The Ultimate Landscaping Business Plan Sample for US Launch

GreenEdge Landscaping LLC (Texas LLC founded March 15, 2024) provides premium sustainable landscaping to Austin homeowners and commercial clients at $75-$35,000/project. Targeting $288,000 Year 1 revenue with 35% gross margin. Daniel Reyes (12-year industry veteran, managed $2.1M projects at TerraScape Austin) and Elena Martinez (8-year operations lead at EcoLawn TX) founded the company.

1. Executive Summary

78% of Austin homeowners invest in landscaping (NALP 2023), yet 63% report dissatisfaction with maintenance reliability (2023 local survey). GreenEdge solves this via certified sustainable designs and guaranteed 48-hour service windows. We charge $12,000 average for design-install (20% premium over competitors) and $100/visit for biweekly maintenance (market average). Year 1 revenue: $288,000 (24 jobs/week x $250 avg) with 35% gross margin rising to 40% by Year 3. Break-even at Month 28 with $750,000 Year 3 revenue.

We seek $250,000: $100,000 equity (70% Reyes, 30% Martinez), $150,000 SBA 7(a) loan (10-year term, 7.5% interest). Funds deploy as: $84,000 equipment down payment (35%), $68,000 tools/mowers (27%), $30,000 marketing (12%), $28,000 facility setup (11%), $40,000 operating buffer (16%). This funds 12-month runway to achieve 5% Austin market share ($9M SOM) and 60% contract retention rate.

2. Company Overview

Formed as Texas LLC for liability protection and pass-through taxation. Austin location targets Travis/Williamson/Hays Counties (1.2M residents, $112k median income). Founders invested $50,000 pre-launch for licenses (TDLR #12345678), prototype designs, and Jobber software setup.

Daniel Reyes (CEO): Licensed contractor managing 17 projects totaling $2.1M revenue at TerraScape Austin (2020-2023). Elena Martinez (COO): Reduced EcoLawn TX's crew turnover from 45% to 18% via training program (2021-2023).

Date	Milestone	Status	Next Steps
Mar 2024	Texas LLC formation	Complete	Secure equipment financing
Apr 2024	TDLR contractor license	Complete	Finalize nursery supplier contracts
May 2024	8 Ford F-250 trucks financed	Pending	Complete crew hiring
Jun 2024	Launch with 3 crews	Planned	Achieve 15 jobs/week
Sep 2024	Reach 20 jobs/week	Planned	Add 2 crews
Dec 2024	$24,000 monthly revenue	Planned	Implement irrigation division
Mar 2025	50 contract clients	Planned	Expand to Williamson County
Jun 2025	Break-even cash flow	Planned	Secure SBA loan renewal

3. Market Analysis

TAM: $1.2B (US residential landscaping, IBISWorld 2023). SAM: $180M (Central Texas landscaping services, calculated as 15% of Texas $1.2B market). SOM: $9M (5% SAM capture by Year 3: 1,800 homes x $5,000 avg project = $9M).

Target customers: Homeowners earning $120k+ (42% undertook projects in 2023, HomeAdvisor), commercial property managers ($300-$2,000/month contracts). 68% owner-occupied homes drive $450k median home value upgrades. Developers allocate 3-5% of build cost ($15k-$25k/house) to landscaping.

Trends: Drought-tolerant landscaping demand up 34% since 2020 (TNLA), smart irrigation growing at 18% CAGR (IBISWorld), 57% prefer eco-friendly services (NAHB).

Segment	Size ($)	Growth Rate	Share Target	Rationale
Affluent Homeowners	$108M	8.2%	3.5%	68% owner-occupied; 42% project history
New Construction	$36M	12.1%	4.0%	12,000 annual builds; 3-5% landscaping budget
Commercial	$27M	6.5%	2.0%	210 office parks; 45% outsource maintenance
HOAs	$9M	4.3%	1.5%	185 active HOAs; avg $1,200/month contracts

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
Residential	$1.2B	$108M	$3.78M	IBISWorld x Austin population share (9%)
Commercial	$420M	$72M	$5.22M	IBISWorld commercial segment x 15% Texas share

4. Competitive Analysis

Top competitors: Texas Lawn & Landscape ($4.2M revenue, 8 crews) charges $85/visit but has 32% crew turnover; Elite Outdoor Solutions (franchise) spends $50k/month on ads but scores 3.2/5 on Google; Green Spaces Austin charges $18,000 avg design but lacks maintenance.

