

GROW YOUR LAWN CARE CUSTOMERS VALUE



5 UPS SELLS YOU CAN ADD IMMEDIATELY

Soil Testing

pH Adjustment

Aeration
Liquid Aeration

Moisture Retention
Drought Services

Lawn
Painting



DIANE DUNN

Grow Your Lawn Care Customers Value

5 Upsells You Can Add Immediately

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Grow Your Lawn Care Customer Value

5 Upsells You Can Add Immediately

Introduction

Higher sales and profits from each customer, very little equipment, no need for extra labor, no Commercial Applicator license? Sounds too good to be true. Well, it is true and just waiting for you to embrace it.

Whether you own a mowing, landscaping, fertilization weed control, or other green business, this eBook can help you maximize your current sales using upsells. An upsell is an addition to a purchase and has become a way of life. Anytime you drive through and order a meal, they offer to up size it, offer to bundle it with other food, this is an upsell. When you buy a new mower, they will offer you a warranty. More and more, marketers start with an inexpensive basic product as an introduction. Then, when you buy, they offer you higher priced upsells to enhance your original purchase. It isn't bad practice. If you buy something, chances are you could use something to make it even better.

If you already have a green business, you have already spent money on marketing to get your customers. Now you need to optimize the number of services you can provide for them. I am not talking about taking advantage of anyone; I am saying you can offer them more value and convenience. Adding upsells is a win-win. Would you rather have 300 customers with \$200K in sales or 300 customers with \$300K in sales?

Probably the biggest hurdle in lawn care today is labor. It is getting harder and harder



to find and keep employees. I see owners downsizing their business just because they can't get and keep good workers. With the right equipment and scheduling, you can do many of these services solo while you are already on the lawn with very little extra time. You can do most of these services before or after the busy mowing and maintenance season to extend your cash flow when the grass isn't growing. If your mowing is on a tight schedule, you might have one day when you just do extra upsell services.

Competition continues to grow in the green industry, especially in landscape maintenance. If you are looking for ways to differentiate your business while increasing profitability and customer retention, upsells are the way to go. Upsells complement services you are already doing and usually have a higher profit margin. If you have a mowing company, customers will see you as more than just the person cutting the grass. Their trust and loyalty shoot up. They refer you to their friends more often and your business grows.

You can perform all the upsells in this book with no special Commercial Applicator license. Double check your area to be sure. There are a few areas with special laws that might affect you, but it is rare. Lime and Sulfur are not usually considered fertilizer, but there are exceptions to every rule. In many states you do not need a Commercial applicators license for fertilizer if you are considering offering that also. **You can start using these services immediately** and improve the look of your properties and your bank account at the same time. Start saving on marketing by creating raving customers, referring you for more services to more people.

This is just a free overview of 5 services you might be missing out on. I have books and courses with



many more upsells that go into much more detail about each service. My eBook features 10 services you can add without a license that go into more detail. The book covers equipment, schedules, products, sales, marketing, bundling, and more. If you need more information, you can contact me at diane@horticulturistonstaff.com and I will answer your questions. I offer coaching to help you grow your business. I have training programs and can help you with where you want to go. I have 20 years of experience coaching and consulting over 70 lawn care business owners and would love to help you, too.

Soil Testing

Whether you use a soil probe while you are on a lawn or send soil samples to a lab, this service is key to selling high profit additional services. Like a doctor, you should do testing before you prescribe. Once you have test results, you don't have to push the follow up amendment services to the customer. You will have the information to take to the customer with an explanation of what needs to be done and 80% of the time they will buy.

Soil testing comprises of taking a small sample of soil from the lawn and sending it off to a laboratory to get a professional analysis of the pH and nutrients on the lawn. We refer to the measure of how acidic or basic a substance is to as pH. It stands for "potential of Hydrogen". The pH scale ranges from 0 to 14, with 0 being the most acidic, 14 being the most basic, and 7 being neutral.

Acids have a pH below 7, while bases have a pH above 7. The pH of a substance is determined by the concentration of hydrogen ions (H⁺) in the solution. The more hydrogen ions there are, the more acidic the solution is, and the lower the pH.



