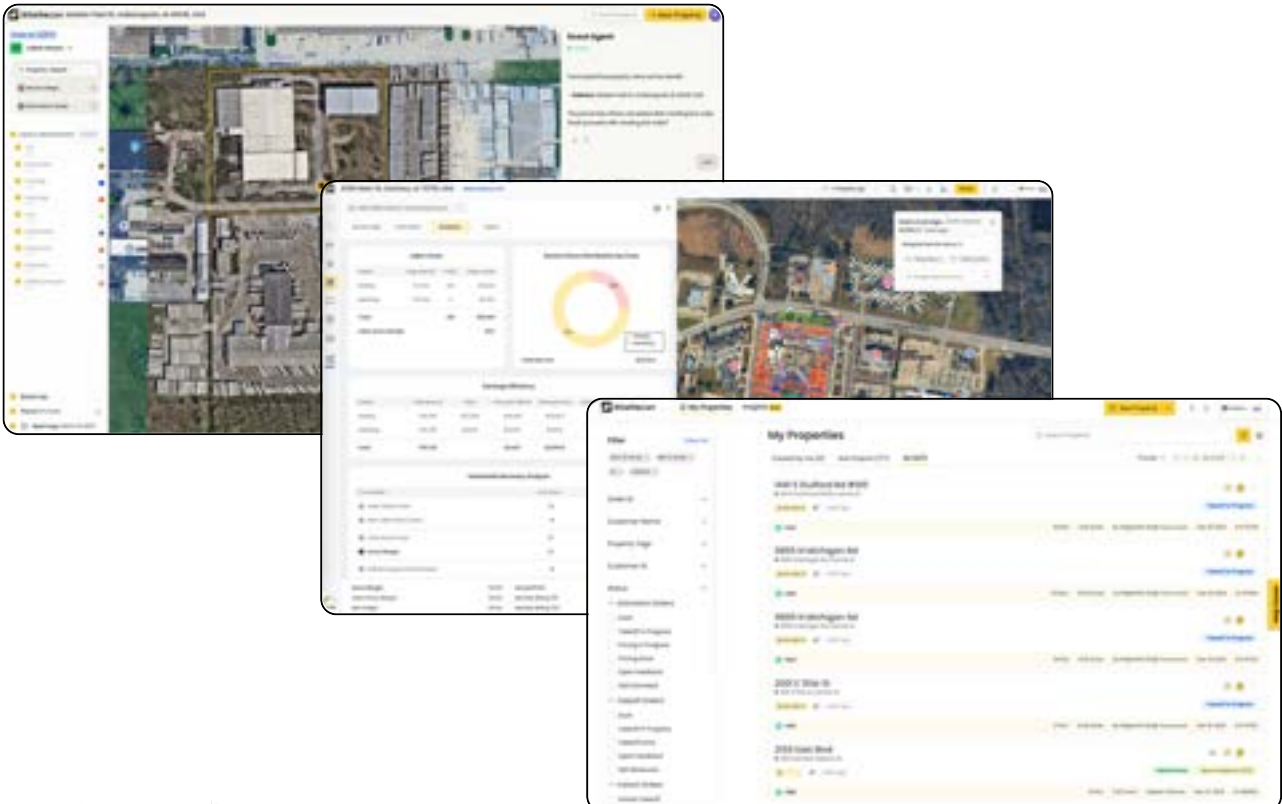


Estimating is Infrastructure

Most landscapers under \$5M
don't know that yet.

Learn how SiteRecon helps leading landscapers build estimating systems that scale revenue without breaking operations.



Estimating Is The Hidden Engine of Growth

Most landscaping companies believe growth is limited by:

- Equipment
- Sales Capacity
- Market Demand
- Labor Shortage

But the real constraint sits upstream: **Estimating**

Every contract you win or lose is shaped before the first meeting by:

- How fast you respond
- Pricing confidence
- Your clearly defined scope

The U.S. landscaping industry exceeds **\$188B annually**.
Average net profit margins hover around **10–15%**.

That margin leaves no room for estimation inconsistency.
A **3% pricing error** doesn't look catastrophic on one property.

Across a \$5M portfolio?
That's \$150,000 quietly lost.
Estimating isn't just paperwork.

It's margin
control

It's speed
control

It's growth
control

Most companies are underinvesting in it.

The Estimating Maturity Curve

Where your estimating process sits today determines how fast – and how profitably – you grow.

The Hero Estimator	Spreadsheet Organizers	Repeatable Process	Estimating Infrastructure
One expert holds the pricing logic in their head. If they leave, the system leaves.	Templates exist. But logic still lives in memory.	Production rates documented. Still manual. Still slow.	System-driven Map-referenced. Trainable. Scalable.

Most companies operate at Level 1 or 2. They rely on people, not systems.

Leaders operate at Level 4.

Not because they have better estimators, **BUT** because they've built a system that doesn't depend on one.