Competitive advantages: 1) 48-hour service guarantee (validated by Jobber scheduling data), 2) 22% lower water usage via WaterWise Texas-certified designs, 3) 18% higher crew retention ($18-$24/hr vs market $15-$20), 4) Digital quoting converts at 4.2% vs 2.5% industry average.

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
Texas Lawn & Landscape	$4.2M	$85/visit	Brand recognition	32% crew turnover	Guaranteed 48h windows; 18% higher pay
Elite Outdoor Solutions	$1.8M	$95/visit	Aggressive marketing	3.2/5 Google rating	4.7/5 target via service guarantee
Green Spaces Austin	$950k	$18k avg design	Design expertise	No maintenance division	Full lifecycle service; 20% lower install cost
DIY (Home Depot)	N/A	$0.50/sq ft	Low cost	58% redo rate (NALP)	Professional results; 100% satisfaction guarantee
Handymen	$200-$500/job	$50/visit	Flexibility	No licensing; 41% complaint rate	TDLR-licensed crews; $2M liability insurance

Strengths	Weaknesses	Opportunities	Threats
WaterWise Texas certification	Limited brand awareness	Austin population +22% (2010-2020)	Economic downturn reducing home projects
48h service guarantee	No existing client base	Smart irrigation 18% CAGR growth	New low-cost competitors
18% crew retention advantage	Year 1 net loss ($73k)	Commercial sector underserved	Texas drought regulations tightening

4.2% digital conversion rate	Dependent on SBA loan approval	HOA contracts (185 in market)	Insurance premiums rising 12% annually

5. Products & Services

Core offerings: 1) Design-install ($5k-$35k) includes 3D renderings, hardscaping, native plants; 2) Maintenance ($75-$150/visit) with biweekly mowing/edging; 3) Sustainable upgrades ($1.5k-$8k) for smart irrigation/xeriscaping; 4) Commercial contracts ($300-$2,000/month) with 10% annual discount. All services use Barton Springs Nursery plants and Austin Stone & Supply materials.

Pricing set at 20% premium for design (vs $10k market avg) due to WaterWise certification. Maintenance priced at market average ($100/visit) to drive contract volume. Annual contracts offer 10-15% discount to secure $4,200 LTV.

Tier	Price	Features	Target Customer	% Revenue	Gross Margin
Basic Maintenance	$75/visit	Mowing, edging, blowing	Homeowners	30%	38%
Premium Contract	$100/visit	All Basic + seasonal cleanups	Homeowners	20%	42%
Design-Install	$12,000 avg	3D design, hardscaping, plants	Homeowners/Developers	35%	35%
Sustainable Upgrade	$4,000 avg	Smart irrigation, xeriscaping	Eco-conscious	10%	45%
Commercial	$800 avg/mo	Monthly maintenance + emergency	Property managers	5%	40%

Metric	Value	Calculation/Notes
Price per maintenance visit	$100	Market avg for 0.5 acre; 1.5 crew hours
COGS per visit	$60	$30 labor (1.5 hrs x $20), $20 fuel/equipment, $10 supplies
Gross Profit per visit	$40	$100 - $60
Gross Margin %	40%	$40/$100

CAC	$220	$2,500 Google Ads / 11 leads x 48% close rate
LTV	$2,800	24 visits x $40 GP + $200 design fee
LTV:CAC ratio	12.7:1	$2,800/$220
Payback Period	5.5 months	$220 CAC / ($40 GP x 4 visits/mo)

6. Marketing & Sales

Primary channel: Google Local Service Ads ($2,500/month) targeting "Austin landscaping" (1,900 monthly searches, $2.40 CPC). Expected leads: 1,042/year (1,900 x 3.2% CTR x 4.2% conversion). Secondary: Real estate agent referrals ($100/lead; 15% close rate on 50 leads/month).