If you don't want to send off soil samples, you can do a quick soil test with a Kelway soil probe. Either way, you will establish yourself as more of a professional in the eyes of the customer.

If you are currently selling mowing services, you can test the soil without a license and apply a product to adjust the pH. If you don't offer the pH change products, you will have valuable information. You can partner with a non-competitive business like a fertilization and weed control company and receive a commission for your referral and sales. In some states you can fertilize without an applicator license. Lab results will show any fertilizer needed, along with pH readings.

If you use a soil probe, you can use a simple chart that will tell you how much lime or sulfur to apply to change the pH. If their pH is within range, they will need a 5-pound lime or sulfur service to keep it within range. If it is high, it will need sulfur. If it is low, it will need lime.

Soil Amendment Services-Lime and Sulfur

Soil amendment services are a follow up service after a soil test. Soil amendments are just like they sound, a product that amends or changes the soil. The upsell would be soil products other than basic fertilizer. Typically, amendments include lime or sulfur to adjust pH. In other training materials, I will go into detail about doing other types of soil amending services you could offer.

There are several reasons that you will want to sell, and customers will want to buy, soil amendments. Nutrients in soil will not be available to plant roots if the pH is not in optimum range. This results in the lawn being thin and off color. The lawn is more susceptible to disease and insect issues. Fertilizer that is applied to the lawn is wasted because it can't be used by the roots.

Why aren't you providing these high profit services already? Customers will be happier if you provide services that will enhance their landscape without having to search for another provider.

Approximately 80% of customers will buy sulfur or lime if their soil test shows their pH isn't ideal. You



can do lime or sulfur services in the fall-early winter-early spring when things other services like mowing are not needed. If a big adjustment is needed, you may need to do services both spring and fall. The only equipment you need is a commercial spreader capable of applying 7 pounds of product. If the soil is too acidic, adding lime will raise the pH level. If soil is too alkaline, adding sulfur lowers the pH level. You can use the bullet points below in sales and marketing pieces and when discussing soil amendments with customers.

Benefits For Customer:

- Healthier lawn with longer roots and greener color
- Fertilizer applications can be optimized.
- Disease can be reduced.
- Thatch can be reduced, which reduces insects and weeds.

Below is a simple chart showing how much lime you need to adjust the pH.

Lime Chart



When you send off a soil test, you will receive a recommendation for amendment products to use in pounds per square feet. You should use that professional recommendation. If the amount of sulfur recommended is over 5 pounds, then the application should be split into two. Ideally, these would be applied in the fall and spring to avoid the risk of burning. You can use 50 pounds of lime per thousand square feet at one time, but if you need to apply that much, consider a product that has lower rates.

Sulfur Products

Elemental Sulfur

Cheaper. Apply Spring and/or Fall Drawback is that it is dusty.

Sulfur pellets (Dis-per-sul is a popular brand)

Not dusty. Apply Spring and/or fall.

Only apply 7 pounds max per treatment so many lawns will need both Spring and fall treatments. You will see the yellow/green pellets on the lawn for months. Sulfur takes much longer to change the pH than applying lime.

Lime Products

The type of lime you should choose will be based on how soon you need the soil to change, price, and ease of application. Also consider the nutrients already in the soil. Newer products like Solu-Cal have lower application rates than agricultural lime, making application faster and easier.

Calcium sulfate -Adds Calcium and lowers pH, greater stability of soil organic matter

Agricultural Lime -Cheapest usually

Calcium carbonate- No magnesium works faster than Dolomitic lime, good choice for clay soils

Lime Pellets - Powdered lime that is mixed with adhesive to form small pellets.

Hydrated Lime - Hydrated lime is up to 1.5 times more effective at quickly raising pH levels faster than agricultural limes. Hydrated lime does not provide magnesium.

Use on lawns with already high magnesium levels Less dusty than agricultural lime, more expensive than regular lime.



Dolomite Lime - Also referred to as calcium magnesium carbonate. It contains both calcium and magnesium. It is available as coarse or fine granules or pellets.

Solu-Cal Calcium plus INTENSIFY Soil Microbial Biocatalyst

Takes 8 Weeks to full pH correction.

