Grow That Local

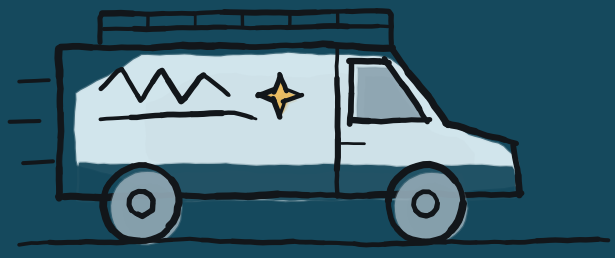
*a free guide*

# 12 newsletters a landscaper can send this year

**A year of finished monthly emails for your customers. Fill in the brackets, add one photo, send.**

For landscaping business owners who can't picture a newsletter.

- 12 short sections in 4 parts
- 36 things you can do in the next 24 hours
- An example in every section
- Sources for every figure



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# Before you start

Your weekly customers see your crew every week, but they rarely hear what else you do. Your one-time customers, the spring cleanup or the patio from two years ago, have mostly forgotten your name. A short email each month fixes both. It sells the add-ons your route customers would buy if you asked, and it brings back the yards you haven't seen in a while.

This pack has 12 emails, one for each month. Each one has a subject line, the preview text (the gray line people see next to the subject in their inbox), the email itself, the photo to add and the one thing it asks for. Copy it into your email tool, fill in the brackets, add the photo, send.

**Why email.** In Litmus's 2025 State of Email survey, 35% of marketing leaders said they got $10 to $36 back for every $1 spent on email, and another 35% said they got more than that (Litmus, litmus.com). It's a survey of marketers across many industries, so treat it as a sign that email is worth doing, not a promise for your business.

**The rules, once.** A newsletter that promotes your business is a commercial email, and the federal CAN-SPAM Act covers it, including emails to customers you already mow for. Here's what the Federal Trade Commission's CAN-SPAM guide asks of you (FTC, "CAN-SPAM Act: A Compliance Guide for Business", ftc.gov):

- Say who it's from. The From name, the reply-to address and the subject line must be honest. Use your business name.
- Put your mailing address in every email: your street address, or a post office box you've registered with the Postal Service.
- Give people a clear way to unsubscribe, and honor it within 10 business days. You can't charge for it or ask for anything more than their email address.
- Make it clear the email is promoting your business. A newsletter with your logo, your name in the From line and a "book" link does that. Don't dress a sales email up as a personal note or an invoice.
- If someone sends it for you, you're still responsible for it.

The FTC says each email that breaks these rules can cost up to $53,088 (FTC, ftc.gov). The law doesn't require permission before you email, but we'd only email people who've hired you, asked for a quote or asked to hear from you. Strangers mark you as spam, and that hurts every email after.

**The footer.** Most email tools add this for you. Check it's there before your first send:
**Footer for every email:**
"[business] · [street address or registered P.O. box], [town], [state] [ZIP] · [phone]. You're getting this because you hired us or asked to hear from us. Unsubscribe: [unsubscribe link]"

**Texting.** These are emails. If you send any of them by text instead, the texting rules apply: written consent for marketing texts, say who it's from, and an easy way to opt out. Our free guide Texting Customers Without Breaking the Rules covers it.

**The months.** This year is for a made-up landscaper in a place with real winters. Your two key dates are your average last spring freeze and your first fall freeze. NOAA publishes both for towns across the US (NOAA, last spring freeze, ncei.noaa.gov; NOAA, first fall freeze (ncei.noaa.gov)). In warmer places, move the spring emails earlier and swap the snow email for pruning or design work.

**The brackets.** [first name] is the customer's first name. [your name] is yours. [business] is your business name. [town] is where they live. [phone], [review link] and [booking link] are yours. Anything else in brackets is a detail only you know, such as a date. Anything in brackets that starts with "If" is an offer: keep it only if you make that offer.