Sales cycle: 7-day average (lead to close). Steps: Lead (48 hrs avg response), Consultation (48% close rate), Quote (24-hr delivery), Close (10% discount if signed in 48 hrs). Average deal size: $1,200 (maintenance) or $12,000 (design).

Retention: Automated service reminders (92% open rate), loyalty program (free cleanup after 12 visits), and annual landscape reports. Target churn: 2.5% monthly (vs industry 5%). Expansion revenue: $200 avg from sustainable upgrades per maintenance client.

Channel	Monthly Budget	Expected CAC	Expected Leads/Month	Conversion Rate	Expected Customers/Month	ROI
Google Ads	$2,500	$58.60	145	4.1%	6	578%
Real Estate Referrals	$1,500	$100	50	15%	8	320%
HOA Partnerships	$500	$83	30	10%	3	237%
Social Media	$300	$120	25	8%	2	133%
Total	$4,800	$220	250	7.6%	19	322%

Month	Google Ads	Social Media	Content/SEO	Events	Other	Total	Expected Leads	Expected Customers
1	2500	300	500	0	200	3500	175	2
2	2500	300	500	0	200	3500	175	3
3	2500	300	500	500	200	4000	200	5
4	2500	300	500	500	200	4000	200	7
5	2500	300	500	500	200	4000	200	8
6	2500	300	500	500	200	4000	200	10
7	2500	300	500	500	200	4000	200	12
8	2500	300	500	500	200	4000	200	14
9	2500	300	500	500	200	4000	200	16
10	2500	300	500	500	200	4000	200	17
11	2500	300	500	500	200	4000	200	18
12	2500	300	500	500	200	4000	200	19

7. Operations

Daily workflow: 8 crews (1 leader + 2 techs) dispatched via Jobber at 7:30 AM. Average 12 jobs/day (8 maintenance, 4 installations). Maintenance jobs: 1.5 crew hours; installations: 8-40 hours. Scheduling buffer: 15% capacity for emergencies. Capacity: 240 jobs/week (8 crews x 5 days x 6 jobs).

Key vendors: Barton Springs Nursery (plants, 30-day terms), Austin Stone & Supply (hardscaping, 2% discount for net 10), John Deere Austin (equipment financing at 6.5% APR). Technology stack minimizes admin time: Jobber reduces quoting from 3 hours to 22 minutes.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Barton Springs Nursery	Plants/soil	$3,200	Net 30; 2% discount net 10	Sunset Gardens
Austin Stone & Supply	Hardscaping	$4,500	Net 15; volume discount >$10k	Texas Stone Co
John Deere Austin	Truck financing	$5,600	60-month term; 6.5% APR	Credit Union loan
RingCentral	Phone system	$180	Month-to-month	Nextiva

Tool	Purpose	Monthly Cost	Users	Alternatives Considered
Jobber	Scheduling, CRM, payments	$199	5	FieldEdge ($249)
QuickBooks Online	Accounting/payroll	$50	2	Xero ($30)
Canva Pro	Marketing materials	$12.99	3	Adobe Express ($10)
Google Workspace	Email, Drive, Calendar	$18	5	Microsoft 365 ($20)

8. Management Team

Organizational structure: 5 core staff Year 1 scaling to 25 by Year 3. Compensation: Crew techs $18-$24/hr (15% above market), leaders $25-$30/hr. No founder salaries Year 1; COO draws $4,000/month after Month 6.

Advisory board: Mark Chen (ex-CFO of TerraScape Austin, 0.5% equity), Lisa Rodriguez (TNLA board member, $150/hr consulting).

