Sample Business Plan: Scaling a Lawn Care and Mowing Business in the American Market

GreenScape America LLC (Texas LLC, founded March 15, 2022) provides subscription-based lawn care to 450 Central Texas homeowners and commercial clients at $75/month average revenue per account. We target $1.35M revenue by Year 3 with 24.4% net margins. Founder Jordan Thompson scaled LawnDoctor Austin to $1.2M revenue in 3 years; Maria Chen reduced operational costs by 18% at GreenLeaf Services. Date: October 26, 2023.

SECTION 1: EXECUTIVE SUMMARY

12.1 million US households spend $600-$1,200 annually on lawn care but face unreliable service (J.D. Power 2023: 38% dissatisfaction with franchises). GreenScape America solves this with GPS-tracked electric equipment, delivering 95% retention and $45 contribution margin per client ($75 revenue - $30 variable costs). We charge $55-$95/month for weekly mowing based on lot size, with 48% conversion from free audits.

Our model generates $405K revenue in Year 1 (450 clients) at 28.4% net margin. Expansion to San Antonio and Dallas-Fort Worth targets 1,500 clients by Year 3 ($1.35M revenue) with $30 variable costs maintained through electric fleet efficiency (32% lower maintenance vs. gas). Break-even occurs at 578 clients; we exceed this by Q2 2025.

We seek $750,000 (15% equity) for: $250,000 electric fleet (6 mowers @ $4,200, 2 vans @ $750/mo lease), $200,000 market entry (3 sales reps @ $55K salary), $150,000 digital ads (Google/Facebook targeting 42 ZIP codes), $100,000 app development. This funds 975 clients by 2025, $877,500 revenue, and 29.3% net margin. Investor ROI: 3.2x by 2026 exit at 4x revenue ($5.4M valuation).

SECTION 2: COMPANY OVERVIEW

GreenScape America operates as a Texas LLC for liability protection and pass-through taxation. Austin location chosen for 68% home ownership rate (U.S. Census 2023) and 4.2% annual market growth. 100% founder-owned; no external investors to date.

Jordan Thompson (CEO) grew LawnDoctor Austin revenue from $420K to $1.2M in 24 months while reducing crew turnover to 15%. Maria Chen (COO) implemented Jobber dispatch system at GreenLeaf Services, cutting scheduling errors by 73% and increasing daily jobs per crew from 8 to 12.

Date	Milestone	Status	Next Steps
Mar 2022	Company formation	Complete	N/A
Jun 2022	First 50 clients	Complete	Scale to 100 by Aug 2022
Dec 2022	SBA $100K microloan	Complete	Deploy funds by Feb 2023
Mar 2023	450 active clients	Complete	Add 2 satellite hubs by May 2023
Q3 2023	95% retention rate	Complete	Maintain through 2024
Q1 2024	San Antonio market entry	Planning	Hire sales lead by Dec 2023
Q3 2024	225 San Antonio clients	Planning	Achieve $16,875 MRR
Q4 2025	1,500 total clients	Planning	Enter DFW with 300 clients

SECTION 3: MARKET ANALYSIS

U.S. lawn care TAM: $110 billion (IBISWorld 2023). SAM: Sun Belt residential/commercial services ($42.8B), calculated as 39% of TAM (Sun Belt population share). SOM: 975 clients across Austin, San Antonio, and DFW by 2025, generating $870,000 revenue. Methodology: 0.015% market penetration in target counties (Travis: 245K homes, Bexar: 890K, Tarrant: 950K) based on 450 current clients in Austin's 245K homes.

Target customers: Homeowners in ZIP codes with median income >$75,000 (68% home ownership rate) spending $75/month on recurring care. Property managers controlling 50+ single-family rentals (average $1,200/month contract). 61% of 35-54-year-olds prefer subscriptions (Yardly 2022).

Key trends: 42% of homeowners demand eco-friendly services (Consumer Reports 2023), driving 22% faster growth for electric-equipment providers. Suburban expansion adds 1.2M new lawn care households annually (U.S. Census). Commercial contracts grow at 6.1% as HOAs outsource maintenance.

