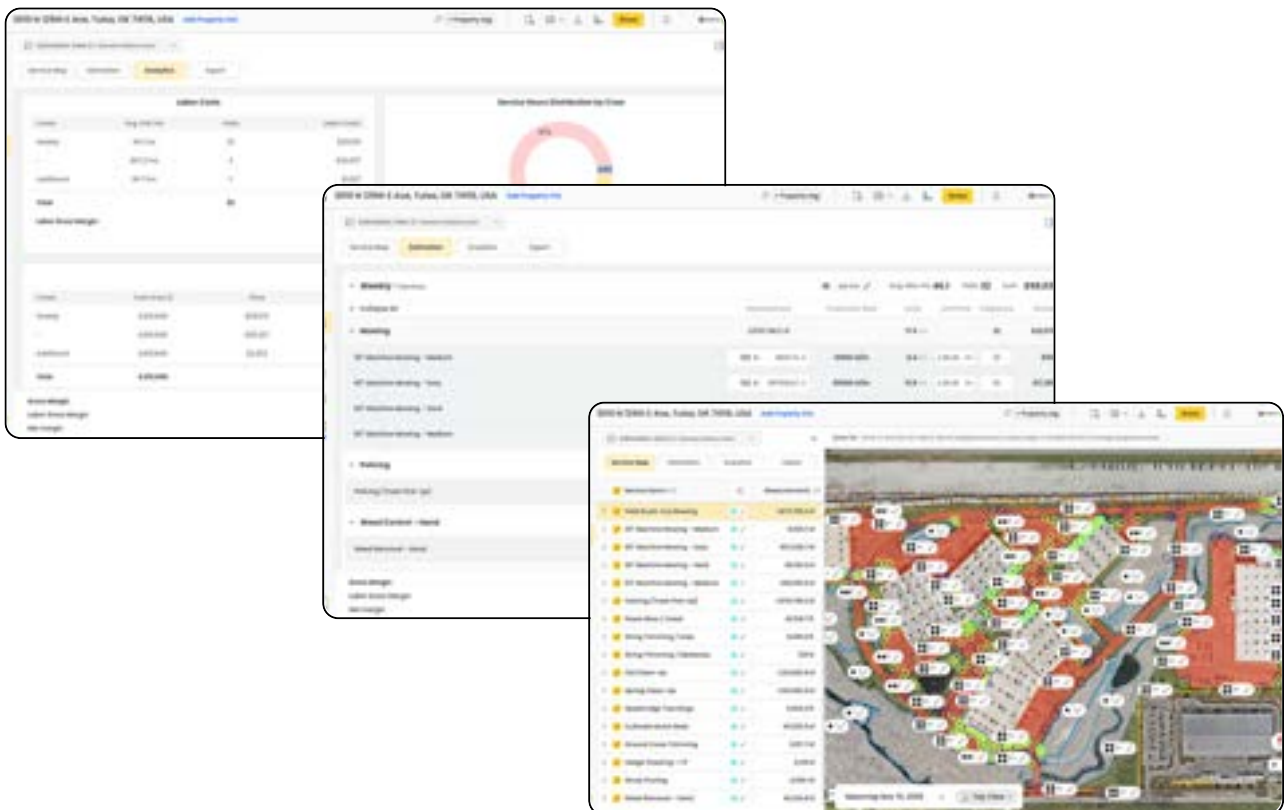


# ESTIMATING IS YOUR PROFIT ENGINE

Recover \$300K in profit leaks —  
without hiring a single person

**A practical guide for commercial landscape maintenance  
companies ready to grow without burning out.**



AI measurement · Estimation · Analytics — all in one platform."

# The \$5M Ceiling Most Maintenance Companies Hit

**Most landscape maintenance companies believe growth is limited by:**

Not enough leads

Labor shortage

Rising wages

Equipment costs

**But that's not what's holding you back.**

## Here's what's holding your profits:

Traditional: 4.5 hrs/property

With SiteRecon: 1.5 hrs/property

That's 24 hours freed up every week — without hiring anyone.

We'll show you exactly how. But first — here's what's actually leaking.

For companies under \$5M, the real bottleneck is **estimating**.  
Not because you can't estimate.

**But because your estimating process silently caps your growth. It determines:**

How profitable your routes become

How fast you respond

How accurate are your margins?