Month	Role	Salary	Priority	Source	Onboarding Time
1	Operations Manager	$4,500/mo	High	Indeed	30 days
2	2 Crew Leaders	$2,800 each	High	Employee referrals	14 days
3	4 Technicians	$3,200 each	High	Craigslist	7 days
4	Lead Designer	$5,200/mo	Medium	LinkedIn	45 days
6	Admin Support	$2,800/mo	Medium	Upwork	14 days
9	2 Additional Crews	$11,200 total	High	Employee referrals	21 days

9. Financial Plan

Key assumptions: 15 new customers/month in Year 1 (growing to 25/month by Year 3), $1,200 average revenue per maintenance customer, $12,000 for design projects, 2.5% monthly churn, COGS 60% of revenue. Marketing spend: $4,800/month. Payroll: $14,500/month Year 1 rising to $19,500 by Month 12.

Revenue model: 60% from recurring maintenance contracts ($100/visit x 2.5 visits/mo x 60% of clients), 35% from design-install ($12,000 avg x 2 projects/month), 5% commercial. Growth drivers: 4.2% website conversion, 48% consultation close rate, 60% contract retention.

Cost structure: 60% variable (labor, fuel, supplies), 40% fixed (rent, software, insurance). Variable costs scale at 60% of revenue. Fixed costs: $18,200/month Year 1.

Funding: $250,000 covers $170,000 equipment (trucks, mowers), $30,000 marketing, $28,000 facility, $22,000 operating buffer. Provides 12-month runway to $24,000 monthly revenue.

Category	Ite	Cost	Notes
Equipment	8 Ford F-250 trucks (30% down)	84,000	$42,000 x 8 = $336,00 $84,000 down
Equipment	8 Toro mowers	68,000	$8,500 x 8
Equipment	2 Skid-steer loaders	70,000	$35,000 x 2
Facility	Lease deposit (3 months)	7,500	$2,500 x 3
Facility	Office buildout	15,000	Storage racks, worksho
Facility	Branding/signage	8,000	Truck wraps, uniforms

Category	Ty	Monthly Cost	Annual Cost	Notes
Technology	Website development	5,000		Jobber integratio
Technology	Software setup	2,500		Jobber, QuickBo Canva
Marketing	Launch campaign	15,000		Google Ads, print, events
Insurance	Annual premiums	35,200		$2,933/m x 12
Legal	LLC formation	1,500		Texas filing + operating agreeme
Legal	Contractor license	800		TDLR applicatio
Training	Crew certification	3,000		WaterWi Texas program
Contingency	10% buffer	25,000		Unplann equipme repairs
Working Capital	3 months OpEx	58,000		$19,333 x 3
Total		250,000		

Rent	Fixed	2,500	30,000	2,000 sq ft warehous
Salaries	Variable	14,500	174,000	12 employee avg Year 1
Benefits	Variable	2,175	26,100	15% of payroll
Insurance	Fixed	2,933	35,200	General liability, workers comp
Software	Fixed	282	3,384	Jobber, QuickBoo Canva
Marketing	Fixed	4,800	57,600	Google Ads, referrals, events
Fuel/Maintenance	Variable	3,200	38,400	$400/truc x 8
Supplies	Variable	1,800	21,600	Plants, mulch, irrigation parts
Loan Payment	Fixed	1,800	21,600	SBA loan @ 7.5% 10-year
Utilities	Fixed	400	4,800	Electricit water, internet
Professional Fees	Fixed	500	6,000	Accountin legal
Miscellaneous	Variable	900	10,800	Training, uniforms, repairs

Fixed Total		12,915	154,980	
Variable Total		22,550	270,600	
Combined Total		35,465	425,580	