Segment	Size ($)	Growth Rate	Our Share Target	Rationale
Austin homeowners	$1.2B	4.2%	0.037%	Current 450 clients from 245K homes
San Antonio homeowners	$1.8B	4.5%	0.025%	225 clients from 890K homes by Q3 2025
DFW homeowners	$2.1B	4.8%	0.032%	300 clients from 950K homes by Q4 2025
Commercial (HOAs/retail)	$850M	6.1%	0.018%	15 contracts @ $1,200-$5,000 avg

Category	Total Addressable	Serviceable Available	Serviceable Obtainable	Methodology
Residential	$98B	$38B	$750K	450 clients @ $895/yr = $403K; 525 new @ $895 = $469K
Commercial	$12B	$4.8B	$120K	15 contracts @ $8,000/yr avg
Total	$110B	$42.8B	$870K	Year 1 expansion revenue

SECTION 4: COMPETITIVE ANALYSIS

Market leaders: TruGreen ($2.1B revenue, 8% market share) focuses on chemical treatments but has 2.8/5 customer satisfaction (J.D. Power). Lawn Doctor (franchise network, $1.4B revenue) charges 15% premium but lacks real-time tracking. 580,000 independents average $180K revenue with inconsistent quality (SBA data).

Our advantages: 1) Electric fleet reduces service noise by 72% (2023 customer survey), increasing retention to 95% vs. industry 82%. 2) GPS verification cuts billing disputes by 100% (zero in 2023). 3) $55-$95 pricing undercuts Lawn Doctor's $65-$110 range while maintaining 60% gross margin. 4) 48-hour rain rescheduling drives 35% referral rate.

Competitor	Revenue Est.	Pricing	Key Strength	Key Weakness	Our Differentiation
TruGreen	$2.1B	$110/mo	National brand	2.8/5 satisfaction	95% retention vs. 78%
Lawn Doctor	$1.4B	$65-$110/mo	Franchise scale	No real-time tracking	GPS service verification
Austin Lawn Pros	$210K	$50-$85/mo	Low pricing	No insurance	$2M liability coverage
GreenLeaf Services	$185K	$55-$90/mo	Local reputation	Gas equipment only	100% electric fleet
TaskRabbit	$1.3B	$40-$70/mo	Gig flexibility	No quality control	Background-checked crews

Strengths	Weaknesses	Opportunities	Threats
95% retention rate	Limited to 3 Texas counties	Electric equipment tax credits (30% federal)	Gas mower price drops (15% in 2023)
60% gross margin	Dependent on SBA loan	HOA contracts growing at 6.1%	Stricter TCEQ chemical rules
$45/client CM	No commercial sales team	42% demand for eco-services	Uber Mow entering Austin (est. Q2 2024)
32% YoY growth	Single dispatch hub	Sun Belt population +1.2M homes/yr	Drought reducing mowing frequency

SECTION 5: PRODUCTS & SERVICES

We deliver weekly mowing (55-95 clients), seasonal cleanup (120-300), fertilization ($250/year), and aeration ($180-350) using Greenworks Pro electric mowers. Commercial contracts include monthly HOA maintenance with dedicated crews. All services include app-based GPS verification and rain rescheduling.

Tiered pricing based on lot size: Small (<5,000 sq. ft.) $55, Medium (5,000-10,000) $75, Large (>10,000) $95. Annual prepayment discount (10%) improves cash flow; $50 referral credit drives 35% of new clients. Gross margin maintained at 60% through $30 variable costs (labor $22, supplies $8).

Tier	Price	Features	Target Customer	% Revenue	Gross Margin
Residential Small	$55/mo	Mowing, edging, blow-off	Homeowners <5,000 sq. ft.	35%	63.6%
Residential Medium	$75/mo	+ Trimming, seasonal alerts	Homeowners 5K-10K sq. ft.	45%	60.0%
Residential Large	$95/mo	+ Weekly debris removal	Homeowners >10,000 sq. ft.	15%	57.9%
Commercial	$1,200-$5,000/mo	Dedicated crew, reporting	HOAs, retail centers	5%	65.0%

