



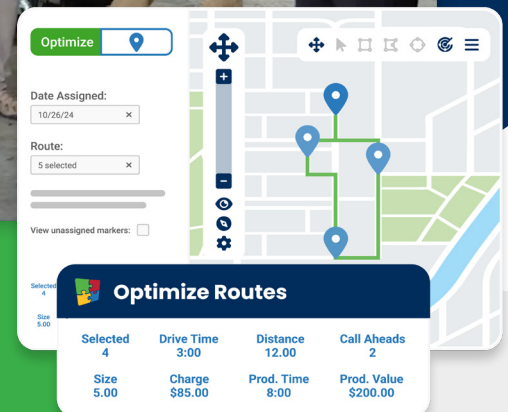
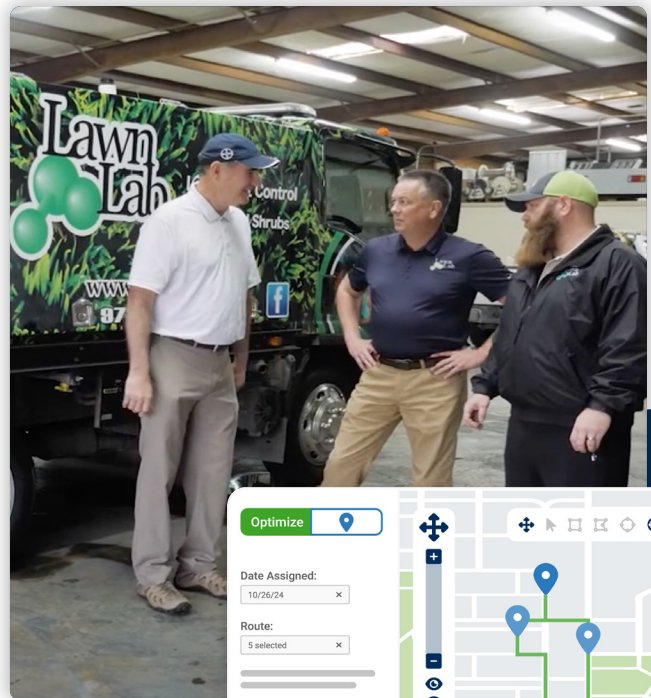
**RealGreen®**  
by WORKWAVE™

## **FROM SOUP TO NUTS:** **The Lawn Lab Success Formula**

### **WHY LAWN LAB CHOOSES REALGREEN**

When asked why they'd recommend RealGreen to other lawn care professionals, Joel English, President of Forney, Texas-based Lawn Lab, didn't hesitate: "RealGreen has evolved enough that soup to nuts you can do almost everything with your business."

This comes from a company that has experienced firsthand what it means to scale a lawn care operation without losing customers along the way. **Their journey illustrates how the right software platform becomes the foundation for sustainable growth and marketing success.**



**“I'd say utilize all of RealGreen's capabilities. Especially if you are a new business. YOU NEED THOSE TOOLS.”**

## BUILDING BRAND RECOGNITION THROUGH STRATEGIC MARKETING

Lawn Lab's marketing evolution tells the story of adaptation and strategic thinking. Starting with door hangers as their primary marketing method, they've built a comprehensive approach that leverages multiple channels while maintaining what works.

"We still believe in door hangers to this day," English explains. But they've expanded far beyond that foundation. Their trucks have become mobile billboards with very noticeable branding that creates instant recognition in their service areas. "People know who we are because of that," he notes, highlighting how consistent visual identity builds community awareness.

Lawn Lab also maintains an active referral program, recognizing that satisfied customers remain a potent marketing asset. This multi-pronged approach has helped them achieve something remarkable in the lawn care industry: "We haven't lost any [customers] since we've been in business. And we've had years where we gained a lot."



## THE POWER OF ROUTE DENSITY AND MARKET FOCUS

One of their key strategic advantages comes from understanding market density. "We're pretty dense in the markets we serve," says English. This density didn't happen by accident. RealGreen's routing capabilities have helped Lawn Lab get "tighter and tighter" route efficiency, which creates multiple benefits: reduced drive time, lower fuel costs and the ability to serve more customers in tightly concentrated areas.

This density also amplifies their marketing efforts. When their trucks are frequently visible in specific neighborhoods, brand awareness compounds naturally. The visual consistency reinforces their brand and makes Lawn Lab's marketing investments more effective.





## ADAPTING MARKETING TO MARKET CONDITIONS

As the company has expanded into new markets, they've learned that different areas require different marketing strategies. "We've noticed differences based on whether it's a competitive market or a new market or new builds," English observes. Based on this insight, they've developed a sophisticated, focused approach, moving away from every-door direct mail campaigns toward more targeted direct mail aimed at specific demographics and neighborhood types. This includes combining print and digital marketing campaigns to create what English says is "a more holistic approach."

For new neighborhoods that match their ideal customer profile, Lawn Lab still considers old-fashioned block walking, noting that a neighborhood with the "right size yards, right demographic" hits that high-potential sweet spot that makes the boots-on-the-ground effort worth it.

English also candidly notes one of the biggest challenges facing growing lawn care businesses: maintaining healthy growth rates as you get larger. "There is a point where you may be growing and losing some because you're going to lose some, and the overall growth rate is harder to attain when you get larger than what you're used to."

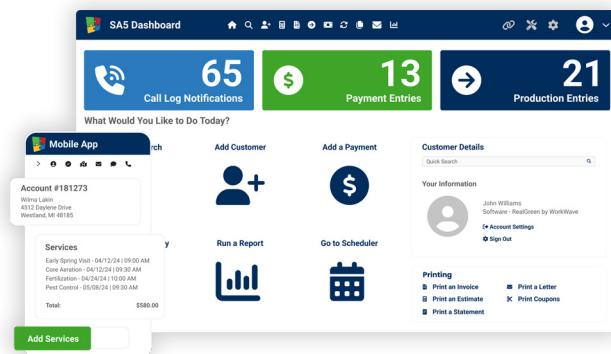
This insight reflects the reality that many successful businesses face. Early growth often comes from low-hanging fruit, but sustained growth requires more sophisticated strategies and systems. Lawn Lab's solution? "I think an integrated marketing plan is the only way to get that percentage back where you're getting more than you're losing."



## THE INTEGRATION ADVANTAGE

RealGreen's comprehensive platform has enabled this integrated approach. Rather than managing separate systems for routing, customer management, marketing and operations, everything works together. This integration becomes particularly valuable as businesses scale because it prevents the data silos and communication gaps that often plague growing companies.

When it comes to lead tracking and ROI measurement, English says they are hoping to utilize RealGreen to dive deeper through better data analysis and reporting. "We don't have that as dialed in as I would like. That's part of what we're going to try and work on." He's confident that RealGreen's tools, combined with better internal processes, will help them achieve this goal.



## ADVICE FOR GROWING BUSINESSES

English's advice for other lawn care companies is direct. "If you're in our business and you're not doing marketing — first of all, you have to in order to grow." Specifically, he recommends RealGreen's cross-channel marketing capabilities to fuel growth for up-and-coming businesses. "I'd say utilize all of RealGreen's capabilities. Especially if you are a new business. You need those tools."

