazer Z Diesel and Lazer Z X-Series zero-turn riding mowers raise the bar for the productivity one operator can achieve. Thanks to their hydraulically foldable wing decks, these 96-inch machines take up no more room on a trailer than a 72-inch machine.

On the other hand, for many Exmark customers, a more productive mower that fits through common 36-inch gates is extremely valuable. Innovative new machines like our 32-inch Staris E-Series stand-on mower and Commercial 30 X-Series walk-behind mower give these contractors more productive options to finish small yards faster than ever.

**3** Reducing downtime is a big deal for landscape professionals. How is Exmark using innovation to address this customer need?

**A:** Innovations that reduce downtime and necessary maintenance are a big focus at Exmark. Our new Tractus airless tire and wheel combo is a great example of this. Available this spring as an accessory for select 2020 Lazer Z zero-turn riding mowers, the Tractus tire and wheel combination works with Exmark's airless caster wheels to completely eliminate flat tire-related downtime. Tractus raises the bar in every area compared to traditional pneumatic tires. Benefits include increased traction, more consistent ground pressure and a larger contact patch for reduced turf compaction and increased cut quality.

**4** What technology is Exmark incorporating into their machines to improve efficiency and productivity?

**A:** Exmark's patented RED Technology works with state of the art EGov-equipped gasoline and diesel engines to increase fuel efficiency without compromising

productivity. RED Technology monitors vital mower functions, machine health and operating metrics in real time, making it easier for contractors to stay on top of maintenance needs.

Exmark has also incorporated Smart Controllers into a number of its zero-turn, stand-on and walk-behind mower models. Designed to offer a more robust operator interface than a traditional hour meter and reduce downtime, the Smart Controller tracks total hours, fuel level, maintenance reminders and machine health status.

**5** As we move into the 2020 season, what trends do you see developing?

**A:** Labor shortages will continue to be a challenge for landscape contractors, so it will be more important than ever to maximize the productivity of each crew member every day. As a result, more productive mowers like our 96-inch Lazer Z Diesel and Lazer Z X-Series models will continue to be in high demand. They significantly raise the bar for the amount of work one employee can get done in a day, and they're comfortable enough to do it again the next day.

# INNOVATION THAT RAISES THE BAR FOR PRODUCTIVITY.



INTRODUCING

## 96-INCH GAS-POWERED LAZER Z®

For 2020, Exmark raises the bar again with the introduction of the gas-powered 96-inch Lazer Z X-Series zero-turn mower. Powered by a Kohler® Command PRO® EFI air-cooled engine and equipped with Exmark's patented RED Technology, the new machine features a durable UltraCut™ Flex Wing cutting deck. With a 48-inch center deck and two 24-inch wing decks, the 96-inch Lazer Z X-Series is the right tool to make quick work of the largest, toughest jobs, while delivering Exmark's signature cut quality. By cutting more grass, on more properties, with fewer operators, the 96-inch Lazer Z X-Series enables customers to reduce labor costs and increase revenue potential. It provides the performance, productivity and unique value today's landscape maintenance operation needs.

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## HUSQVARNA'S MOWER LINEUP IS EXPANDED WITH A STAND-ON V500 MOWER SERIES

**R**ounding out the company's commercial mower portfolio, Husqvarna's V500 stand-on mowers series for commercial-grade lawn care combines extreme efficiency, durability along with a compact design and excellent maneuverability. The two V500 models – the V548 and V554 – come with full zero-turn capability and the ergonomic body cushion in both mower models will provide maximum comfort for the operator. Providing rapid mount-dismount, unbeatable maneuverability and ergonomic operation, operators will get the best of a zero-turn mower and a commercial walk-behind mower combined with Husqvarna's V500 zero-turn mower series.

Built to endure, the V500 mower series is constructed with the toughest materials available. The reinforced 2-by-2 industrial-strength tubular steel frame, cast-iron spindles and heavy-duty cutting deck are built to withstand season after season of commercial use. The heavy-duty construction combined with industrial strength drive systems deliver long-lasting operation in any commercial application and is backed by Husqvarna's industry-leading 5-year limited commercial warranty.

