A PLAYBOOK FOR LANDSCAPE ENTREPRENEURS

THE 2026 LANDSCAPE GROWTH PLAYBOOK

The mindset, marketing, and math that take a landscape company from referral-dependent to a predictable eight-figure growth machine.

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What's Inside

INTRODUCTION

You didn't get into landscaping to run a marketing department.

Maybe you got into this because you like building things with your hands. Because watching a rough property turn beautiful does something to you. Because you wanted to own your time, your crew, and the name on the side of the truck.

Then reality showed up. Payroll every other Friday. The machine that breaks the morning a $40K install starts. The foreman who quits the week you land the biggest design-build of the year. And underneath all of it, the quiet one that eats your weekends: **next year's revenue isn't guaranteed.**

Referrals were strong last spring. Softer this spring. Two big jobs rolled in cold, and you have no idea why. Three great prospects ghosted you, and you have no idea why, either. If any of that lands, keep reading. This was built for you.

A quick word on who's writing this.

I'm Rob Murray, co-founder and CEO of Intrigue. We're the marketing partner for landscape entrepreneurs across North America. Personally, I've been responsible for more than **$50,000,000 in sales**. Our team works with **130+ landscape companies**, and we're the lead-generation partner of Mariani Premier Group, and I've personally interviewed 100+ of the best operators in this industry.

I lead with those numbers because the rest of this playbook is going to ask you to change how you think, about marketing, about measurement, and about your own job in the business. You deserve to know who's asking.

OUR MISSION
Create the gold standard in marketing that landscape entrepreneurs can trust to grow.

What this is, and what it isn't

This is **not** a tactics dump. It's not a "Facebook-ads-secrets" PDF. There are plenty of those, and most will sell you a worse version of the business you already have.

This is the operating system we use to push clients past $5M, $10M, and beyond. It rests on three mindset shifts, and underneath them are the foundations, systems, and measurement disciplines that separate a $2M owner-operator from a $20M operator who can take a month off without the wheels falling off the truck.

The frameworks in here are simple. They are not easy. If they were easy, every company in your market would already be doing them, and you wouldn't need this.

How to use it

Read it once, front to back, that gives you the map. Then come back and use it as a reference. **The Growth Engine assessment in Section 8** will tell you, in about ten minutes, where the biggest leak in your machine is right now. Fix that one first. Don't fix everything at once, that's how owners burn out their teams.

And anywhere along the way, if you'd rather stop guessing and have us build the plan with you, the last section explains exactly how that works.

NO FLUFF

You're going to be tempted to skim, nod, and file this away. Most owners do. The ones who actually pull one lever out of this book, and run it for a full season, are the ones who look different a year from now.

SECTION 01

Why You're Stuck

It's probably not your crews. It's probably not your market.

THE HIDDEN BOTTLENECK

The whole business bottlenecks through you.

Most landscape companies between $1M and $5M have the same problem, and almost none of them name it right. They'll tell me it's crews. Or labour. Or interest rates. Or homeowners being cheap this year. Those are real. They're not the problem.

Relationships, decisions, hiring, strategy, all of it in the air, all of it on you. That's the cap on your growth.

THE BOTTLENECK, IN PLAIN ENGLISH

It's **you**. Not because you're lazy, the opposite. **You're too involved**. Every relationship, every decision, every move routes through one phone, one inbox, one head. Yours.

Each of those is fine in a $400K business. It's the entire reason a $3M business stops growing. You don't have any more hours, attention, or energy to give. Every new client, crew, and service line lands on an already-full plate. Yours.

Why "more leads" won't fix it

When growth stalls, the instinct is to call a marketing company and ask for more leads. We get this call constantly: *"We just need more leads."*

Fix the bucket first.

Almost always, wrong question. More leads poured into a business that can't respond inside 24 hours, can't track where they came from, and has no defined sales process? Those leads die. Worse, they make you cynical: *"We tried marketing. It didn't work."*

> **THE REAL EQUATION**
>
> Marketing didn't fail. **The system the leads landed in failed**. That's the part we have to solve before we ever open an ad account.