Whether renewal conversations feel confident or defensive

**If your company feels:**

- Busy but cash-tight
- Growing but stressed
- Winning work but not seeing profit scaling

**The problem likely starts with estimating.**

# The Reality of a Sub-\$5M Maintenance Business

## At this size, you likely have:

- 1 estimator (or the owner estimating)
- 5–15 crews
- 30–80 recurring properties
- Tight margins (10–15%)
- Constant pressure on scheduling

You're **NOT** struggling with **DEMAND**

## You're struggling with bandwidth

*And estimating is the choke point.*

When estimating takes too long:

**That compounds.**

Delay Responses

Rush Numbers

Guess on Production

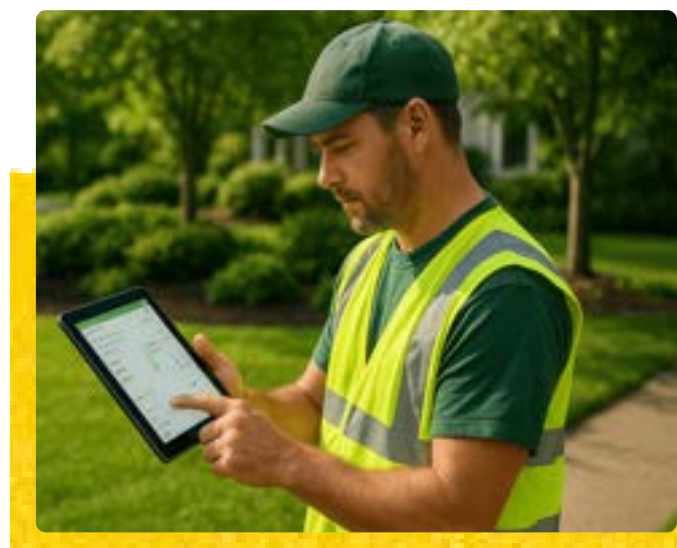
Underprice to Stay Competitive

## But All that can be changed with SiteRecon

*SiteRecon gives your estimator AI-powered site intelligence:*

Accurate turf, bed, and hardscape measurements from aerial imagery, in minutes.

**No more windshield surveys.  
No more guesswork.  
No more leaving money on the table.**



## The Financial Leak You Don't See

Let's use a realistic example.

### \$4M Commercial Maintenance Company

#### Assumptions:

- 8 estimates per week
- 4–5 hours per estimate
- Owner or estimator fully loaded cost  $\approx$  \$50/hour

Weekly Time Spent Estimating:  
~36-40 hours

Monthly Time Spent Estimating:  
~150 hours

Direct Monthly Labor Cost:  
 $150 \times \$50 = \$7,500$

Annual Labor Cost:  
\$90,000

That's one full-time position tied almost entirely to measuring and assembling bids.  
But that's not the real cost.

#### The real cost is:

**The Slow process → Rush to meet the deadlines → Underpriced bids**

## That compounds.

# Recurring Contract Compounding Problems

Maintenance contracts magnify mistakes.

**Example:**

Average annual  
contract = \$120,000

When underpriced  
by just 4%

**That's \$4,800  
in lost revenue**

**Most maintenance contracts run 3 years.**

$\$4,800 \times 3 = \$14,400$   
lost on ONE property

40 properties  
underpriced by 3–  
4%

**That's  
\$150K–\$250K in  
lost revenue**

**At \$4M revenue, that is massive.**

This is why small estimating mistakes hurt maintenance companies more than construction firms.

As they compound.



**You don't have a demand problem.  
You have an infrastructure problem.**

Here's what actually happens in growing maintenance companies:

**You win more work.  
But estimating doesn't get faster.**

Owner Works  
Nights

Estimator Get  
Overloaded

Turnaround  
Slows

Win Rate  
Stagnate

You hire another estimator before fixing the system.

**That increases overhead — without increasing  
efficiency.**

**SiteRecon can help with this  
infrastructure problem**

It's not about working more hours; it's about making  
every estimating hour count.

**Book a Demo**

## Capacity Is the Hidden Growth Lever

	Traditional Workflow	SiteRecon Powered Workflow
Time Consumed/ Property	4.5 Hours	1.5 Hours
Total Bids Per Week	8	8
Time Consumed per Week	36	12

**That frees 24 hours per week or:**

**Approximately 96 hours regained monthly**

### Maximize Your Increased Capacity

Add 60+ additional bids monthly  
Review margins on every bid  
Execute enhancement planning

**Even if 15 of those extra bids convert:**

15 × \$100,000 = \$1.5M  
average contract

At 12% margin

**That's \$180K profit potential**

**That's growth without hiring.**

# Route Density: The Maintenance Advantage You're Missing

**Maintenance profit isn't just in pricing. It's in route efficiency.**

If estimating is manual and reactive, you win scattered properties.