The difference isn't talent. It's infrastructure.

And infrastructure doesn't just improve estimating, it compounds across:

Every bid you send

Every property you win

Every season you scale

The Cost of Estimation Chaos

NALP reports estimators spend **40–70% of their time measuring sites**.
(That's up to **28 hours of a 40-hour week** — just measuring.)
That is not strategic work.

That is operational drag.

When estimating is fragmented, it creates:

Proposal Delays

Inconsistent Pricing

Margin Leakage

Estimator Burnout

Growth Bottleneck

But the true cost isn't visible in payroll.
It's fragility.

If estimating depends on individuals,
growth depends on stamina.

And stamina doesn't scale. STAMINA ≠ SCALE



The Financial Reality of Traditional Estimating

Let's quantify this.

Conservative Example

\$3M Commercial Landscaping Business

Assumptions:

Estimates/ Week	Hours/ Estimate	Estimating Time/ Week
8	4.5	36

Loaded estimator cost: ~\$50/hour

Direct Payroll Cost

Total Hours Invested/ Estimator/ Week	Total Hours Invested/Estimator/ Month	Monthly Cost	Annual Cost
36	144	\$7,200	\$86,400

That's just salary.

It doesn't include:

Lost bids due to
slow response

Opportunity Cost

Margin Errors

Capacity
limitations



Capacity: The Revenue Multiplier Most Companies Ignore

Here is a quick look at the time that you might be losing with the Traditional Workflow as compared to SiteRecon's AI.

	Total Property Estimates/ Week	Hours Taken/ Property	Time Consumed/ Week
Traditional Workflow	8	4.5	36
SiteRecon Powered	8	1.5	12

24 Hours Freed Weekly

96 Hours Regained Monthly

~64 additional estimates per month

Even if you pursue just 40 of them:

Average contract = \$120,000

Win rate = 30%

$40 \times 30\% = 12$ wins

$12 \times \$120,000 = \1.44M additional revenue

At 12% Margin:
\$172,800
incremental profit

That's from capacity alone.

Margin Leakage Is the Silent Killer

Most landscaping portfolios experience:

3–5%
underpricing

Missed scope

Memory
pricing

Production
rate drift

Most landscaping portfolios on \$3M revenue experience:

3% leakage = \$90,000

5% leakage = \$150,000

That's structural revenue loss.

Map-first estimating reduces this by:

Structuring
measurable scope

Standardizing
production logic

Eliminating
guesswork

Recovering just 2% margin:

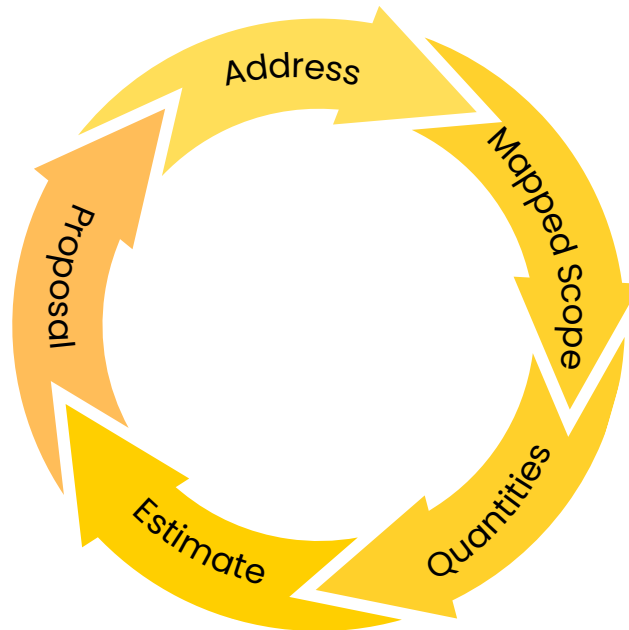
\$3M × 2% = \$60,000 protected annually



Map-First Estimating: The SiteRecon Model

SiteRecon turns properties into structured, estimate-ready intelligence.

Workflow:



Everything references the same visual property map.

No re-entry

No disconnected
spreadsheets

No tribal knowledge

Full cycle per property:

~1.5 hours

Takeoff + Estimate + Proposal.

Compare that to 4–5 hours traditionally.

That's not time-saving.

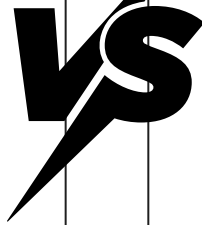
That's a competitive advantage.

Two Estimators. Same City. Different Outcomes.

Company A

**Drives to the site.
Measures manually.
Re-enters data.
Build a proposal in pieces.**

**2–3 days later:
Proposal delivered.**



Company B (SiteRecon)

**Enter address.
Mapped quantities load.
Production rates apply.
Proposal generated
visually.**

**Total time:
~1.5 hours.**

**Same property.
Same market.**

**But Company B responds the same day.
The proposal looks engineered.**

Not assembled.