Metric	Value	Calculation/Notes
Price per service	$75	Weighted avg. across tiers
COGS per service	$30	Labor $22 (0.5 hrs @ $44/hr), supplies $8
Gross Profit	$45	$75 - $30
Gross Margin	60%	$45 / $75
CAC	$117	$8,000 Google Ads / 68 new clients/mo
LTV	$1,071	$45 CM x 12 months / 5% monthly churn

LTV:CAC	9.2x	$1,071 / $117
Payback Period	2.6 months	$117 CAC / ($45 CM x 12 months)

SECTION 6: MARKETING & SALES

Digital channels drive 82% of new clients: Google Ads target "lawn mowing [city]" keywords (CPC $2.40), Facebook targets ZIP codes with >$75K income. $12,000/month budget yields 205 leads/month (137 Google, 68 Facebook). Community sponsorships (Little League teams, $1,500/season) generate 15 leads/month.

Sales cycle: Online lead -> Free audit within 48 hours (48% conversion) -> Digital contract. Average cycle: 6.2 days. 35% of new clients come from referrals ($50 credit), reducing CAC by 28%.

Retention tactics: Loyalty rewards at 6/12 months ($25 credit), automated rain alerts, quarterly NPS surveys. Target churn: 4.2% monthly (vs. industry 7%). Expansion revenue: 22% of clients add fertilization ($250/year).

Channel	Monthly Budget	CAC		L Conv. Rate	Cust/Mo	ROI	
Google Ads	$8,000	$58.60		13748%	66	7.7x	
Facebook Ads	$4,000	$59.70		68	48%	33	7.5x
Referrals	$1,750	$50.00		35	100%	35	21.4x
Community	$1,500	$100.00		15	48%	7	4.5x
Total	$15,250	$55.10		255	48%	141	9.7x

Month	Google	Social	Content/SEO	Events	Other	Total	Leads	Cust
1	8000	4000	500	1500	0	14000	236	113
2	8000	4000	500	1500	0	14000	236	113
3	8000	4000	500	1500	0	14000	236	113
4	8500	4250	500	1500	0	14750	250	120
5	8500	4250	500	1500	0	14750	250	120
6	8500	4250	500	1500	0	14750	250	120
7	9000	4500	500	1500	0	15500	264	127
8	9000	4500	500	1500	0	15500	264	127
9	9000	4500	500	1500	0	15500	264	127
10	9500	4750	500	1500	0	16250	278	133
11	9500	4750	500	1500	0	16250	278	133
12	9500	4750	500	1500	0	16250	278	133

SECTION 7: OPERATIONS

Daily workflow: Jobber dispatch assigns crews (2 techs + 1 supervisor) by ZIP code. Service windows: 7 AM-5 PM Mon-Sat. GPS tracking confirms completion; automated invoices sent same day. Support team resolves issues within 2 hours (92% resolution rate). Capacity: 12 crews handle 144 jobs/day (12 jobs/crew).

Key suppliers: Greenworks Pro (mowers, 30-day net terms), EcoSoil Systems (fertilizers, 2% discount for 6-month prepay). Technology: Jobber ($299/mo) integrates with Stripe (2.9% + $0.30 fees) and Zapier for lead automation.

Vendor/Supplier	Service	Monthly Cost	Contract Terms	Backup Option
Greenworks Pro	Electric mowers	$10,000	Net 30	EGO Commercial
EcoSoil Systems	Organic fertilizers	$2,917	Prepay 6 mos	Local co-ops
John Deere	Parts/service	$1,667	Per use	Home Depot Pro
Home Depot Pro	Supplies	$1,250	Cash	Online bulk orders
Jobber	Dispatch software	$299	Month-to-month	FieldEdge

Tool	Purpose	Monthly Cost	Users	Alternatives
Jobber	Scheduling/invoicing	$299	15	ServiceTitan
Stripe	Payment processing	$1,170	1	Square
Google Workspace	Email/docs	$180	15	Microsoft 365
Zapier	App automation	$20	1	Make.com
Canva Pro	Marketing materials	$15	3	Adobe Express

SECTION 8: MANAGEMENT TEAM

12 FTEs by Year 3: 1 CEO, 1 COO, 1 CFO, 3 sales reps ($55K base + 5% commission), 6 crew leads ($44K), 10 technicians ($38K). Compensation: 85% of Texas landscaping industry 75th percentile to reduce turnover (current 18% vs. industry 32%).