Two rules we kept while writing it:

- Every number has a public source you can check, listed at the end. When we didn't have one, we say "GTL estimate" and tell you why we think it.
- Every email is a made-up starting point. Only send what's true for your business.



*Part 1*

# Winter and the spring sign-up

## 1 January: pruning while the yard sleeps

**When to send it.** The second week of January, when the holidays are over and nobody's thinking about the yard yet.

- **Subject line:** The best time to shape your trees is right now
- **Preview text:** Bare branches show us what summer leaves hide.

Hi [first name],
It's [your name] from [business]. The yard's asleep, so this might seem like an odd time to write. But late winter is when we do some of our most useful work.
With the leaves gone, we can see the whole shape of a tree or shrub: the branches that cross and rub, the ones growing toward the house or the roof, and the dead wood that'll drop in the first spring storm. Many shrubs and small trees are best pruned now, before they leaf out, so they put their spring growth where you want it.
A few things worth a look on your next walk outside. Branches touching the roof, siding or a power line. Shrubs that have grown over a walkway or a window. Limbs that are cracked, hanging, or bare when the rest of the tree isn't.
We have [number] winter pruning days open before [date]. If any of this sounds like your yard, reply "pruning" and we'll come take a look and send you a price. [For large trees or anything near a power line, we'll point you to a certified arborist.]
[your name], [business], [phone]

**Photo to add.** A real before-and-after of shrubs your crew shaped last winter.

**The one ask.** Reply "pruning" to get a winter pruning price.

**Do it in 24 hours**

- [ ] Export every current and past customer's email into one list in your email tool, tagged "maintenance" or "project."
- [ ] Set up the footer above and send yourself a test email.
- [ ] Decide how many pruning days you can sell this winter, and put that number in the email.

## 2 February: keep your mowing day

**When to send it.** About six weeks before your average last spring freeze.

- **Subject line:** Want the same mowing day this year?
- **Preview text:** Current customers pick first. Spots open to everyone on [date].

Hi [first name],

Spring's still a few weeks off in [town], but our mowing routes for the year are filling now, and we want you to have first pick.

If you'd like the same day and the same crew as last year, just reply "yes." That's all it takes. We'll keep your spot and send you your first visit date when the grass starts growing.

If you'd like to change anything, this is the time to tell us. Maybe a different day works better now, or you'd like us to start edging the beds every visit, or you want us to bag the clippings instead of mulching them. Reply with what you'd change and we'll fit it in.

On [date], we open the remaining spots to new customers, and they tend to go fast once the first warm weekend hits. So if you know a neighbor who's been looking for a crew, now's a good time to mention us.

Thanks for another year,

[your name], [business], [phone]

**Photo to add.** Your crew on a real route street last spring, a fresh-cut lawn with clean stripes.

**The one ask.** Reply "yes" to keep the same day.

**Do it in 24 hours**

- [ ] Look up your average last spring freeze date and count back six weeks.
- [ ] Pick the date you'll open leftover spots to new customers.
- [ ] Schedule this email to your maintenance customers only.

## 3 March: the spring cleanup list

**When to send it.** Two to three weeks before your average last spring freeze.

- **Subject line:** What a spring cleanup covers (and when we can come)
- **Preview text:** Leaves, beds, edges and the winter mess, in one visit.

Hi [first name],

The snow's mostly gone in [town], and what's under it isn't pretty. Matted leaves in the beds, broken branches, dead stems from last year's perennials and lawn edges that have crept onto the walk.
Our spring cleanup takes care of all of it in one visit. We clear the leaves and sticks from your lawn and beds, cut back last year's dead growth, edge the beds and walkways, and haul everything away. If your lawn needs it, we'll also tell you what we'd do about thin or bare patches, and you decide.
Timing matters. Clearing the beds before new growth comes up is much easier on the plants than working around fresh shoots. And a lawn that's been raked clean greens up faster once it warms.
Our cleanup dates run from [date] to [date]. Maintenance customers get first pick. Book yours at [booking link] or reply "cleanup" and we'll send you the next open day.
[If you offer it: Book your cleanup and your first mow together, and we'll do them in the same visit.]
[your name], [business], [phone]

**Photo to add.** A real before-and-after of a spring cleanup: matted beds on one side, clean edges and fresh soil on the other.