For fast, convenient access and service, the V500 models are equipped with tool-less tracking adjustment and removable deck covers, easy-to-reach transmission by-pass and front-mounted hydro tanks and pumps. Other additions



include a digital color fuel gauge that will let the operator get a quick overview of fuel levels.

In order to achieve maximum productivity, the V500 mower series also streamlines maintenance. All service points of the mower can be accessed with minimum tools required, saving the operator time with its easy-access tanks and pumps, outboard bypass levers, a flip-down mowing pad and tool-less tracking adjustment. The mower's flip-up anti-slip operator standing platform, for example, allows the operator the option to either stand or walk behind the mower if necessary. The V500's compact design also allows you to bring more equipment to the job site for increased productivity. Available with a 48" or 54" Commercial ClearCut deck, the V500 models provide

excellent grass cutting and management, ensuring efficient operation throughout.

Other features include the fastest method of disengaging the hydraulic transmissions through the use of one lever pull to make both transmissions go to bypass mode, tool-less removal of the operator's cushion, an easy-access operator console, palm deck release, Kawasaki V-Twin engines and a high-leverage deck lift. The operator can also stand between the axles of the mower, positioning them between the wheels instead of behind, in order to more appropriately distribute weight for enhanced traction and a reduction in effort from the operator to stay perfectly balanced during zero-turn maneuvers.

The Husqvarna V500 stand-on mower series represents extreme efficiency in commercial mowing.

# V500 SERIES SETTING THE STANDARD IN STAND-ON MOWERS



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### OUTSTANDING FEATURES IN A SMART AND COMPACT PACKAGE.

Providing zero-turn capability, rapid mount-dismount, and ergonomic operation, the V500 Series puts extreme efficiency in your commercial mowing fleet. Heavy duty construction, ClearCut™ decks, industrial strength drive systems and easy service access provide uncompromised cutting results every time. Plus, the compact design fits perfectly on your truck or trailer. [HUSQVARNA.COM](http://HUSQVARNA.COM)

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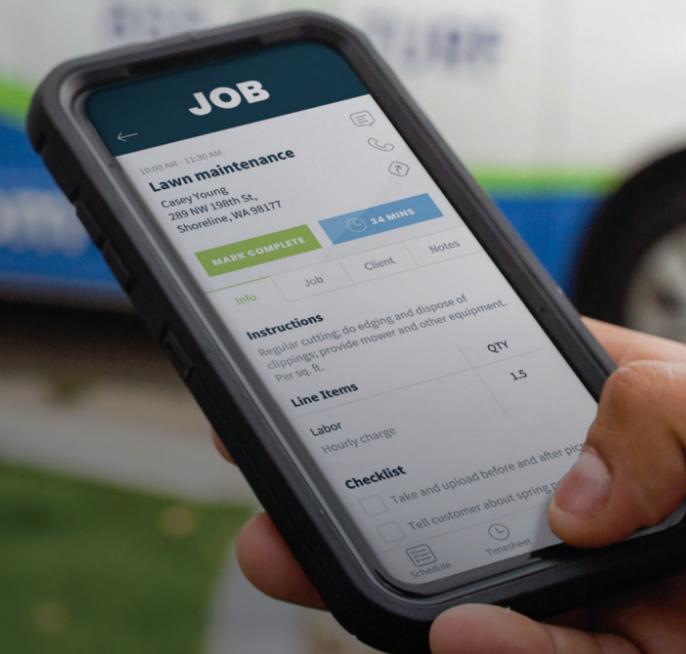
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# Q&A WITH MATT IKARD & JEFF SMITH

Medium Duty Truck Sales, Neely Coble Company

## First and foremost, why is the Isuzu truck the ultimate truck for landscaping?

MI: "I'd have to say the first thing that comes to mind is its design. It's a low cab forward truck, which makes it incredibly easy to maneuver. [Additionally] we're able to upfit it with any number of applications, which completely eliminates the need for a trailer. With landscaping, where there are a variety of needs, whether you're just mowing or doing hardscapes, being able to have a dedicated truck with the right body makes all the difference."