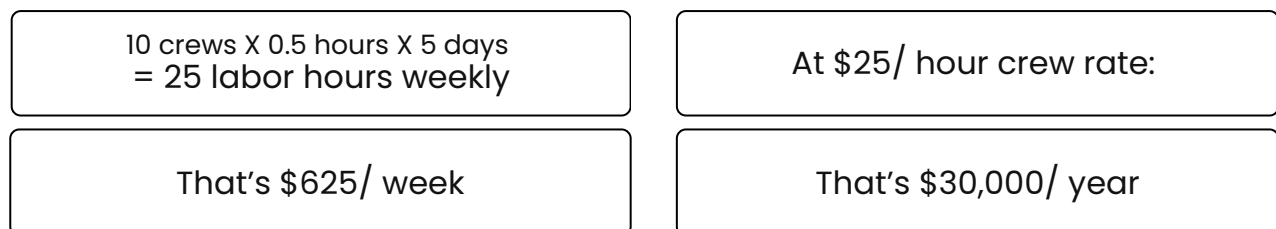


Scattered properties create:

**Map-first estimating lets you:**



**Reducing just 30 minutes of drive time per crew per day:**



**Route density alone can protect a serious margin.**

**That angle matters for sub-\$5M operators.**



# Renewal Conversations Become Easier

When the scope is loosely estimated:

You struggle to defend the margin

Clients question price increase

Renewal feel tense

**When the scope is structured and measurable, You can show:**

Enhancement opportunities

Exact turf area

Service frequency logic

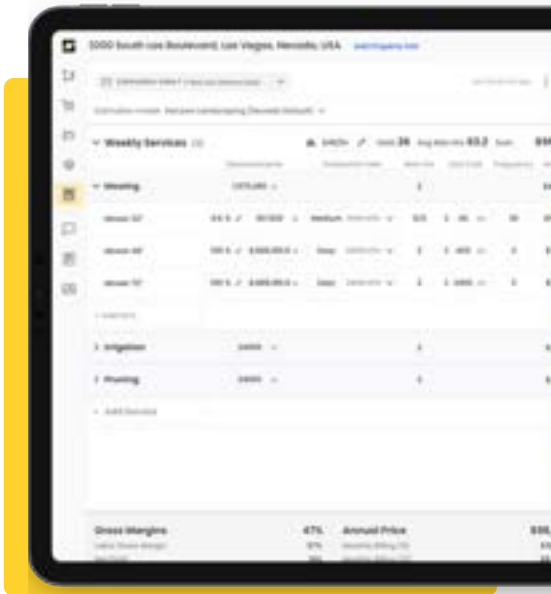
Exact bed square footage

**You're no longer negotiating emotionally.**

**You're negotiating with data.**

For maintenance companies, retention is survival.

Structured estimating strengthens renewals.



**Did You Know**

A 1% pricing improvement can increase operating profit by 8–12%.



## What Happens If You Don't Fix This?

Under \$5M companies typically face:



**Owner Overload**



**Estimator Bottleneck**



**Margin inconsistency**



**Route Chaos**



**Slow Renewal**



**Hiring Too Early**

Growth plateaus around \$3–5M, not because of demand.

**But because estimating cannot scale without infrastructure.**

**Without  
infrastructure:**

Growth increases  
stress.

**With  
infrastructure:**

Growth increases  
the margin.

## What Changes With SiteRecon

### For maintenance companies under \$5M:

Estimating time drops to ~1.5 hours per property

Scope become visual and defensible

Routes become intentional

Margin leakage reduces

Renewal conversations improve

Owner stress decreases

### The workflow starts to become:

Predictable

Repeatable

Trainable

**See your first property measured — free.**

Drop an address. Get AI measurements in 15 minutes. No credit card."

**Measure a property free →**

## The Real Opportunity

For a \$4M maintenance company:

\$90,000  
Annual  
Estimating  
Labor Cost

\$150K-\$250K  
Recurring  
Margin  
Leakage

\$30K+  
Route  
inefficiency

\$150K+  
Unrealized  
Capacity  
Upside

You're  
potentially  
leaving:

\$300K-\$500K+  
annually on the table.

That's 7-12% of your  
revenue.

But All of this can  
stop with the right  
Estimator  
infrastructure.

Tim Johnson Landscaping maps

**600 Sites  
In 2 weeks!**

*"Being the first person there with a proposal often makes the difference, and SiteRecon lets us do that,"*

-Tim Johnson  
President, Tim Johnson Landscaping

**600+ Sites**

Measured in just  
2 weeks during  
onboarding

**3X faster  
Proposals**

Tim is turning around  
proposals in 24 hours  
now instead of 3 to 4 days

## You Don't Need More Leads

You need:

- Faster Estimating
- Structured Pricing
- Intentional routing
- Margin Discipline

**Modern maintenance  
companies don't guess.**

**They Estimate with Systems.**

See what map-first estimating  
looks like on one of your properties.

**See for yourself**



## About SiteRecon

[SiteRecon](#) provides AI-powered takeoff measurement and estimating software purpose-built for landscapers, snow removal, lawn care, and plant health care contractors. Our conversational AI Agent delivers up to 95% accurate property measurements in minutes and integrates with ALL estimating software out there, enabling contractors to multiply their estimating capacity by 10x while improving client relations and win rates.

Join 500+ landscapers already transforming their operations with SiteRecon's AI Agent technology.