To raise pH 12.5 lbs./1 K sq ft. To maintain pH 6 lbs./1K sq ft.

Verde-Cal -Reduces Hydrogen (H), Sodium (Na), and Chlorine (Cl) in the plant and soil.

Quicker response at lower rates.

Requires 1/4 the rate of standard lime per application.

Little more expensive than pelletized lime

NOTE: Safety Soil Amendment products can be very dusty. Reduce the chance of workers ingesting products by using dust masks and not using applicators that put products by their face.

Lime and sulfur are the easiest soil services to sell. There are several other soil amendment services that are of significant benefit to the lawn and offer high profits. You can find information about water holding, soil conditioning, and other soil service upsells in Upsells Unleashed: Take Your Green Industry Profits to the Next Level eBook.

Aeration Services

Aeration is creating holes in the soil by pulling out plugs with an aerator machine. The main purpose of aeration is to remove and break up thatch. A mix of dead and living plant material, thatch forms at the base of grass where stems meet roots and soil. Organic matter, such as grass clippings, breaks down quickly, but other materials take a long time to decompose. When thatch is building up faster than it is breaking down, the thatch layer grows thicker and that is where it becomes a problem.

Thatch can harbor insects, disease, and weed seeds.

Liquid Aeration

Liquid aeration is becoming a popular substitute for mechanical aeration. While it helps ease the thatch problems, it isn't a complete substitute. In areas where rocky soils or steep hills prohibit



mechanical aeration, this is a viable alternative. I know of several businesses in Arkansas, Texas, and other states that are selling liquid aeration. An owner in Arkansas told me he felt guilty making so much money off of selling 2 liquid aeration services. They switched almost 90% of their several thousand customers from traditional mechanical aeration to liquid.

One product I suggest for liquid aeration is:

Control De-Thatcher 15-0-0 + Microbes & Enzymes - contains enzymes that break down specific components of thatch. It is a blend of carbon-based raw materials, slow-release nitrogen from a carbon / nitrogen source and a concentrated source of naturally occurring soil microorganisms.

Pricing for these services will vary depending on your location and the discount you receive when you purchase products. Ideally, you would do 2 services per year to get optimum results. An average would be around \$15 per 1K/sq ft for one service and \$25 per 1K/sq ft for 2 services.

Aeration is one of the most profitable services you can offer. You could pay for the machine in a few weeks, then it is just labor costs. Even if you rent equipment, it is extremely profitable.

If you are just starting your business or cash is short, you can rent a walk behind the aerator. You can rent an aerator for about \$100 a day. You will want to look for a split-drum aerator because they are easier to turn. If you can find one that has a reverse setting, this will make servicing much easier. The rental places should also have a small 3 x5 or 4 x6 trailer to pull the aerator on if needed. Home Depot rents these little trailers for less than \$50 a day. For \$150, you will have the equipment to perform aerations all day. With a \$100 minimum price per lawn, you can see how profitable this is.

You should do aeration services in spring and fall when grass is actively growing. For Southern grasses, spring is ideal, for Northern grasses fall is ideal. This gives the lawn the fastest time to recuperate.



Water Retention Services

Water usage for landscapes is becoming limited in more areas of the country. Climate change has affected drought conditions for the worse. For various reasons, being able to water a lawn with thousands of gallons of water each month is ending in most areas. For homeowners wanting to keep a green lawn, adding water holding products that will cut the need to water by 25-50% is a great alternative. The services will pay for themselves by reducing water bills and keeping the lawn alive. Another win-win service you can offer without a license.

Stress from lack of water interferes with normal functions of turf grass more than any other stress factor. Water deficit stress occurs when the roots' absorption ability and the soil's ability to supply water do not meet the transpiration demands of the plant. The primary mechanism for water and mineral nutrient transport into a plant is the transpiration of water from leaves. Transpiration is the process of water evaporation through specialized openings in the leaves, called stomata.

Evaporation from the leaves creates a negative water vapor pressure (suction) and water absorbed by the root system is "pulled" upward and is transported to various parts of the plant.