**The one ask.** Book a spring cleanup.

**Do it in 24 hours**

- [ ] Set your cleanup dates and how many you can fit per day.
- [ ] Take your before photos this year, so next March's email has new ones.
- [ ] Send it to past one-time cleanup customers too, not just your route.



*Part 2*

# Spring and early summer

## 4 April: the sprinkler start-up

**When to send it.** A week or two after your average last spring freeze, before people turn their systems on.

**The fact behind it.** The US Environmental Protection Agency's WaterSense program runs a spring "Sprinkler Spruce-Up" with four steps: inspect, connect, direct and select. It says a leaky or broken system could waste up to 25,000 gallons of water and $280 over a six-month watering season (EPA WaterSense, Sprinkler Spruce-Up, epa.gov).

- **Subject line:** Before you turn the sprinklers on
- **Preview text:** A broken head can waste a lot of water before you notice.

Hi [first name],
It's almost time to turn the sprinklers back on in [town]. Before you do, here's why a start-up visit is worth it.
Over the winter, frost, mowers and the odd snow shovel break sprinkler heads and knock others out of line. Because most systems run at night or early in the morning, a broken one can spray the street for weeks before anyone sees it. The EPA says a leaky or broken system can waste up to 25,000 gallons of water in a season.
Our start-up visit follows the EPA's own checklist. We check every head for cracks and clogs, look for leaks at the valves and joints, and aim each sprinkler at the lawn and beds instead of the driveway. Then we set your controller for spring, not for last August.
If your controller is old, we'll also tell you about the newer kind that adjusts to the weather on its own. No pressure, just the option.
We're booking start-ups from [date]. Reply "sprinklers" or book at [booking link].
[your name], [business], [phone]

**Photo to add.** A real photo of a cracked sprinkler head your crew replaced, held in a gloved hand.

**The one ask.** Book a sprinkler start-up.

**Do it in 24 hours**

- [ ] Pull every customer with an irrigation system into one group in your email list.
- [ ] Set your start-up price and the dates you'll do them.
- [ ] Keep the next broken head you replace for this month's photo.

## 5 May: mulch and new plants

**When to send it.** Early May, once the beds are clean and the soil has warmed.

- **Subject line:** Fresh mulch, and how to keep new plants alive
- **Preview text:** One visit for the beds, and a watering rule for anything you plant.

Hi [first name],
May is mulch month at [business]. A fresh layer in your beds holds water in the soil, keeps weeds down and makes the whole yard look finished.
Here's what we do. We weed the beds, edge them so the mulch has a clean line to sit behind, and spread a layer about [depth] deep. We keep it pulled back from tree trunks and the base of shrubs, because mulch piled against bark holds moisture where it shouldn't.
If you're adding new plants this spring, whether we plant them or you do, the first few weeks are what decide whether they make it. New roots haven't reached far yet, so they need water more often than the rest of the yard. We leave a simple watering card with every planting job, and we'll gladly send you one if you planted on your own.
Want mulch this year? Reply "mulch" with your color choice (dark brown, black or natural), and we'll send a price and a date. [If you offer it: Book by [date] and we'll do it on your regular mowing day.]
[your name], [business], [phone]

**Photo to add.** A real bed your crew just mulched, with a crisp edge along the lawn.

**The one ask.** Reply "mulch" with a color to get a price.

**Do it in 24 hours**

- [ ] Fill in the depth you use and your mulch colors.
- [ ] Write a one-card watering guide for new plants and save it as a PDF.
- [ ] Schedule the email for the first week of May.

