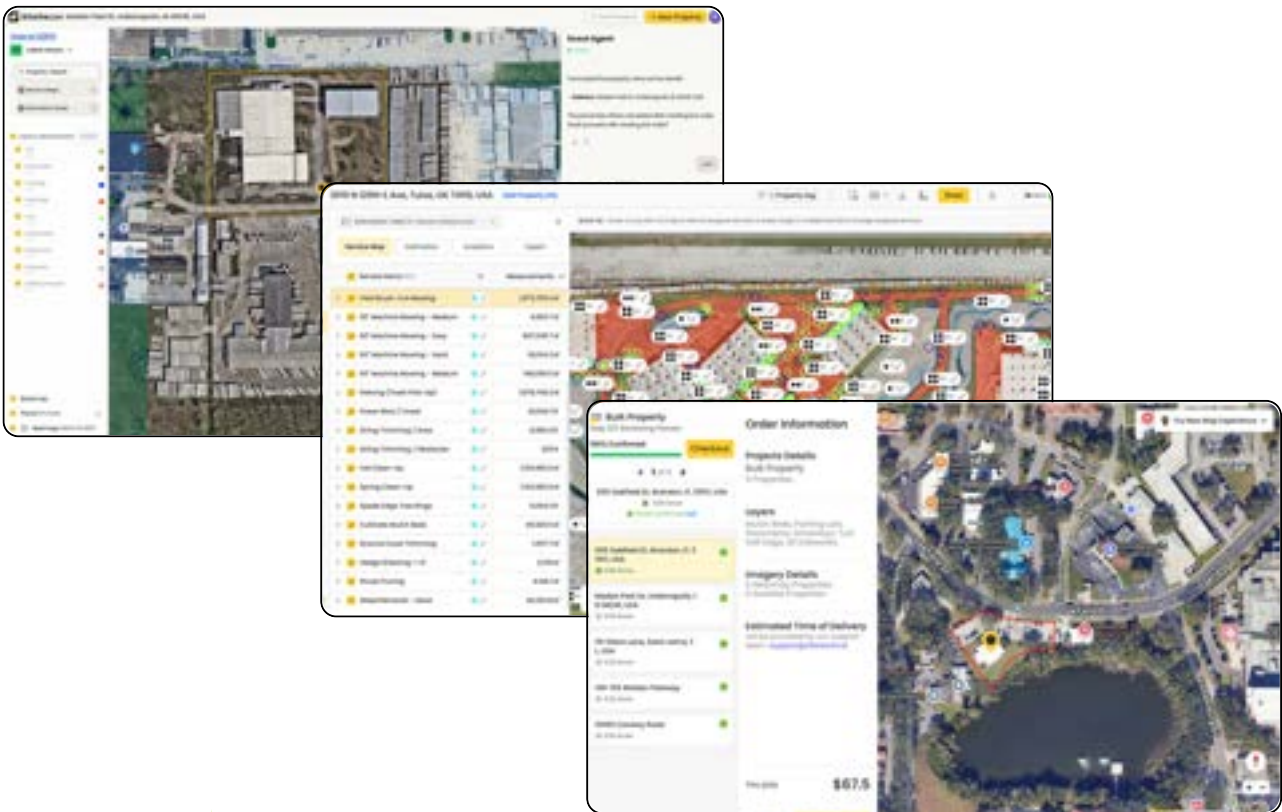


STOP GUESSING. START WINNING.

Why the Way You Estimate Lawns
Is Quietly Costing You Thousands

What you're about to learn will change how you price, bid,
and win work — for good.



Who This Guide Is For

Lawn care operators who:

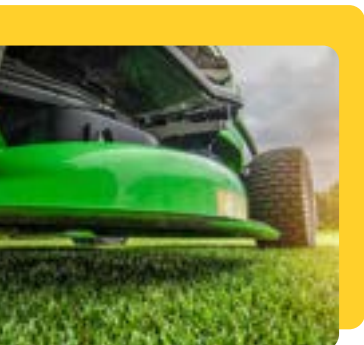
- Generate \$300K–\$1.5M in annual revenue
- Run 2–6 mowing crews
- Manage 80–250 active accounts
- Personally handle most estimates

If your business **is growing** BUT profits aren't keeping up with the effort...
It may be how you estimate properties.

Key Insight

Most lawn care operators underestimate properties **by 10–15%**.

In a recurring service business, that error compounds **every week of the season.**



If your sales, estimating, and operations teams feel busy, but growth challenges get bigger every year.

In this guide, we'll show you exactly where the money is going — and how to stop it.

The Gap Between Busy and Profitable

Most lawn care businesses grow the same way:

- You start mowing a few lawns.
- Word spreads.
- You add more accounts.
- You hire a crew.