Advisory board: Robert Kim (ex-LawnDoctor VP, 15 years scaling) provides quarterly strategy; Linda Torres (SBA lender, 12 years) advises on debt financing. Both receive $500/session + 0.25% equity vesting over 2 years.

Month	Role	Salary	Priority	Source	Onboarding
1	San Antonio Sales Lead	$55,000	High	LinkedIn	30 days
2	2 Technicians	$38,000	High	Craigslist	14 days
3	Crew Lead	$44,000	High	Indeed	21 days
4	DFW Sales Lead	$55,000	Medium	Recruiter	45 days
5	2 Technicians	$38,000	Medium	Craigslist	14 days
6	App Developer	$95,000	Low	Upwork	60 days
7	Accountant	$65,000	Low	Robert Half	30 days
8	3 Technicians	$38,000	High	Craigslist	14 days
9	Crew Lead	$44,000	High	Indeed	21 days
10	Marketing Specialist	$52,000	Medium	LinkedIn	30 days
11	2 Technicians	$38,000	Medium	Craigslist	14 days
12	Customer Support	$41,000	Low	Indeed	21 days

SECTION 9: FINANCIAL PLAN

Key assumptions: 141 new clients/month in Year 1 (48% conversion from 294 leads), growing to 210/month in Year 3. Churn: 4.2% monthly. Revenue/client: $75. COGS: $30/service (40% of revenue). Fixed costs: $25,833/month. Expansion adds $16,500 monthly OpEx in Year 2.

Revenue from $75 subscription fees (85% of total), seasonal add-ons ($120-$300), and commercial contracts ($1,200-$5,000). Growth drivers: 48% digital ad conversion, 35% referral rate, 22% expansion revenue from add-ons.

Cost structure: 65% variable (labor, supplies), 35% fixed (rent, software, salaries). Fixed costs grow 12% annually with expansion; variable costs held at $30 through electric fleet efficiency (32% lower maintenance vs. gas).

Funding: $750,000 for $250,000 fleet (33.3%), $200,000 market entry (26.7%), $150,000 marketing (20%), $100,000 tech (13.3%), $50,000 working capital (6.7%). Funds 16 months runway at $46,875 monthly burn (Year 1 OpEx $562,500 / 12).

Category		Ite	C	Notes
Legal/Formation		Texas LLC filing	$300	Paid Mar 2022
Licenses/Permits		Texas pesticide applicator	$1,200	Biennial fee
Equipment		6 Greenworks mowers	$25,200	$4,200 each
Equipment		6 trimmers/blowers	$6,600	$1,100 each
Equipment		4 cargo vans	$30,000	Down payment
Technology		Jobber setup	$2,500	Customization
Technology		Website development	$5,000	WordPress + CRM

Initial Inventory	Fertilizer/supplies	$8,000	3-month stock
Marketing Launch	Google/Facebook ads	$25,000	First 3 months
Working Capital	Payroll reserve	$90,000	3 months @ $30K/mo
Insurance	General liability	$12,000	$1M coverage
Professional Fees	Legal/accounting	$7,500	Startup setup
Office/Facility	Austin warehouse buildout	$22,000	Equipment bay
Office/Facility	Satellite hub deposits	$8,000	2 x $4,000
Contingency	10% buffer	$28,000	On total costs
Total		**$280,000**	

Category	**Type**	**Monthly Cost**	**Annual Cost**	**Notes**
Rent	Fixed	$5,600	$67,200	3,200 sq. ft. + 2 hubs
Salaries	Fixed	$22,500	$270,000	9 FTEs @ avg $3,000

Benefits		Fix$3,$45,500			15% of payroll
Insurance		Fix$4,$008,000			Liability + workers' comp
Software		Fix$5$16,168			Jobber, Stripe, Google
Marketing		Va$1$5$2$0,000			Digital ads + referrals
Fleet		Va$6,$55,000			Leases, maintenance, insurance
Equipment		Va$7,$95,000			Mower maintenance, parts
Supplies		Va$12$04,000			Fertilizers, fuel, uniforms
Contractors		Va$18$23,000			8 seasonal @ $2,292/mo
Professional Services		Fixed	$2,500		$30,000 Accounting, legal
Loan Payments		Fix$1,$85,620			SBA microloan @ 6.5%
Fixed Total			**$37,$454,128**		
Variable Total			**$53,$645,000**		
Combined Total			**$91,$1,099,128**		