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1
Revenue	15,000	18,000	24,000	28,800	32,400	36,000	39,600	43,200	46,800	50,400	54,000	57,600	424,800
COGS	9,750	11,700	15,600	18,720	21,060	23,400	25,740	28,080	30,420	32,760	35,100	37,440	275,120
Gross Profit	5,250	6,300	8,400	10,080	11,340	12,600	13,860	15,120	16,380	17,640	18,900	20,160	149,680
Marketing	3,500	3,500	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	4,000	47,000
Salaries	10,500	11,500	12,500	13,500	14,500	15,500	16,500	17,500	18,500	19,500	20,500	21,500	188,000
Rent	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	2,500	30,000
Software	282	282	282	282	282	282	282	282	282	282	282	282	3,384
Insurance	2,933	2,933	2,933	2,933	2,933	2,933	2,933	2,933	2,933	2,933	2,933	2,933	35,200
Other OpEx	7,000	7,500	8,000	8,500	9,000	9,500	10,000	10,500	11,000	11,500	12,000	12,500	114,000
Total OpEx	26,715	28,215	30,215	31,715	32,215	33,215	34,215	35,215	36,215	37,215	38,215	39,215	411,584
EBITDA	(21,465)	(21,915)	(21,815)	(21,635)	(20,875)	(20,615)	(20,355)	(20,095)	(19,835)	(19,575)	(19,315)	(19,055)	(261,904)
Depreciation	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	2,833	34,000
Interest	938	933	928	923	918	913	908	903	898	893	888	883	11,000
Net Income	(25,236)	(25,681)	(25,576)	(25,391)	(24,626)	(24,361)	(24,096)	(23,831)	(23,566)	(23,301)	(23,036)	(22,771)	(306,904)

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	192,000	166,764	141,083	115,507	90,116	65,490	41,394	17,598	(6,234)	(30,065)	(53,896)	(77,727)
Cash In	7,500	9,000	12,000	14,400	16,200	18,000	19,800	21,600	23,400	25,200	27,000	28,800
Cash Out	32,236	25,681	25,576	25,391	24,626	24,361	24,096	23,831	23,566	23,301	23,036	22,771
Net Cash Flow	(24,736)	(16,681)	(13,576)	(10,991)	(8,426)	(6,361)	(4,296)	(2,231)	(166)	1,899	3,964	6,029
Ending Cash	166,764	141,083	115,507	90,116	65,490	41,394	17,598	(6,234)	(30,065)	(53,896)	(77,727)	(71,698)

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	424,800	135,000	153,000	171,000	189,000	207,000	225,000	243,000	261,000	750,000
COGS	275,120	81,000	91,800	102,600	113,400	124,200	135,000	145,800	156,600	450,000
Gross Profit	149,680	54,000	61,200	68,400	75,600	82,800	90,000	97,200	104,400	300,000
OpEx	411,584	99,000	94,500	90,000	85,500	81,000	76,500	72,000	67,500	275,000
EBITDA	(261,904)	(45,000)	(33,300)	(21,600)	(9,900)	1,800	13,500	25,200	36,900	25,000
Net Income	(306,904)	(35,000)	(25,000)	(15,000)	(5,000)	5,000	15,000	25,000	35,000	25,000
Ending Cash	(71,698)	(151,698)	(176,698)	(191,698)	(196,698)	(191,698)	(176,698)	(151,698)	(116,698)	93,302

Metric	Value	Calculation
Monthly Fixed Costs	12,915	From OpEx table (rent, insurance, etc)
Variable Cost per Visit	60	COGS breakdown
Price per Visit	100	Average maintenance charge
Contribution Margin per Visit	40	\$100 - \$60
Contribution Margin %	40%	\$40/\$100
Break-Even Visits per Month	323	\$12,915 / \$40
Break-Even Revenue per Month	32,288	323 visits x \$100
Expected Break-Even Month	28	From cash flow projections
Safety Margin	25.2%	(\$43,200 M8 revenue - \$32,288) / \$43,200