## 6 June: watering in the heat

**When to send it.** The week before your first forecast hot spell of the summer.

**The fact behind it.** For lawns where water runs off, EPA WaterSense suggests "cycle and soak": short watering runs with breaks in between, so the water can soak into the soil (EPA WaterSense, Sprinkler Spruce-Up, epa.gov).

- **Subject line:** Watering in the heat: when and how long
- **Preview text:** More water isn't the fix. Here's what is.

Hi [first name],
The first hot stretch of summer is on its way to [town]. Here's how to keep your lawn green without wasting water or money.
Water early. Early morning is cooler and calmer, so less water blows away or dries up before it soaks in.
Water deep, not every day. A long soak a few times a week grows deeper roots than a quick sprinkle every evening. Deeper roots handle heat better.
If water runs onto the sidewalk before the lawn is soaked, split the time into shorter runs with a break between. The EPA calls this "cycle and soak." It lets the water sink in instead of running off.
And if it rains, skip a day. Grass that's watered too often grows shallow roots and invites disease.

If you have a sprinkler system, we can set all of this up for you on the controller, so you don't have to think about it. Reply "watering" and we'll stop by on your next mowing visit and set it for the summer. [your name], [business], [phone]

**Photo to add.** A real photo of a sprinkler running at first light on a customer's lawn.

**The one ask.** Reply "watering" to have the controller set for summer.

**Do it in 24 hours**

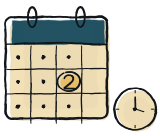
- [ ] Check your local water rules for watering days or hours, and edit the email to match.
- [ ] Decide what a summer controller visit costs, or whether it's free for route customers.
- [ ] Watch the forecast and send it the week before the first heat.

*or we can do it for you*

**Free sample: Your first newsletter, written**

Made from your own job photos. Email newsletter is $50 a month, with a 7-day full refund.

**Email newsletter: growthatlocal.com/services/email-newsletter**



*Part 3*

# Summer and the fall push

## 7 July: your neighbors' lawns

**When to send it.** Mid-July, when routes are steady and you have room for a few more stops.

- **Subject line:** We're already on your street every [day]
- **Preview text:** If a neighbor's been looking for a crew, this one's worth forwarding.

Hi [first name],
Here's something about how our routes work. When we take care of several yards on the same street, we spend our time mowing instead of driving. That means we can keep our prices steady and our crews on schedule.
So if a neighbor has asked who does your yard, or you've noticed one that's gotten away from its owner this summer, we'd be grateful if you sent them our way. Forward this email, or give them our number: [phone].
They'll get the same crew that's already on your street, on the same day, with a price before we start. No contract required [or: a simple season agreement they can cancel any time].
[If you offer a thank-you: When a neighbor you send us signs up, we'll take [thank-you amount or gift] off your next bill as our thanks.]
And if there's anything we could do better at your place, reply and tell us. We'd rather fix it than have you wonder.
[your name], [business], [phone]

**Photo to add.** A wide shot of a real route street with two or three of your lawns side by side.

**The one ask.** Forward this email to a neighbor.

**Do it in 24 hours**

- [ ] Decide whether you'll give a thank-you for referrals, and what.
- [ ] List the streets where you already mow three or more yards.
- [ ] Send this email to those streets first.

## 8 August: fall aeration and seeding

**When to send it.** Mid-August, before you book September.

- **Subject line:** Thin lawn? September is when to fix it
- **Preview text:** Aeration and seeding dates are open now.

Hi [first name],
If your lawn came out of the summer thin, patchy or worn down where the kids and dogs run, early fall is the time to fix it.