If you are in a drought area or a state like CA, AZ, NM, or TX, you can sell at least 2 applications of moisture retention services. Be sure to read the label on the products you are considering. Products range from 14 days to 45 days of water retention.

There are two main water holding products I recommend for moisture retention services. The first is Hydretain by Ecologel. Hydretain is a root zone moisture manager. Its technology effectively reduces overall watering requirements of plants, shrubs, trees, and turf by as much as 50% or more. It is available in liquid and granular form. The big difference is that the liquid product needs to be watered in within a couple of days, while the granular product can be applied anytime. Having to plan



applications around predicted rain was a major stumbling block to the service becoming common until the granular was developed.

Why Do Water Retention Services

Advantages of a moisture retention program to a customer are:

- Offering a solution to bad irrigation jobs.
- Reduced water bills.
- Ability to keep their lawns alive while under water restrictions.
- Offer a “green alternative” to wasting water.
- Increased lawn health during drought.

Advantages for you and your business would be:

- Increased revenue.
- A solution to water related lawn issues.
- Provide a product that could be applied as a service during drought and water restrictions when fertilizer and weed control cannot be applied to dry lawns.
- It can also be an important part of turf programs on ball fields that can’t be watered enough during the season when they are applied several times a day.

Hydretain acts like microscopic “water magnets”—drawing vapor molecules together to form plant usable droplets from moisture which would otherwise be lost to evaporation. Hydretain ES Plus combines Hydretain’s root zone moisture management with an advanced naturally derived soil surfactant designed to improve penetration into and throughout hydrophobic soils.

With the same technology as the liquid, the granular form is an easy to spread, quickly dissolvable granule that is convenient for dry spreader applications.

Aquifer Soil Surfactant is the other product I recommend for moisture retention services. It produces and maintains an omnidirectional flow of water. Aquifer Soil Surfactant has a unique characteristic of producing downward and lateral movement of water (omnidirectional), which provides a uniform moisture profile throughout the soil structure for up to 45 days.



This allows not only water but also chemicals and nutrients to be dispersed throughout the root zone. The result is less summer stress, reduced wilt, less localized dry spots and improved re-wetting capability.

Aquifer Soil Surfactant will not burn and does not have to be watered in after application. Aquifer Soil Surfactant is ideal for dry compacted soils. Maintenance Program—Apply 4 ounces/M every month, Localized Dry Spots—Apply 6 to 8 ounces/M every month until spots and improve.

Below are some customer benefits of water holding products. You can use these bullet points for your own sales and marketing pieces and scripts.

- Minimize Drought Stress
- Lower Utility Bills
- Avoid Watering Restriction Fines
- Protect Against Opportunistic Pests
- Extend Watering Intervals
- Save Time and Labor
- Improve Transplant Success
- Eliminate Localized Dry Spots

You can use these products to offer a “hot spot” treatment where you just apply the product to areas in crisis. Keep a bag of granular products in your vehicle during the heat of summer and apply to dry spots as needed. You should set a protocol for use and pricing for hot spot treatments. At about \$6 material cost per 1,000 sq ft, I suggest not charging for small dry areas for good customers. I suggest writing on the invoice telling the customer what area was treated, why, and what the regular price would have been (minimum \$50 service).

Turf Painting

Turf painting for residential lawns has come a long way in the last few years. It has been done for decades on sports fields and golf courses with ever improving products. A 1964 article in Newsweek



pointed out that green grass paint was being sold in 35 states. Products have improved to withstand water and light to keep good color longer than ever.

You will see products advertised as pigment, colorant, or paint. I will refer to it as colorant, since that is usually what we use for a dormant upsell application. Pigments are not recommended for long-term use since they don't last as long. They are usually cheaper and best for temporarily coloring problem areas. It is always helpful to have some pigment handy for dog spots or disease circles. It will amaze customers at how fast you fixed their issues when you just bought some time.

Sports turf managers in the southern states have traditionally overseeded bermudagrass during the fall to maintain playable, aesthetically appealing turf surfaces throughout dormancy. Maintenance throughout the winter and transitioning turf from a cool-season grass like annual rye back to a warm-season grass can be challenging even for professionals. Prolonged cool springs allowed overseeded grasses to persist longer, causing delays in bermudagrass green-up.

