

ADDING ON PROFITS

Proven methods LCOs can use to grow services, business

All lawn care operators (LCOs) want to see their businesses grow. However, figuring out the formula to make that happen isn't always so simple. The owner needs to reach the point where they're working on their business, instead of in it, to experience growth, says Evan Parenti, market manager at FMC Corporation

"Add-ons are usually the best way to do that because they're efficient, more profitable and a true source of growth," Parenti says.

Owners should ask themselves what they're good at and what's something adjacent to that service they could add, says Vince Torchia, vice president of The Grow Group in Miamisburg, Ohio. Looking at their market will give them an idea of what services customers value.

"First, you need to make sure you do a quality job and know what it takes to be successful," Torchia says.

"The worst thing you can do is add the services on and not do them well and hurt the reputation of the original business."

For LCOs, add-ons could include fungicide treatment or specific weed control for their region, like sedge control. Adding insecticide treatments like mosquito control or flea and tick control are also efficient treatment options, since the technicians are already spraying on the property and can typically mix these in.

When trying to incorporate add-ons, Torchia says a good place to start is with current clients. From there, LCOs can create "did you know" campaigns: "Did you know (company name) offers



(new service)?"

These campaigns can be shared via their websites, email lists and mailers. It's important owners also include photos and information about the add-on services on their websites — and focus on online reviews, the site's SEO and keeping an active presence on social media.

It can take one to three seasons of evaluation to see if the add-ons will work for the

company. LCOs should also track metrics on a daily, weekly, monthly and quarterly basis to ensure they're on track to reach their final goal. For example, if they want to earn \$200,000 in additional work by the end of the second year, they should reach targets like hitting 50 percent by year 1.

FMC partners with LCOs to help LCOs achieve success with add-on services and more. FMC's True Champions program highlights the company's commitment to support and invest in the industry and provides business-building resources and product rewards. The rewards program includes an early order program and the company's new Dynamic Rewards, which is geared toward smaller to midsize companies.

The Dynamic Rewards welcome kit includes a letter from the local rep, a brochure about the program and a weed ID poster, which features common weeds, their indicators and how to treat them.

Enrollment also includes a one-year paid membership for the National Associate of Landscape Professionals. That membership will continue for future years if the member maintains the designated tier. For more information or to enroll at no cost, visit www.fmctruechampions.com/lawn-care.

"The environment is perfect for this type of growth because people are staying home, working on their homes and seeing the value in them," Parenti says.



Evan Parenti



Vince Torchia

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