Soon you're managing:



The business grows.

But profit doesn't grow at the same rate. **Why?**

Because your estimating process hasn't evolved.

Most operators still price lawns the same way they did when the business started, by site.

Quick Diagnostic

Do you:

- Estimate lawn size visually?
- Send quotes 1–3 days later?
- Realize some properties take longer than expected?
- Have crews driving 20 minutes between stops?

If you checked two or more, the estimate may be leaking margin.

The Math Most Operators Never Run

Example lawn care company:

Revenue
\$750,000

Accounts
160

Average Seasonal
Contract \$1,800

Everything till here reads great from a business standpoint,

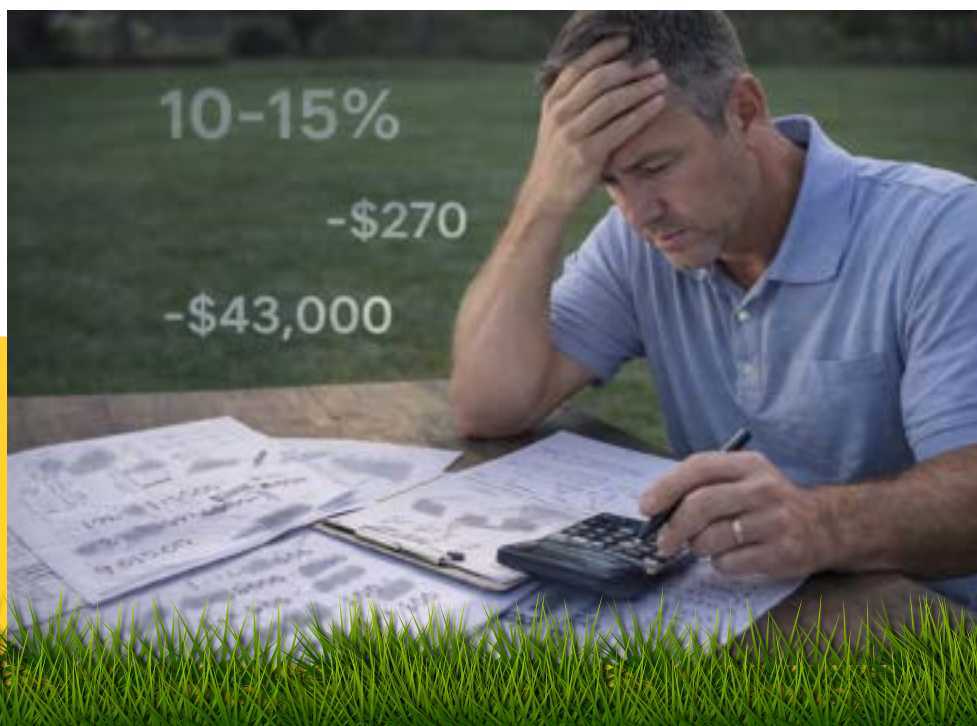
But here is how the story turns out negatively:

Typical
measurement error:
10–15%

That means: \$270
lost per account
annually
(15% of 1800)

Across 160
accounts: \$43,000
in lost revenue

And that's before accounting for time spent on estimating and route inefficiencies.



The Profit Levers Most Operators Miss

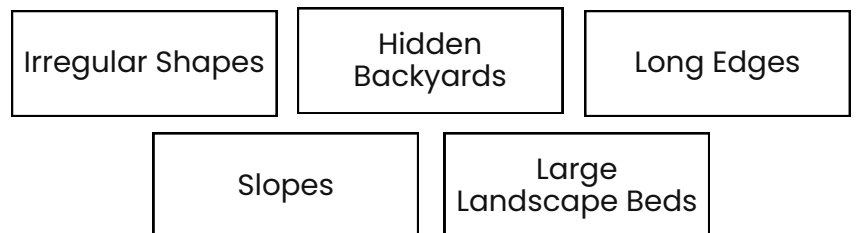
Four Estimating Problems Quietly Hurting Lawn Care Businesses

1. Slow Quotes Lose Jobs

Homeowners usually request quotes from **multiple companies**. The operator who responds **first with a professional estimate** often wins. If estimating requires a site visit, quotes can take **48–72 hours**.

2. Lawn Size Is Harder To Judge Than It Looks

Even experienced operators misjudge properties with:



Small errors turn into season-long margin loss.



The Profit Levers Most Operators Miss

Four Estimating Problems Quietly Hurting Lawn Care Businesses

3. Route Scatter Kills Productivity

When new accounts are spread across different neighborhoods, crews spend more time driving than mowing.

Route density— how close jobs are to each other — has a massive impact on profit.