In recent years, turf colorants have become the default over seeding. Turf colorants allow for a more predictable spring green-up and contribute to a healthier stand of bermudagrass going into the summer. Research has shown colorants speed green up, which helps the lawn to stand out to neighbors looking for a lawn care company in the spring.

When deciding on turf colorant products and timing of application, ask yourself a few questions. Will the colorant be applied to dormant or actively growing turf, the minimum ideal time needed for acceptable color, and which product matches existing turf color if the grass is not dormant. Cost is also an important consideration as applications can vary from \$4.50 to \$22.00 per acre, depending on product and application rate. All variables considered, it is important that you identify goals for a colorant application before purchasing product and setting up schedules and sales. Once you have your goals and your product selected, the rest will be easy.



Why Sell Turf Paint Services?

With fluctuating seed prices, using colorant can offer considerable cost savings to you and your customers. Overseeding requires ground preparation, seeding, watering, fertilizing, mowing, pest control, and spring transitioning, such as spraying herbicide on the cool-season grass. Also, the ability to get warm season grass off to a better start and have the lawn stand out to potential buyers is a significant advantage.

Painting requires minimum turf grass preparation. Just mow ahead of treatment.

Realtors have realized that homes sell better with a green healthy-looking lawn. They know that research has shown the value of landscaping is 10-15% of the home. Painting the bare grass gives that healthy green illusion. It is much cheaper and faster to have the lawn painted instead of replaced. Return on investment for a house that needs a buyer can be way over 100%. In areas like California where there are water restrictions, a lawn can be painted and remain green until it can be watered regularly or the weather changes. These products are non-toxic and pet friendly. They won't stain clothes after they have dried.

What equipment do you need?

For lawns up to 3K sq ft, I suggest using a pump-up sprayer for application. If you have larger lawns, consider investing in a battery-operated backpack sprayer to avoid the pumping. I suggest removing the strainer at the end of the little hose inside the pump or battery sprayer. This will allow the fluid to flow better and not risk it stopping up. If you are doing weed control, you already have the sprayer you need. For large lawns, you can use a JD-9 gun and spray rig if you have one, but you will still need to use a pump up for the edges. Don't forget to bring cardboard or something to block the paint from the edges.



How and When Is It Done

You can do full lawn colorant services in the spring and fall in the areas where southern grasses go dormant. This works as a substitute for overseeding. Coloring can be done anytime, anywhere, to create the illusion of a green, healthy lawn.

The time the colorant holds ideal color varies with brand, grass conditions, and weather. Certain conditions at the time of application may have a dramatic influence on resulting colorant color and performance. The most common determinants include turf color, presence of moisture on the turf grass surface, and air temperature.

Turf grass color at the time of application influences the appearance of a colorant application. If the colorant is applied to semi-dormant turf grass, the color will look better. For optimum results, do not wait until the turf grass is straw brown. The natural green color of actively growing turf will enhance any colorant application.

If there is moisture on the grass, like dew, it can help coverage, especially if the turf grass is dormant or nearly dormant. Dormant turf grass is dry, so adding supplemental water will increase leaf moisture, protecting the applied colorant from absorption into leaf tissue. This can increase the colorant's coverage and enhance color.

Use the timing listed on the product for excellent color. Add a couple of weeks to account for early green up in the spring. Then work backwards. If Southern lawns are usually 90% green (temperatures have been over 80 degrees for a couple of weeks) around May 1 and you are using a product that says it will last 6-8 weeks, then go with the 8 weeks and spray around March 1st. If you are doing 2 applications for full season color, you might have to move it up. Applicators in Florida report the lawns transitioning about 4 weeks earlier if painted, so that varies widely. You can mix the colorant with fungicide. In areas where fungus like rhizoctonia attacks in the winter, you will have disease spots until soil temps are above 65 degrees.



Colorants are safe for people and pets after they dry, but you should still use good judgment and wear personal protection equipment when using pressurized sprayers. You should wear safety glasses and gloves when mixing, spraying, and cleaning up.

