

GROWTH REVENUE ON EVERY JOB

LAWN CARE OPERATOR OPPORTUNITIES BY THE NUMBERS

WHY THIS MATTERS



35-50%
More revenue comes from upselling existing customers



WHERE CUSTOMERS NEED MORE HELP



65%
of customers say weeds are their biggest lawn problem



15%
of customers report pet-related lawn damage



40%
of customers deal with pest issues



30-60%
of irrigation water is wasted due to inefficiency

WHAT TOP LAWN CARE OPERATORS ARE ALREADY SELLING



4-6x
per year treatment frequency



80%
offer fire ant control



50%
residential bed weed control



75%
commercial bed weed control



70%
ornamental insect & disease care

WHERE TO INCREASE JOB VALUE



\$4,500
average patio install



\$3,250
average landscape lighting install



\$72-87
mulch refresh (per cubic yard)



\$15-19
turf install (per sq ft)



\$1.65
sod install (per sq ft)

SOURCES

ArborNote – Landscape Enhancement Services Guide
LawnStarter – Lawn Care & Landscaping Industry Statistics
Golf Course Lawn – State of U.S. Lawns Survey Analysis 2025
Green Spaces Coalition – Irrigation Waste Report

Specialty Consultants, LLC – A Strategic Analysis of the U.S. Professional Turf and Ornamental Pesticide Market
Lawn Love – Patio & Mulch Cost Guides
LawnStarter – Lighting, Turf & Sod Pricing
Results vary by region, property, and service mix.