Evergreen Yard Co. — Business Plan

Landscaping business in Charlotte, NC · Startup plan

Executive summary

Evergreen Yard Co. is a new landscaping business in Charlotte, NC offering weekly and biweekly lawn mowing and edging; spring and fall cleanups and mulching; hedge trimming, pruning and bed maintenance; and small installs: sod, plantings and paver paths. The model is recurring maintenance on tight routes, priced from real costs, with installs and seasonal work layered on top.

Startup budget: $18,700 across 9 items, funded from savings. Target: $12,000 in monthly sales.

Twelve months from now, success looks like this: Forty recurring lawn clients on a tight route, one crew member hired, and one install job a month

Products and services

Evergreen Yard Co.'s core service is weekly and biweekly lawn mowing and edging. Recurring visits run on fixed days so the route stays tight, installs are quoted per project with a deposit, and seasonal offers keep the calendar full in the shoulder months.

- Weekly and biweekly lawn mowing and edging
- Spring and fall cleanups and mulching
- Hedge trimming, pruning and bed maintenance
- Small installs: sod, plantings and paver paths

Market analysis

The customers are homeowners who value their weekends, property managers and HOAs who want one reliable contractor for recurring grounds work, and the small commercial sites in between.

- Homeowners who'd rather pay than spend Saturday on the yard
- Landlords, HOAs and property managers with recurring grounds contracts
- Small commercial sites — offices, clinics and churches
- Real-estate agents who need a listing to look sharp fast

Marketing strategy

Most customers will find Evergreen Yard Co. on Google Maps and through word of mouth from neighbors — a searched-for lawn service, or the street that noticed one yard looking sharp every week. Reviews on the Google Business Profile, yard signs, and a website with before-and-after photos and a quote form turn that into recurring bookings.

- Google Business Profile and Google Maps — “lawn care near me” plus your city
- Word of mouth and next-door referrals — one good lawn sells the street
- Neighborhood groups, Nextdoor and local Facebook groups
- Property managers and HOA boards who award recurring contracts
- A website with services, prices from, before-and-after photos and a quote form

Operations plan

Routes are built by neighborhood and day so the truck barely moves between jobs. The owner works the crew in year one, maintains equipment on a schedule, and hires only when a full route proves the pricing covers wages.

- Recurring clients grouped by neighborhood and day so the truck barely moves
- Prices set from your real costs: labor, fuel, equipment wear and dump fees
- Equipment maintained on a schedule — a down mower is a lost day
- Seasonal offers that fill the shoulder months: cleanups, mulch, holiday lights
- Installs quoted per project with a deposit before materials are bought

Startup costs

What it will take to open the doors, funded from savings.

Startup costs

ITEM	AMOUNT
Mower, trimmer, blower and hand tools	$4,750
Truck or trailer (used)	$9,000
General liability insurance (first year)	$1,050
Business registration, LLC and licenses	$300
Truck lettering, yard signs and business cards	$600
Website and Google Business Profile	$0
Scheduling, invoicing and payments software (first year)	$0
Safety gear, uniforms and first supplies	$500
Working capital (first two months)	$2,500
Total	**$18,700**

Typical range to start a landscaping business in the US: $6,600–$33,400. Your list is what you decided to spend — replace estimates with real quotes as you get them. Website and Google Business Profile: Your Zarla plan includes the website and walks you through your Google Business Profile — a designer typically charges $2,000 or more to build one. Scheduling, invoicing and payments software (first year): Your Zarla plan includes online booking, invoicing and customer management with the website — no separate subscriptions for those.

Financial plan

The numbers below come from your own startup list and typical monthly costs for a landscaping business in the US. Startup costs are modest; the seasonal dip and the first hire are the two things to plan cash for.

Typical monthly operating costs for a landscaping business: $500–$8,830 a month, before the owner's own pay.

At $12,000 in monthly sales, Evergreen Yard Co. would clear $3,170–$11,500 a month before owner pay and tax, and recover the $18,700 startup budget in roughly 2–6 months.

Typical monthly operating costs

COST	TYPICAL RANGE
Fuel for the truck and equipment	$200–$800
Equipment maintenance, blades and repairs	$100–$400
Insurance	$50–$150
Dump fees and materials (mulch, plants, sod)	$100–$2,000
Scheduling and payments software (included with Zarla)	$0–$80
Marketing	$50–$400
Labor (once you hire)	$0–$5,000

US ranges for a small operation; replace with your own figures as you learn them. Lines marked (included with Zarla) are what those tools cost separately — with Zarla they are part of one monthly plan.

Risks and honest downsides

Every landscaping business plan should say out loud what can go wrong. For Evergreen Yard Co., the real risks are:

- It's seasonal in much of the US — winter income needs a plan (cleanups, snow, holiday lighting) or savings
- Equipment breaks; a down mower in peak season is a lost week of income
- Underpricing is the classic mistake — booked solid at $30 a lawn can still lose money once fuel and wear are counted
- Margins tighten sharply once you hire; wages, no-shows and training eat the per-lawn profit
- Weather cancels days and compresses the schedule; clients still expect their day

Licenses, permits and insurance

What Evergreen Yard Co. needs before it can legally trade in the US. Rules vary by state and city — confirm each item with your local licensing office and an accountant.

- General business license — From your city or county in most of the US; some areas add a specific landscaping or contractor license above a job-size threshold.
- Business registration and EIN — Most landscapers form an LLC; register a DBA if you trade under another name.
- Pesticide applicator license — Required in every US state to apply weed control, fertilizer or pesticides commercially — training and an exam through your state agriculture department.
- General liability insurance — Not always legally required, but commercial, HOA and property-management clients won't hire you without it.
- Workers' compensation — Required in most states once you have employees.

Milestones: the next 30 days

The first month's to-do list for Evergreen Yard Co., in order:

- Register the business, get an EIN and open a business bank account
- Get general liability insurance and check whether you need a pesticide license
- Buy or service your equipment and set a maintenance schedule
- Price your services from real costs and two or three local quotes
- Set up a free Google Business Profile and put your website live
- Knock on doors in two or three target neighborhoods and offer a first-cut deal for recurring clients
- Fill one route day completely before opening a second
- Ask every happy client for a Google review and a referral

Appendix: what a lender will ask for

This plan tells the story and shows the numbers. If you take it to a bank, expect to be asked for these documents as well:

- Two years of personal tax returns and a personal financial statement
- A month-by-month 12-month cash-flow projection that shows the seasonal dip
- Proof of insurance and your business registration
- A list of recurring clients or contracts, with expected monthly revenue
- Quotes for the truck or equipment if you're borrowing for them
- Your credit report and anything you can offer as collateral

Sample plan for a fictional business, written by Zarla's free business plan generator. Every figure is a typical US range or calculated from the sample's own numbers — nothing is a market projection. Make it yours in five questions: zarla.com/business-plan-generator?industry=landscaping

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