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12	Year 1
Revenue	33750	33750	33750	33750	33750	33750	33750	33750	33750	33750	33750	33750	405000

COGS	13500	13500	13500	13500	13500	13500	13500	13500	13500	13500	13500	13500	162000
Gross Profit	20250	20250	20250	20250	20250	20250	20250	20250	20250	20250	20250	20250	243000
Marketing	14000	14000	14000	14750	14750	14750	15500	15500	15500	16250	16250	16250	183000
Salaries	22500	22500	22500	22500	22500	22500	22500	22500	22500	22500	22500	22500	270000
Rent	5600	5600	5600	5600	5600	5600	5600	5600	5600	5600	5600	5600	67200
Software	514	514	514	514	514	514	514	514	514	514	514	514	6168
Insurance	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	4000	48000
Other OpEx	11480	11480	11480	12000	12000	12000	12500	12500	12500	13000	13000	13000	147432
Total OpEx	58094	58094	58094	60364	60364	60364	61114	61114	61114	62364	62364	62364	729799
EBITDA	-37844	-37844	-37844	-26614	-26614	-26614	-25364	-25364	-25364	-26114	-26114	-26114	-324799
Depreciation	2333	2333	2333	2333	2333	2333	2333	2333	2333	2333	2333	2333	28000
EBIT	-40177	-40177	-40177	-28947	-28947	-28947	-27697	-27697	-27697	-28447	-28447	-28447	-352799
Interest	542	542	542	542	542	542	542	542	542	542	542	542	6505
Taxes	0	0	0	0	0	0	0	0	0	0	0	0	0
Net Income	-40719	-40719	-40719	-29489	-29489	-29489	-28239	-28239	-28239	-28989	-28989	-28989	-359304

Line Item	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Beginning Cash	100000	59281	18562	-22157	-51646	-81135	-109374	-137613	-165852	-194841	-223830	-252819
Cash In	33750	33750	33750	33750	33750	33750	33750	33750	33750	33750	33750	33750
Funding	0	0	0	0	0	0	0	0	0	0	0	0
Total Cash In	33750	33750	33750	33750	33750	33750	33750	33750	33750	33750	33750	33750
Cash Out	74469	74469	74469	63239	63239	63239	61989	61989	61989	62739	62739	62739
Total Cash Out	74469	74469	74469	63239	63239	63239	61989	61989	61989	62739	62739	62739
Net Cash Flow	-40719	-40719	-40719	-29489	-29489	-29489	-28239	-28239	-28239	-28989	-28989	-28989
Ending Cash	59281	18562	-22157	-51646	-81135	-109374	-137613	-165852	-194841	-223830	-252819	-281808

Metric	Y1	Y2 Q1	Y2 Q2	Y2 Q3	Y2 Q4	Y3 Q1	Y3 Q2	Y3 Q3	Y3 Q4	Y3 Total
Revenue	405000	225000	247500	270000	292500	315000	337500	360000	382500	1350000
COGS	162000	90000	99000	108000	117000	126000	135000	144000	153000	540000
Gross Profit	243000	135000	148500	162000	175500	189000	202500	216000	229500	810000
OpEx	729799	155000	155000	155000	155000	170000	170000	170000	170000	1020000
EBITDA	-324799	-20000	-6500	7000	20500	19000	32500	46000	59500	330000
Net Income	-359304	-24625	-10125	2625	15875	14375	27875	41375	54875	330000
Ending Cash	-281808	-306433	-316558	-309558	-289058	-270683	-242808	-201433	-146558	183442

Metric	Value	Calculation
Monthly Fixed Costs	$37,844	From OpEx table
Variable Cost per Service	$30	COGS breakdown
Price per Service	$75	Average revenue
Contribution Margin	$45	$75 - $30
Contribution Margin %	60%	$45 / $75
Break-Even Units	841	$37,844 / $45
Break-Even Revenue	$63,075	841 x $75
Expected Break-Even	Q2 2025	975 clients by Q3 2025
Safety Margin	13.8%	(975 - 841) / 975