Many of the colorants do not dry or stick very well when applied at low temperatures. Be sure to read the label and follow directions.

There are many brands of turf colorant. Some brands are focused on consumers and offer ready-to-use applicators or small containers of concentrate. Other brands are focused on the professional sports field industry and offer products in large pallet size containers. I suggest Lesco Turf Paint, Endurance, and GURU[™]turf Colorant to be your starting brand choices. I recommend these brands based on studies showing longevity of color, price, and availability. **Endurance and GURU[™]turf** also sell mulch colorant so it's handy to use the same company for products if you are considering mulch colorant services. (Why not?) Enduran FW Fairway is their darkest shade of green. It is recommended for Bermuda and cool season turf like bluegrass. Endurant perennial rye colorant is their most popular color. It is a bright, vibrant green. It is commonly used for Zoysia, Centipede, and St Augustine. It is perfect for making Zoysia look like it does in the middle of summer. You can see Endurant's color chart at <https://endurantcolorants.com/what-is-the-best-colorant-for-your-grass-type/>.

The mix ratio of all three grass types is a 15 to 1 mix ratio. This is 8 ounces of product for every gallon of water and coverage is the same.

Completely dormant turf coverage will be 4-7K square feet per gallon of product. You could get up to 10 thousand square feet, but there are a lot of factors, including grass height and level of dormancy.

GURU[™]turf offers a colorant (paint) and a pigment (dye). Mixing recommendations for GURU[™]turf Colorant is 15:1 mix ratio (8 oz. Color to 1 gallon of water). Apply 2-8 gallons of colorant per acre

depending on the desired color. Recommendation of 40-50 gallons of tank-mixed product per acre to be applied or until you reach the desired color. That would equate to about 1 gallon per 1,000 sq ft.

Lesco Green is available to purchase from SiteOne in a 2.5-gallon size. The recommended rate is 8-12 oz per gallon and one gallon per 1K sq ft for dormant turf. The rate is lower for coloring problem areas in growing turf. At 10 oz per 1,000 sq ft, your cost is approx. \$5.95. This is retail before any wholesale discounts.

Applying these three brands to dormant turf, you should see between 6 and 12 weeks of color. Once the paint has had time to dry to the leaf blade, it won't bleed off even after rain or snow. You should wait 8 to 12 hours between painting and any substantial water. Make sure that no sprinklers are scheduled to come if you are applying during the growing season.

Before you paint a lawn, it should be mowed short. Clean off any debris, especially if you're painting in late fall and early winter. Make sure you get all the trash and leaves cleaned up before you start. Rake dead grass out. Work from borders to the inside.

I recommend using a battery-powered backpack sprayer. This provides you with a nice consistent spray and consistency is key when it comes to applying this product. Try to avoid treating on a windy day.

Using 8 ounces of product for every gallon of water, you will be putting 32 ounces of endurant perennial rye into four gallons of water.

Put in half of the water first because the paint is heavier than water. Then put the 32 ounces of paint in and shake well. Add the rest of the water and shake hard.

Unlike old turf paint that was almost permanent and stained like house paint, new turf colorant makes it easy to clean equipment. Just fill the sprayer with water and spray until you see clean water coming out of the equipment. Make sure you get your pumps, seals and nozzles all cleaned.



Experiment in small areas until you achieve your desired shade. Once desired shade is achieved, spray in a random orbital pattern to avoid lines and to create a more realistic look. Keep sprayer head within 6 inches of grass blades. For the best outcome, it is recommended that you shake the sprayer prior to application and periodically during the process to avoid settling of pigment and or clogging the nozzle. Always have the sprayer set to the finest mist setting you can.

Since accidental overspray can occur, it is recommended to have a bucket of soapy water available with a nylon or light wire brush to remove any overspray on concrete, etc. Windex works for removing products that were applied accidentally to any hard surface, such as concrete or bricks.

It's helpful to use split applications in two directions to get the total rate and even application. Be careful with application and avoid time eating clean up. Slow is smooth, smooth is fast.

