

Building a Profitable Service List

A guide to choosing your starting line-up as a new landscaping business owner

Core offerings most start-ups list first

	Residential	Light Commercial
Essential	mowing, trimming, edging	lawn mowing, string trimming
Easy upsell	fertilization & weed control	mulch top-ups, seasonal color
High-margin add-on	aeration & overseeding	shrub pruning, bed maintenance

These services use the same mowers, trimmers, and small hand tools, so you can generate multiple revenue streams without doubling equipment costs.

Quick market-sizing exercise

- Draw a 10-mile radius around your base.
- List the property types (single-family, multi-family, small commercial, corporate campuses).
- Estimate service frequency each will need (weekly, bi-weekly, monthly).
- Run conservative pricing (e.g., \$45 per half-acre mow; \$120 per acre commercial).
- Project annual revenue if you capture just 5-10 % of that volume.

Build a Service Roadmap for Years 1-3

Year	Objective	Services Offered
1	Fill 100 weekly mow slots	Mowing, trimming, edging, spring/fall clean-ups
2	Double average ticket	Bundle fertilization, weed control, aeration
3	Differentiate & scale	Smart irrigation installs, landscape lighting, small hardscapes