Metric	Y1	Y2	Y3	Industry Benchmark

Gross Margin %	60.0%	61.5%	60.0%	50-70%
Operating Margin %	-80.8%	-0.3%	24.4%	10-15%
Net Profit Margin %	-88.7%	-0.3%	24.4%	5-10%
Current Ratio	0.8	1.2	2.1	1.5
CAC Payback	2.6 mo	2.4 mo	2.2 mo	6-18 mo
LTV:CAC	9.2x	9.8x	10.5x	3x
Monthly Burn	$46,875	$12,917	-$27,500	N/A
Runway	2.1 mo	12.4 mo	N/A	6+ mo

SECTION 10: RISK ANALYSIS

Top risks: 1) Crew turnover (probability 4/5, impact $18K/training) - mitigated by $38K technician salary (12% above market) and $1,000 retention bonus. 2) Drought reducing mowing frequency (probability 3/5, impact 15% revenue loss) - mitigated by drought-resistant landscaping add-ons (22% margin expansion). 3) Gas mower price drop (probability 2/5, impact 8% margin compression) - mitigated by 30% federal tax credit for electric fleet.

Mitigation execution: Monthly crew satisfaction surveys target 85% score; drought contingency fund ($10K) for rescheduling; fixed-price fertilizer contracts with EcoSoil Systems lock in costs through 2025. Contingency: SBA Express loan pre-approval for $150K at 7.5%.

Risk	Probability	Impact	Risk Score	Mitigation Strategy	Contingency Plan	Owner
Crew turnover	4	4	16	$38K salary + $1K bonus	Temp agency contract	COO
Drought impact	3	4	12	Drought-resistant add-ons	$10K rescheduling fund	CEO
Gas mower price	2	3	6	Federal tax credit	Lock fertilizer contracts	CFO
Uber Mow entry	3	3	9	GPS tracking USP	Loyalty pricing tiers	CEO
SBA loan default	1	5	5	6-month cash reserve	Equity bridge	CFO
TCEQ regulation	2	4	8	100% electric fleet	Legal compliance audit	COO
Referral drop	3	2	6	$50 credit program	Double ad spend	Marketing
Van breakdown	2	3	6	Spare van on lease	U-Haul backup	COO

SECTION 11: IMPLEMENTATION TIMELINE

Critical path: San Antonio market entry (Month 1-3), fleet electrification (Month 4-6), DFW launch (Month 7-9). Dependencies: Sales lead hire before ad spend; van delivery before crew deployment. Key priority: Achieve 225 San Antonio clients by Month 9 to hit $16,875 MRR.

Month	Milestone	Deliverables	Resources Needed	Success Metric	Owner
1	San Antonio sales lead hire	Job posting, interviews	$5K recruiter fee	Hired by Day 15	CEO
2	Google Ads launch	Ad sets, ZIP targeting	$8K budget	137 leads/month	Marketing
3	First 50 SA clients	Service delivery	2 crews deployed	$3,750 MRR	COO
4	Electric van delivery	Lease signing	$50K down payment	Vans operational	CFO
5	Fleet maintenance system	Schedule, training	$2K software	0 breakdowns/week	COO
6	150 SA clients	Service scaling	4 crews	$11,250 MRR	COO
7	DFW market research	ZIP code analysis	$3K consultant	Top 20 ZIPs identified	CEO
8	DFW sales lead hire	Recruiting	$5K fee	Hired by Day 10	CEO
9	225 SA clients	Client acquisition	$12K ad spend	$16,875 MRR	Marketing
10	App development start	Wireframes, specs	$10K deposit	Scope approved	CFO
11	First DFW clients	Service delivery	1 crew	25 clients	COO
12	975 total clients	Revenue scaling	All resources	$73,125 MRR	CEO

SECTION 12: APPENDIX

Available documents: SBA microloan agreement, Jobber system screenshots, customer survey data (n=450), equipment quotes from Greenworks Pro. All financial assumptions documented in CFO model (v3.2). Source: IBISWorld 2023, U.S. Census 2023, J.D. Power 2023, Yardly Survey 2022.