Metric	Y1	Y2	Y3	Industry Benchmark
Gross Margin %	35.2%	36.5%	40.0%	35% (IBISWorld)
Operating Margin %	(97.2%)	(10.2%)	3.3%	5-8% (NALP)
Net Profit Margin %	(72.2%)	(2.3%)	3.3%	5-10%
Current Ratio	0.8	1.2	1.8	1.5
CAC Payback Period	N/A	5.5 months	4.2 months	6-18 months
LTV:CAC Ratio	N/A	12.7:1	15.0:1	3:1
Monthly Burn Rate	25,576	12,500	N/A	N/A
Runway (months)	7.5	15.7	N/A	N/A

10. Risk Analysis

Top risks: 1) Economic downturn (probability 4/5, impact 5/5) reducing discretionary spending; 2) Crew turnover exceeding 25% (probability 3/5, impact 4/5); 3) SBA loan denial (probability 2/5, impact 5/5); 4) Drought restrictions limiting services (probability 3/5, impact 3/5).

Mitigation: For downturns, shift focus to essential maintenance (70% of revenue by Year 2) and offer payment plans. For turnover, implement $500 retention bonus at 6 months (cost: $1,200/quarter). Loan denial contingency: Secure $100k equipment financing from John Deere Credit at 8.5% APR. Drought mitigation: Stockpile rainwater harvesting systems (20% revenue allocation).

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Economic downturn	4	5	20	Shift to maintenance (70% revenue); payment plans	Reduce marketing spend 30%	CEO
Crew turnover >25%	3	4	12	$500 retention bonus; $18-$24/hr wages	Hire temp agency staff at 20% premium	COO
SBA loan denial	2	5	10	Pre-approval from 3 lenders	John Deere equipment financing (8.5% APR)	CEO
Drought restrictions	3	3	9	WaterWise Texas certification	Focus on hardscaping (30% revenue)	COO
Insurance premium hike	4	3	12	Bundle policies with $500 deductible	Self-insure first $10k claims	COO
Competitor price war	2	4	8	Highlight WaterWise certification	Target commercial clients (less price-sensitive)	CEO
Key person loss	1	5	5	Cross-train COO on design	Advisory board coverage	CEO
Weather disruption	5	2	10	Flexible scheduling; storm team	Offer rain checks; shift to indoor design work	COO

11. Implementation Timeline

Year 1 priorities: Achieve 24 jobs/week by Month 6, secure 50 contract clients by Month 9, and hit $24,000 monthly revenue by Month 12. Critical path: Equipment financing approval (Month 1), crew hiring (Month 2), and Google Ads optimization (Month 3). Dependencies: TDLR license required before marketing launch; Jobber setup needed for scheduling.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	Equipment financing	8 trucks, 8 mowers funded	$84,000 down payment	Financing approval	CEO
2	Crew hiring	2 leaders, 4 technicians hired	$1,500 recruitment budget	100% position fill rate	COO
3	Marketing launch	Google Ads live; 15 leads	$3,500 ad spend	4.2% conversion rate	CEO
4	First design project	$12,000 installation complete	Lead designer hired	100% client satisfaction	COO
5	50 jobs completed	25 maintenance, 25 installs	3 crews operational	$25,000 revenue	COO
6	Break-even path	24 jobs/week sustained	4 crews operational	$36,000 monthly revenue	CEO
7	Commercial contract	First HOA deal signed	Proposal template	$1,200/month contract	CEO
8	WaterWise certification	Texas certification obtained	$3,000 training budget	Official certification	COO
9	50 contract clients	Annual maintenance agreements	Loyalty program launch	60% contract retention	COO
10	IRR system launch	First 5 smart irrigation installs	Toro dealer certification	$7,500 revenue	CEO
11	Positive unit economics	LTV:CAC >3:1	Marketing dashboard	12.7:1 ratio	CEO
12	Year 1 close	Financial audit complete	Accountant review	$24,000 monthly revenue	CEO

12. Appendix

Full financial model available with 120-line item detail, equipment financing terms, and customer survey data. Key assumptions documented: 4.2% website conversion rate validated by 2023 local landscaping survey (n=350), $220 CAC based on Google Ads benchmark data for "Austin landscaping" keywords. All market data sourced from IBISWorld, NALP, and U.S. Census Bureau.