**Clients interpret that difference
instantly.**

Who Wins?

When you walk into a meeting with a visual scope, exact measurements, and a proposal that looks engineered, you've already won before you open your mouth.

Research shows early responders significantly increase win probability.

If structured speed improves win rate by just 10%:

**100 bids
Annually
Traditional: 30
wins
Structured
speed: 40 wins**

**10 additional
contracts
 $10 \times \$120,000$
=
\$1.2M revenue
difference**

**At 12% margin:
\$144,000 annual
lift**

Speed alone isn't enough. Structured speed wins.



Total Conservative Annual Financial Impact

\$3M Business

Labor efficiency:
~\$26,000

Margin recovery (2%):
~\$60,000

Capacity-driven profit:
~\$52,000

Win-rate improvement:
~\$43,000

**Total impact:
\$150,000–\$180,000+ annually**

That Too Without:

Hiring

Expanding Territory

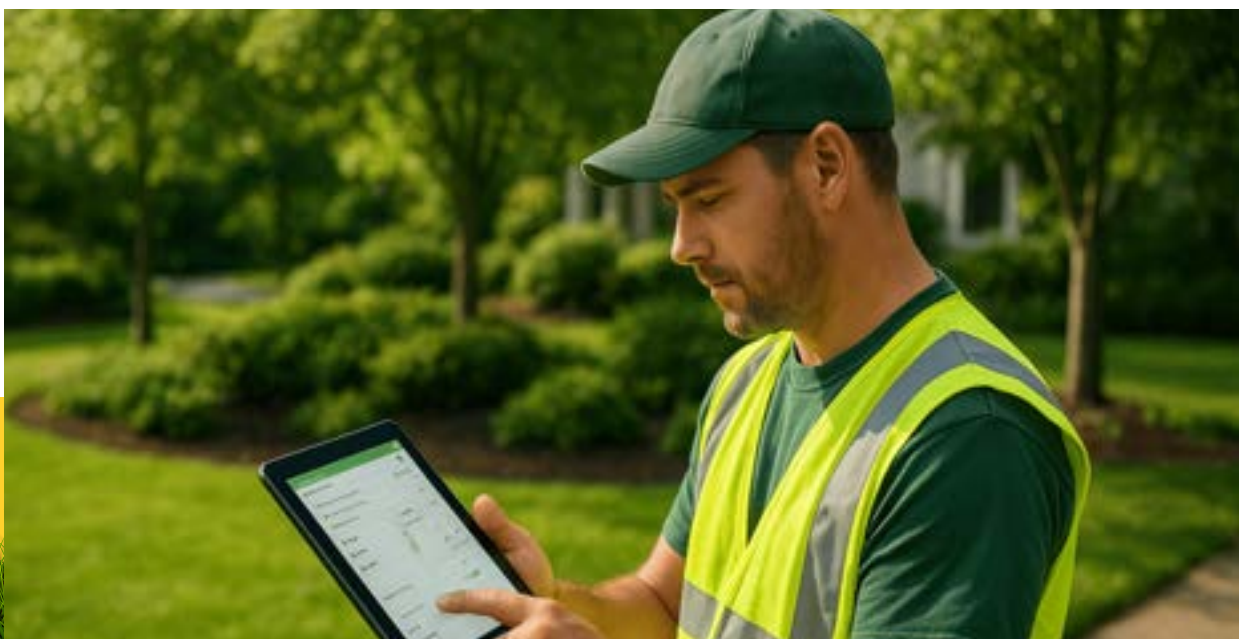
Increasing Marketing Spend

For \$20M businesses?

Double it.

For acquisitive firms?

It compounds across branches.



The Companies That Will Win

The next generation of landscaping leaders **WILL NOT**:

Hire
Endlessly

Push
Teams
Harder

Accept the
Estimator
Burnout

They will **systemize estimation**.
Because:

System Scale

People
Fatigue

Infrastructure
Compounds

Companies investing in estimating infrastructure:

Grow Predictably

Protect Margin

Onboard Faster

Acquire Easier

Expand Cleaner

If you delay infrastructure, competitors won't.

And when they move faster, price cleaner, and protect margin better.

The gap widens quickly.

Modern Landscaping Companies Don't Guess

They utilize their team for higher efficiency and the result comes with numbers:

Labor efficiency:
~\$79,200

Margin recovery
(2%): ~\$200,000

Capacity-driven
profit: ~\$170,000

Win-rate
improvement:
~\$144,000

Total impact:

**\$400,000–
\$600,000+ annually**

Achieved Without

- Hiring.
- Expanding territory.
- Increasing marketing spend.

For \$20M businesses?

Double it.

Modern Landscaping Companies Don't Guess

They Estimate With Systems.
See what map-first estimating looks like on one of your properties.

[Book a Live Demo](#)

[Watch the video](#)



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.