Two owners I work with

You know both of these people. You might be one of them.

JAMES | BUSY, BLOCKED, BURNED

Always too busy. *"I'll get to it next week."* Wants the analytics but can't define what good looks like. Won't let the team take anything off his plate. No sales process. Wants the budget as low as humanly possible. Agrees to things, then never uses them. Same revenue for three years running.

BOB & SUE | THE MARATHONERS

Hire great people and train them. Trust the long game. Take the small wins and know SEO compounds, it's an asset, not a switch. Solid internal processes. Actually use the systems they pay for. Teach what works in their industry. Grow every single year.

The difference isn't money. It isn't talent. It isn't even time; same 168 hours a week. The difference is what they think about marketing, measurement, and their own role. That's it.

SECTION 02

The 6 Beliefs Capping You

Before we add anything, we have to subtract.

THE BELIEFS HOLDING US BACK

They sound like common sense.

Across 130+ companies and 100+ interviews with the best operators in the game, the same six limiting beliefs show up again and again. They sound responsible. They're quietly capping your business.

"Referrals work fine, we've always grown this way."

Referrals are an excellent output. They're a dangerous *strategy*. A referral-only business grows at the speed of your clients' social lives, an invisible ceiling, right up until the market softens or a competitor with a real engine shows up in your neighbourhoods. Referrals are the cherry on top of a demand engine, not the engine.

"Marketing is an expense, not an investment."

If you can't tell me what a qualified lead cost, what a sale cost, and the lifetime value of that customer, then yes, marketing is an expense. The moment you can answer those three, it becomes the highest-ROI thing you spend money on. **The mindset doesn't change until the measurement does.**

"No one can sell like me, I need to stay in control."

Probably true. Also the reason your business is worth what it's worth and not five times that. A business that needs your personal magnetism in every sales conversation isn't a business, it's a job with overhead. The work is putting a sales system on paper so a competent salesperson runs 70% of your conversation at 80% of your close rate.

"Measuring marketing is a crapshoot."

True in 2008. Not true for a decade. What's true is that most landscape companies never set tracking up properly, keyword to form, form to quote, quote to sale, sale to revenue. Done right, marketing is one of the most precisely measurable functions in your company. We'll show you what "great" looks like in Section 6.

"My market is too small, saturated, or price-sensitive."

Every market an owner has ever told me this about turned out to have competitors quietly winning the high-end work. Markets don't commoditize, **companies that fail to position do.** The fix isn't a bigger market. It's a sharper offer to the right slice of the one you're already in.

"Agencies never work, I've been burned before."

Most owners I meet have been burned, usually deservedly. The industry is full of generalists who don't understand annual demand cycles, service-type CPLs, or how a homeowner actually shops for a $90,000 backyard. The fix isn't "no more agencies." It's a partner whose track record is specifically landscape, specifically your service mix, specifically your stage

DO THIS NOW

Read those six again. Mark the ones that sound a little too much like something you've said out loud in the last 90 days. Those are the ones we outgrow first, before any tactic in the rest of this book will stick.

SECTION 03

What "Winning" Actually Means

Revenue. Margin. Profit. Nothing else counts.

REDEFINING SUCCESS

Most owners measure the wrong things.

Here's what owners tell me proves their marketing is working: impressions, clicks, a pretty design, an active social feed, a busy-looking agency, *"I feel like it's going well," "we got a few good leads."*

None of those are success. They're activities. Necessary, but not the result. When you can't separate the activity from the result, you pay for a busy-looking marketing function with zero accountability to revenue. We see it every week.

> **THE ONLY DEFINITION THAT MATTERS**
> **Growing Revenue.** Top-line growth, year over year, attributable.
> **Growing Margin.** The percentage of that revenue you actually keep.
> **Growing Profit.** The dollars left after delivery and overhead.

