

Lawn Care Service

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Stunning green lawns never seem to lose their appeal, whether in the heart of suburbia or in front of a corporate headquarters, green grass is in high demand. Not to be confused with a general landscaping service a lawn care service focuses entirely on the lawn niche. This business is relatively inexpensive to start-up, easy to expand, offers an outdoor work lifestyle and has access to a large potential market in most areas. If you've considered starting a landscaping service but would prefer something a little more specialized then lawn care is for you.

Before The Start-Up, Let's Not Get Ahead Of Ourselves

No qualifications are required to start your own lawn care service. It is however essential that you enjoy working outdoors in all conditions, don't mind moving around a lot during your workday and have some what of a passion for grass!

The Start-Up

Before getting started its essential you have a thorough knowledge of lawns and your market. If you're not yet a lawn expert Amazon.com or you're nearest bookstore is the best place to get started. Chances are you'll make a few mistakes while learning so its best to practice your new found skills on your own lawn before starting your business.

Although mowing will be a large part of your lawn care service it is by no means the most important. More important services you will offer include fertilizing, edging, leaf removal, aerating, disease control, sod removal, planting and weeding.

To get started you'll need a pick-up truck or car with a trailer, commercial mower, rakes, a trimmer, leaf blower and possibly an aerating roller if you can afford it. If you only require expensive items like an aerating roller on occasion then it's best to rent.

Don't forget to choose a memorable name, slogan (pay off line) and logo for your business. Consider getting an all one package from Elance.com, which includes a logo, letterhead and business card design. If you're on a shoestring budget and have a computer its possible to design your own materials. Consider reading our article on [Business Cards, Brochures and Letterheads](#) for more information on doing it yourself.

Marketing

Market you lawn care service by networking within the industry. There are many related fields that make ideal network contacts such as tree surgeons and fellers, landscaping services, flower specialists and even interior decorators. Kick start the referral process by providing incentives such as a free lawn treatment or 10% discount on services to clients who refer other clients.

Advertise in local newspaper classifieds, garden magazines or journals, community newspapers and by handing out flyers in target neighborhoods.

Making It Work

Remember, any savings on supplies goes straight to your bottom line. If your clients are spread out over a wide area it's important to try schedule work in the same area at the same time. This will dramatically reduce transport costs and increase efficiency. If you do decide to rent equipment adopt the same strategy, schedule work that requires the rented equipment on the same day. This will ensure you make the best use of the equipment and easily offset the added expense.

Don't Forget

Proper accounting is essential to know how profitable your business really is. Consider using a free package like [Turbo Cash](#) or buying a single user license for an established system like [Pastel](#). Don't forget to account for hidden expenses such as transportation costs, wear and tear on your vehicle and equipment and general depreciation of assets.