

Mastermind Business Demographic Profile - Landscaping



Buyer Type: This niche calls a buyer a Customer.
Most Customer's need Landscaping Services 2-4 times a month

Top Selling 1x Services Services Not Needed More Than 1x A Year

Service	Low	High	Profit %	Service Use
Yard clean-up	\$200	\$1200	15-20%	1 time
Irrigation set-up	\$40	\$150	20%	1 time
Outdoor Lighting	\$1500	\$2000	15-20%	1 time
Gutter Clean-Up	\$175	\$450	15-20%	1 time

Top Selling Residual Services Needed More Than 1x A Year

Service	Low	High	Profit %	Service Use
Landscape Design	\$2014	\$6792	20-30%	1 time
Landscape Maintenance	\$100	\$200	20%	1 time
Residential Mowing	\$30	\$80	15-20%	2 time
Residential Fountain Cleaning	\$75	\$100	10-15%	1 time



Ecom Product / Services Opportunities: Landscape Design and Offerings

Client Education Training Opportunities: Best Landscaping Tips, Best Plants/Trees For Area

The Value Of A Customer Are As Follows

Average Yearly Value: **\$7500**

Average Life Time (5 year) Value: **\$90,000**

Client Referral Value: **\$180,000**

Active Yearly Buyer Types Based On Business Income

\$1M Income: 133 Active Yearly Customers Valued at \$7500 or 11 a month

\$5M Income: 655 Active Yearly Customers Valued at \$7500 or 55 a month

How can Landscaping service 55+ Customers a month? Selling Monthly Residual Services and Scaling Services with Customers

Average Marketing Costs

Average Costs Per Click: The average of an Adwords click is around: \$4.17-\$11.50

Average Cost Per Opt-in Lead: The average cost of an opt-in lead that gives their name and information is: \$59.18 for search \$60.76 for display

Average Cost Per Call: The average cost for call or a "Hot Lead Transfer" is: +\$60

Average Cost Per Acquisition: Average cost to acquire a new Landscape Customer through marketing is: \$500

Marketing Seasons

Busiest Months: Geographic location is a factor in determining the busiest season for Landscapers. Typically, the northern states will be busier during the spring through fall seasons, while the southern states will be busy year round.

Slowest Months: These would be the winter months in the northern states unless the Landscaping business also provides snow plowing and removal.

Best Selling Times: Design/Installation is best in the Spring time as other contracting work is starting



Education And Credentials

Education For The Owner And Staff:

Landscapers usually require an Associates Degree while a Landscape Architect requires Education For The Owner And Staff: Landscapers usually require an Associates Degree while a Landscape Architect requires a Bachelor's Degree. a Bachelor's Degree.

Credentials For The Owner And Business:

Landscape contractors are not required to have professional certification beyond business licenses. Certified Manager, which identifies certified landscape contractor business owners or managers.

Top Associations For [Landscapers]:

National Association of Landscape Professionals, Association of Professional Landscapers, American Society of Landscape Architects

Regulation Organizations:

Occupational Safety and Health Administration Local and State Regulatory Committees/Boards