In late summer and early fall, the soil is still warm, which helps grass seed sprout, and the air is cooling off, which is easier on young grass. [For cool-season lawns, which most of ours are, this is the best window of the year.] Weeds slow down too, so new grass has less competition.
Here's what we do. Core aeration pulls small plugs of soil out of the lawn, which loosens packed ground and lets water, air and seed reach the roots. Then we overseed, so new grass fills in the thin spots. After that, the lawn needs steady watering for a few weeks, and we'll tell you exactly how much.
We're booking September now, and the dates go quickly once the weather turns. Reply "yes" and we'll add aeration and seeding to your next visit, with a price before we start.
[your name], [business], [phone]

**Photo to add.** A real lawn your crew seeded last fall, photographed again the next spring.

**The one ask.** Reply "yes" to add aeration and seeding to a September visit.

**Do it in 24 hours**

- [ ] Check which grass types your customers have, and edit the bracketed line to match.
- [ ] Set your aeration and seeding price and how many lawns a day you can do.
- [ ] Take next spring's after photo of every lawn you seed this fall.

## 9 September: a review, if we earned it

**When to send it.** Mid-September, after the summer season. Send it to every customer from the past year, not only the ones you think were happy.

**The fact behind it.** Google's rules for reviews forbid offering incentives such as payment, discounts or free services for a review, and forbid asking only happy customers (Google Maps user contributed content policy, support.google.com).

- **Subject line:** How did your yard do this year?
- **Preview text:** Two minutes on Google helps a neighbor find a good crew.

Hi [first name],
We've been in your yard [every week / a few times] this year, and we'd love to know how it went from your side.
When people in [town] look for a landscaper, most of them start on Google and read what neighbors wrote. They want to know whether the crew shows up on the same day, whether the edges are clean, and whether anyone calls back when something's wrong.
If you have two minutes, would you leave us a review? Here's the link: [review link]
The most useful reviews say what we do for you, how long we've been doing it, and what the yard looks like now. Plain and honest beats polished. If something wasn't right this year, say that too. We read every one.
If you've already left one, thank you. You can ignore this email.
And thank you for another season. It's a good feeling to drive down your street and see a yard we're proud of.
[your name], [business], [phone]

**Photo to add.** A real yard on your route at its best this summer, with the owner's permission.

**The one ask.** Leave a Google review.

**Do it in 24 hours**

- [ ] Copy your review link from your Google Business Profile and test it on your phone.
- [ ] Send the email to every customer from the past 12 months.
- [ ] Reply to every new review within a day or two.



*Part 4*

# The first freeze and winter

## 10 October: sprinkler shut-down and the leaves

**When to send it.** About two to three weeks before your first fall freeze date.

- **Subject line:** Shut the sprinklers down before the first hard freeze
- **Preview text:** Water left in the lines can crack pipes and heads over winter.

Hi [first name],
The first hard freeze usually reaches [town] around [date]. Before it does, your sprinkler system needs to be shut down for the winter.
Water left in the pipes, valves and heads expands when it freezes. That can crack pipes underground, where you won't find the leak until you turn the system on in spring and the yard turns into a pond. We shut off the water to the system, clear the lines [with compressed air], and set the controller to off, so everything is ready for an easy start next April.
This is also leaf month. A thick layer of wet leaves left on the lawn over winter can smother the grass under it. We can mulch light leaf cover into the lawn on our regular visits, or do a full leaf cleanup with haul-away once most of the trees are bare.
Reply "shut-down" to book your sprinklers, "leaves" for a leaf cleanup, or both. We'll send you a date and a price. Our shut-down spots before [date] are limited, so earlier is better.
[your name], [business], [phone]

**Photo to add.** A real photo of your crew at a valve box doing a shut-down, or a lawn half cleared of leaves.

**The one ask.** Reply "shut-down" or "leaves" to book.

**Do it in 24 hours**

- [ ] Look up your first fall freeze date and fill it in.
- [ ] Set your shut-down price and how many you can do before that date.
- [ ] Send it to your sprinkler customers first, then the rest of the list.

## 11 November: snow and holiday lights

**When to send it.** Early November, before the first snow. Skip or swap this one if you don't offer winter work.

- **Subject line:** Snow and lights: sign up before the first flake
- **Preview text:** Our winter list is filling. Here's what we offer.