JS: "We also see that Isuzu trucks have a greater resale value than competitors. It's a versatile vehicle that can be kept busy year round."

## How long has Neely Coble Company carried the Isuzu product and what makes them a superior dealership?

MI: "Neely Coble Company was the fourth dealership in the United States to incorporate the Isuzu product into our lineup of commercial trucks - we've carried the product since 1985. I feel what makes our dealership superior is our reputation for having work ready trucks on the ground, ready for delivery. We've really mastered the development of the "ideal" landscaper truck,

and while we're able to build a truck to meet any of your business needs, our available inventory really is impressive and our close relationship with local body companies allows us to keep up with demand.

## Tell me a little about the "ideal" landscaper truck.

MI: "Well, we typically carry a significant number of the Isuzu NPR and NPR-HD Gas trucks in both single and crew cab. We partner with Wil-Ro, Inc. in upfitting it with a remove-able dovetail truck bed. We've really been able to hone in on a product that maximizes efficiency and have spent many years analyzing market needs and ensuring we are able to keep up with demand. The biggest benefit to this type of truck is its functionality. It essentially gives our customer three adjustable bodies in one truck - a landscape body, a flat bed (within five minutes of removing the dovetail) and then a dump body with the addition of a hoist package."

JS: "We found that having ample inventory of these trucks has been especially beneficial for our landscape customers. The lead time on a body application can be anywhere between 8-10 weeks, so having these trucks on the ground ready to go, makes a huge difference."

## So why Gas versus Diesel?

JS: It really depends on how much you plan on running the truck. Most landscape businesses are localized and are only covering about 10,000 to 15,000 miles a year. Where diesel really starts to pay off is at around the 28,000 mark. That's not to say that diesel doesn't have its place if someone were looking for something with a greater torque options. We're happy to build whatever truck most meets a businesses needs, but we find that often Gas is the most cost efficient option for the landscape industry."

## Perhaps most importantly, what is the total cost of ownership for these trucks?

JS: We've already discussed the resale value of Isuzu trucks compared to other vehicles, and the ability to opt for a gas versus diesel engine, both of which significantly reduce your total cost of ownership. Additionally, Isuzu offers great financing options, and with our own dedicated F&I manager we're able to provide all the resources needed for purchasing an Isuzu landscape truck. Additionally, Isuzu offers an industry leading base warranty of 5 years or 75,000 miles on their gas drive train and 3 years or unlimited mileage on diesel, easing the burden of maintenance as well!

# Neely Coble Company

## YOUR LANDSCAPE TRUCK HEADQUARTERS



**ISUZU**  
TRUCK

### ISUZU NPR GAS TRUCK

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### ISUZU NPR-HD GAS TRUCK

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# Providing tools to help your staff maximize efficiencies will help you manage your team.

*"Real Green allowed us to run lean - the software so convenient and keeps everything in one spot, rather than across multiple systems or software."*

- Andrew Wesselman, Owner & Partner, A & A Lawncare and Landscape - Florence, KY

Maximizing and retaining your current team is crucial to maintain a high level of customer satisfaction and to grow your business. While labor-management tools undoubtedly assist you in making the most of the qualified people you do have, time management and efficiency tools will help your staff work smarter and manage themselves.

Andrew Wesselman, owner, and founding partner of A & A Lawncare and Landscape, located in Florence, Kentucky, shared their growth story and how the right software solutions helped them increase overall efficiencies and better manage their time. He and the A & A team can now concentrate on growing the business.

## Besides Service Assistant®, what tools did you start with to help maximize your time?

"When we started, we were much smaller. I was the only one in the office. I like the routing software. It's so easy to transfer schedules into **Routing Assistant** to see what's available for a given day and schedule the most effective routes for my technicians."