Route Density Example

		Scattered Routes	Dense Route
Drive Time		3 hrs/ day	1-1.5 hrs/day
Stops per crew		7-9	10-13
Revenue per crew per hour		~\$95	~\$145

4. Renewal Conversations Become Difficult

When estimates are based on memory instead of data. **Pricing becomes hard to defend.**

Operators with structured measurements can clearly show:

Turf Area

Edges

Service Scope

Obstacles

That builds trust and protects margins.



The Map-First Approach

A Better Way to Estimate Lawns

Instead of driving to every property, **SiteRecon operators now estimate directly from aerial maps.**

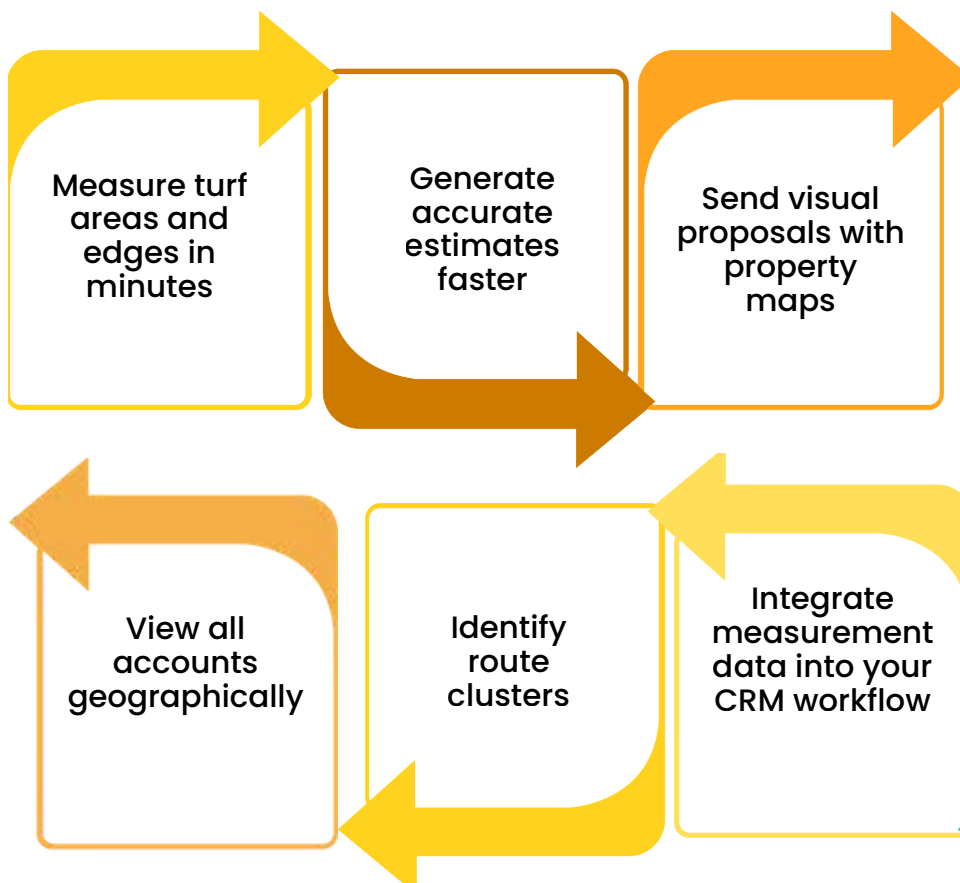
This approach is called **map-first estimating.**

And it's changing how lawn care companies price and win work.

How SiteRecon Helps

SiteRecon enables operators to measure and estimate properties without visiting every location.

Using aerial imagery, you can:



Estimating becomes faster, more accurate, and easier to scale.

The Opportunity

For a lawn care operator generating **\$750K in revenue**, improving estimating can recover:

Opportunity	Annual Value
Measurement Accuracy	\$18K-\$30K
Estimating Time Saving	\$8K-\$12K
Faster Quote Win Rate	\$15K-\$25K
Route Density Improvement	\$18K-\$32K

That's not new revenue — it's profit you're already earning, but not keeping.

This isn't about working more.

It's about fixing how you estimate — so every job you win is actually worth winning

Most lawn care operators don't realize this:

Small gaps in measurement, pricing, and routing don't stay small. They compound across every property, every month, every season. For a \$750K business, that's not a rounding error — That's \$60K-\$100K in missed profit every year.

See how much profit you're leaving on the table

[Book A Demo Now!](#)

See SiteRecon on One of Your Properties

If your business is still:

- Visiting sites before validating opportunities
- Measuring before selling
- Guessing before pricing

You're falling behind.

SiteRecon helps property field service contractors turn prospecting into a scalable, margin-protecting growth engine.



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

See for yourself