Hi [first name],

Winter's close in [town]. Here's what we do once the mowing stops, in case it saves you a cold morning or a ladder.
[If you plow or shovel: Snow removal. We clear your driveway and front walk after every [inches]-inch snowfall, usually by [time]. You sign up once and we come automatically. Spots are limited, because we can only promise a time to the driveways we already have on our route.]
[If you hang lights: Holiday lights. We hang them, keep them working through the season and take them down in January. You pick the style, and we bring the clips and timers. Everything goes up without nails in your trim or gutters.]
Our winter list closes on [date], or when the route is full. Reply "snow," "lights" or both, and we'll send you a price.
And if you'd rather do your own lights but want the yard ready for them, we can clear the beds and trim the shrubs out front on one last fall visit.
Thanks for a good season,
[your name], [business], [phone]

**Photo to add.** A real house your crew lit last December, from the street, with the owner's permission. Or a cleared driveway at dawn.

**The one ask.** Reply "snow" or "lights" to get a winter price.

**Do it in 24 hours**

- [ ] Delete the bracketed offer you don't sell, and fill in the one you do.
- [ ] Decide how many snow driveways your route can promise a time to.
- [ ] Set the date your winter list closes.

## 12 December: thank you, and next year's project

**When to send it.** The second week of December.

- **Subject line:** Thank you, and one question for next year
- **Preview text:** What's the one spot in your yard you'd change?

Hi [first name],
Before the year wraps up, thank you. Every yard on our route is someone who let us onto their property every week and trusted us with it. A lot of our new customers this year came from you mentioning us to a neighbor.
Now a question. If you could change one spot in your yard next year, what would it be? Maybe it's the bare corner under the big tree, the beds that never fill in, the soggy patch by the downspout, or a patio you've been picturing for years.
Winter is when we have time to think about it with you. We can come out in January, walk the yard, and sketch a plan and a price, so the work is booked before the spring rush starts. Projects booked over the winter get the first spring dates.
Just reply with a photo of the spot and a sentence about what you'd like. We'll write back with ideas, and you can decide from there.
Have a warm and restful holiday,

[your name], [business], [phone]

**Photo to add.** A real project you finished this year, such as a patio or a new bed, shot in good light.

**The one ask.** Reply with a photo of the spot they'd change.

**Do it in 24 hours**

- [ ] Block out your January days for design visits.
- [ ] Pick your best project photo of the year.
- [ ] Schedule this email for the second week of December.

*or we can do it for you*

**Free sample: Your first newsletter, written**

Written for this month's weather in your town. Email newsletter is $50 a month, with a 7-day full refund.

**Email newsletter: growthatlocal.com/services/email-newsletter**



# Your first 24 hours, in one list

You don't need all 12 today. Start with these:

- [ ] Put every current and past customer's email in one list, tagged "maintenance" or "project" (section 1).
- [ ] Set up the footer with your business name, mailing address and unsubscribe link (before you start).
- [ ] Look up your last spring and first fall freeze dates, and set the send dates from them (before you start).
- [ ] Copy your Google review link and test it on your phone (section 9).
- [ ] Pick next month's email, fill in the brackets and schedule it.



# Where to go next

These emails come from The Landscaper Marketing Playbook, our free guide to getting more landscaping work. Sections 14 and 15 cover your email list and a year of emails, and section 16 covers referral partners.

Want to know what your list is worth? What your past customers are worth each year shows the repeat and referral work a monthly email brings back. For the rush months, The Landscaper Storm and Season Playbook plans your spring sign-ups, heat waves, storms and winter work.



# If you'd rather hand it off

Grow That Local does this work for landscapers every month. Each service starts with a free sample, so you see the work before you pay.