You should compare your turf painting prices to your overseeding prices since you will probably substitute painting for seeding. You will want to make sure it is an attractive alternative. You may need to make two applications to last as long as seeding. One in fall and one that will take the green to spring. Leave yourself some room for a slightly lower price when they buy two services. Like with all pricing, call around and get some quotes from competitors.

Turf Colorant is an ideal service to substitute for seeding. If the price for two services is less than seeding and combined with an explanation of the benefit to the dormant grass, the sale is more likely.

An example of product cost is:

Endurant 1 gallon - \$95 makes 16 gallons covers 5,000-12,000 sq ft = \$7.92- \$19 per 1K sq ft.

Offering lawn painting in fall and early spring can give employees more hours in a slow time. Be sure to check on any other fall services that may be booked. You will not want to put down lime before or after painting.



Pricing is widely variable and should be based on local competition, product, number of services, and special circumstances, such as commercial agreements with businesses such as realtors or sports fields.

Wrap-Up

After reading about 5 ways you can add more sales and profits to your business, I hope I have made a believer out of you. It is in the best interests of the customer for you to do soil testing, soil amendments, and aeration on their lawn. They don't have to go looking for someone else to do it for them. If you are doing other services for them, they want to deal with as few people as possible. If you are associated with how their lawn looks, you want it to look as healthy as possible.

Soil testing just takes a couple of minutes and gives such important information there is no reason not to do this service. Lime and sulfur can be applied with a push spreader and done quickly with little labor. We can add water holding products to weed control, liquid fertilizer, or other products so that you can do it at the same time you are doing another service. If you are not doing any other services, you can still do the service with an electric backpack or small sprayer with minimal investment.

Aeration requires using an aerator that will have to be brought to the property on some type of trailer or truck. These can be rented by the day or week, but the revenue from one service will pay for the whole day. The extra labor can be an issue, but a solo owner can make it work. Hiring someone to help with aerations is well worth the money. The first job of the day will pay for the rental and the second job of the day will pay for your labor help; the rest of the day is profit. You can subcontract the aerations to another company, but I don't recommend it. You are still responsible for customer communication and any damages. You should be able to sell at least 25% of your customers an aeration each year regardless of where you are located.



In some areas like California and Texas, water holding services are crucial summer services.

Homeowners can protect their investment in their landscape when they can't water. They are saving their lawns and money on their water bills that pay for the water holding services. Drought affects several areas of the country each year. In some of these areas, irrigation isn't common, so these services are a tremendous benefit to customers.

Lawn paint is a useful service to homeowners wanting to have a green lawn during winter or drought. It is better for Southern grasses to spray the lawn green than overseed. It is better for the customer not to have to have the lawn mowed in the winter. Anyone selling their house wants to have a nice green lawn to show prospective buyers. You can add several hundred dollars to the price they receive for their house. You can use colorant on cool-season grasses during drought or to reduce mottled appearances from winter or summer stress. Colorant can conceal turf blemishes. Colorant increases surface temperature, which often speeds grass green up in the spring and slows grass dormancy in the fall.

The benefits to you and your business are also numerous. These services are often done when other lawn and landscape services are slow. This helps you keep your employees busy when revenue would typically be low. If you work alone, these services are fast to do and can be done when you are already going to the property. Increased revenue per stop means less overhead and more profit. Increasing the revenue with these high profits services will make your business cash flow more stable and decrease your stress.

Adding services will help you add customers without marketing expenses. Your lawns will look better, and customers will tell their friends. Word of mouth is the best marketing you can have.

I want to help you build your business. I want you to be as profitable as possible so that you can enjoy your business again. This will come from relieving cash flow issues and being able to keep



outstanding employees. Customer count will grow as current customers see improvements in their property.

If you want more detailed information about these upsell services, I have books and courses available. If you prefer one-on-one consulting about these services and help to get them set up at your location, please go to <http://horticulturistonstaff.com> and sign up for a free call to see how I can help you. Check out Maximize Profits: 10 Upsells You Can Add to Your Green Industry Business Tomorrow for upsell details for these 5 services and 5 others you can do with no license.

I know you can be successful with these services. Best wishes!

Diane