Tight, efficient routes minimize drive times while maximizing the number of customers each team can service in a day, week, month, helps contain costs and increase revenue. Something as simple as scheduling stops on the same side of a street saves countless hours and allows each technician or team to service more customers, in turn enabling a company to operate and grow with a reduced headcount.

## How do you manage your technicians in the field?

"From a production standpoint, with **Mobile Live**®, the techs have their work on tablets in their trucks and can post each job as completed. Start and stop times are noted, and it allows one person to enter all the production for our lawn care and mowing teams every day. It's good from a customer standpoint, too, because they get their invoices right away."

Mobile Live is a leader in field team management and empowerment tools. Instantly know the location of your technicians using Mobile Live's real-time vehicle tracking. The app monitors and notes weather conditions and wind speed at the time of application, allows you to document inventory, customize job notes, and schedule services

throughout the day to available work crews. Technicians can note problem areas on a property and document each account with images. Teams have the ability to safely accept and process payments in the field through the app, allowing them to sell and upsell products and services in the field.

Efficient use of time isn't only a challenge for your staff in the field. Your office staff also needs tools to help them use their time more effectively in the growth and maintenance of your business. Real Green helps companies of all sizes communicate more efficiently.

## What tools do you use to help maximize your office staff's time?

"The Green industry has a bad rap with customers for not receiving timely callbacks or taking too long to send information. We strive not to make people wait for an estimate, or have them waiting to make a payment or anything like that. Real Green has allowed us to be able to do that.

"We have **Automated Marketing**® Assistant and use the After Service emails that send invoices to customers. That's helping with cash flow because people have service and payment information as soon as we post-production. Everything happens so quickly because of system integration. It makes it easier for people to do business with us. This tool helps us keep pace with the large competitors in the area."

The Automated Marketing tool utilizes customer behaviors and service account data to send personalized, detailed messages to customers automatically. Over 50 communications cover every aspect of the customer journey from new sale confirmations to credit card expiration notifications to canceled customer win-back drip campaigns.

This tool helps smaller, or startup businesses appear more fully staffed while assisting enterprise companies in making customer communications highly personal and relevant without manual intervention on thousands of accounts. Users can track engagement and ROI, and make edits to marketing campaigns and interactions on the fly based on real-time response data from a centralized dashboard.

"We also use the **Service Assistant** Call Log every day, and it has made us who we are. In my position, I usually don't get involved with customers unless they threaten to cancel or something happened. It's usually a problem. It's important to have a consistent follow-up.

If I don't get hold of them that same day, a reminder pops up the next day and keeps popping up until I reach them. When I resolve their problem, I can set a reminder to follow back up with them in a week or even a year to see how they're doing. I'm not writing it down and losing a post-it note; it's noted right on that customer's account. I'm sure there are other things out there; however, this ties everything back to the customer, and everyone in the company can see what's going on with each customer."

The **Call Log** is a repository for all emails, phone calls, texts, letters, any communication with a customer is noted here, so everyone in an organization knows the exact customer status at any given time. Wherever your team happens to be, they can all offer a superior customer experience by having access to all pertinent customer communications at all times.

"**Measurement Assistant**® allows us to give estimates over the phone or include accurate pricing on marketing mailers. It's a game-changer when you can give a quote while you're still on the phone with someone or send them exact pricing in an email or on a marketing piece and know it's fair to them and you because you didn't have to guess. It's also a huge time and resource savings because we don't have to travel to a customer to measure their property."

Having a measurement tool integrated with your CRM saves time, improves quote accuracy, and enhances the value of your customer marketing data. Supplement a quote with an aerial property photo to further personalize estimates and promotional pieces. Measurements can be done anytime, from anywhere without physically visiting a property, expediting the entire estimating process.

Finding qualified technicians will continue to be a challenge, and labor management can seem like a daunting task. However, with time-saving automation tools that support the way you and your teams work, your staff will become more self-sufficient, efficient, and virtually manage themselves. Real Green Systems offers an entire suite of tools to maximize your team's time and productivity in all areas of your business – from marketing to the actual service applications, inventory management, and more.