**Best fit for this guide: Email newsletter. Free sample: your first newsletter, written. Email newsletter is $50 a month, with a 7-day full refund.**

**Email newsletter** — **$50 a month · 7-day full refund**
Stay top of mind, so past customers call you first. Free sample: your first newsletter, written.

**Websites** — **from $1 a month · 7-day full refund**
A fast, good-looking site that turns visitors into calls. Free sample: a preview of your new site.

**Google Business Profile** — **$200 a month · 7-day full refund**
Show up in the map when neighbors search for what you do. Free sample: a profile check-up with 10+ fixes.

**Review requests** — **$100 a month · 7-day full refund**
More 5-star reviews, without the awkward asking. Free sample: your first 10 requests sent.

**Social media posts** — **$200 a month · 7-day full refund**
Fresh posts every week, made from your real job photos. Free sample: two weeks of posts, ready to go.

**SEO** — **$400 a month · 7-day full refund**
Climb Google for the searches that bring in jobs. Free sample: a ranking check and 10 fixes.

**Win-back texts** — **$100 a month · 7-day full refund**
Bring past customers back for their next job. Free sample: your first 25 customers texted.

**Neighborhood postcard** — **$400 a month · 7-day full refund**
Your ad in mailboxes across nice neighborhoods. Free sample: your ad, designed and shown on the card.

**Monthly report card** — **free**
See how you stack up against local competitors. Free sample: your first report card, this month.

**Text us at (423) 924-2014, or start at growthatlocal.com/start.**

# Sources

**Every statistic above, with where to check it:**

1. Litmus, 2025 State of Email survey (nearly 500 marketing leaders): 35% get $10 to $36 back for every $1 spent on email; a further 35% get more than $36. litmus.com (before you start)
2. FTC, CAN-SPAM Act: A Compliance Guide for Business: each separate email in violation can bring penalties of up to $53,088. ftc.gov (before you start)
3. US EPA WaterSense, Sprinkler Spruce-Up: a leaky or broken system could waste up to 25,000 gallons of water and $280 over a six-month irrigation season. epa.gov (section 4)

**Rules, tools and guidance cited (not statistics):**

- FTC, CAN-SPAM Act: A Compliance Guide for Business (honest headers and subject lines, identify the message as an ad, a valid physical postal address, a working opt-out honored within 10 business days, no fee or extra information to opt out, responsibility when others send for you): ftc.gov (before you start)
- NOAA National Centers for Environmental Information, "When to Expect Your Last Spring Freeze" and "When to Expect Your First Fall Freeze" (1991 to 2020 US Climate Normals; averages, not forecasts): ncei.noaa.gov and ncei.noaa.gov (before you start, sections 2, 3, 10)
- US EPA WaterSense, Sprinkler Spruce-Up (inspect, connect, direct, select; most systems run overnight or early morning; cycle and soak for runoff): epa.gov (sections 4, 6)
- Google Maps user contributed content policy (bans incentives for reviews and asking only for positive reviews): support.google.com (section 9)

# GTL estimates

**These are our own judgment, not measured facts:**

1. Only email people who've hired you, asked for a quote or asked to hear from you (before you start). Reasoning: people who don't know you are the ones who mark email as spam, and spam reports make inbox providers file your later emails as junk.
2. Send the re-sign email six weeks before your last spring freeze (section 2). Reasoning: most homeowners pick their mowing crew in a short spring window, and the people who hear from you first rarely shop around.
3. Late winter suits pruning many shrubs and small trees (section 1). Reasoning: with the leaves off, the crew can see the whole structure, and cuts made before spring growth are covered by new growth within weeks. Some flowering shrubs bloom on old wood and are better pruned after they flower, so adjust for your plants.
4. Early fall is the best window to seed cool-season lawns (section 8). Reasoning: warm soil helps seed sprout, cooler air is easier on young grass, and weeds slow down, so new grass has less competition.
5. Route density keeps prices steady (section 7). Reasoning: every extra yard on a street you already mow adds mowing time without adding drive time.

*want it done for you?*

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