If a marketing dollar doesn't roll up to one of those three, directly, or traceably on a knowable timeline for foundation work like SEO, it shouldn't be in your budget.

Three thoughts to retire today

"We need results now or it isn't working." Landscape runs on annual demand cycles; spring projects shopped in late winter, pools in January, fall cleanups in August. Anything you measure on a 30-day window is mostly noise. Year-over-year is signal.

"I can feel if things are going well." No, you can't. Feel is a wonderful instrument for closing a $90K design-build in someone's kitchen. It's a catastrophic one for measuring an engine running across hundreds of leads and dozens of channels.

"Customers just don't get it." Customers always get it. If they aren't buying, you haven't given them a reason they understand. That's not their failure, it's yours, and it's the easiest one in the world to fix once you accept it.

THE WHOLE GAME ON ONE PAGE

The 3 shifts that change everything.

Retire those old beliefs and replace them with three shifts. They build on each other. Skip one and the whole thing breaks. We'll spend a full section on each. Here's the map.

Marathon → Measure → Serve. Each shift hands off to the next. Drop the baton and you start over.

01
MINDSET SHIFT

MARATHON

Not a sprint.

Foundations, positioning, patience. Think in 3–5 year cycles, not 30 days.

02
MINDSET SHIFT

MEASURE

What you want to grow.

Attribution from keyword to sale. Pipeline, benchmarks, and revenue truth.

03
MINDSET SHIFT

SERVE

The homeowner obsessively.

Answer the phone in 5 minutes. Answer their 20 questions before they ask.

SECTION 05 | MINDSET SHIFT 1

It's a Marathon, Not a Sprint

Foundations. Positioning. Compounding.
The boring stuff that wins.

MINDSET SHIFT 1

Plant the tree.
Then plant another.

Every $10M operator I've interviewed makes one decision early that the $1M owners don't: they treat marketing as a **long-term asset**, not a short-term lever. Sprint thinkers buy tactics. Marathon thinkers build foundations. Most owners think about "this year." $10M owners think about the next three to five.

> *"Someone's sitting in the shade today because someone planted a tree a long time ago."*
>
> **– Warren Buffett**

5.1 The foundations you lay first

Before any paid channel, campaign, or agency, every landscape company needs these. They're the baseline a homeowner spending $50K, $250K, or $1M expects when they research you.

- ✓ **Website.** Loads fast. Visually stunning. Converts at 3%+. Pricing posture on the page.
- ✓ **Video.** Service walkthroughs, homeowner education, client testimonials.
- ✓ **Photography.** A project showcase with people in the frame whenever possible.
- ✓ **Network.** Builders associations, Chamber, EO, your landscape association.
- ✓ **Reviews**. 50 is a start. 100 is competitive. 200+ is dominant.
- ✓ **Sales process.** Defined. Repeatable. Fast. Designed on purpose, not by accident.

Don't have those six? Spending on Google, Meta, or direct mail is pouring water into a leaky bucket. **Fix the bucket first.**

5.2 Positioning is the foundation under the foundation

POSITIONING, IN PLAIN ENGLISH

The **one thing** you want to be known for in a homeowner's head before they ever pick up the phone.

Most companies have no positioning at all. They list services on a homepage and hope. The ones who escape the commodity trap are deliberate about a small number of words:

- **Quality** backed by warranty.
- **Expertise** in a defined niche, not "everything."
- **Full service**, so the homeowner doesn't coordinate trades.
- **On time, on budget,** in writing
- **Easy to work with.** The unsexy one that wins more deals than any other.
- **Responsive.** Calls returned, quotes delivered, updates without being asked.
- **Exquisite.** A finished product that justifies the price.

If you can say all of those about your company truthfully today, you have an advantage 80% of your competitors don't. If you can't, **that's the project.**

5.3 Passive demand vs. active demand

Passive demand works while you sleep. Active demand only works while you're sweating.

PASSIVE (BUILT ONCE, RUNS ON)	ACTIVE (NEEDS YOUR TIME/ENERGY)
SEO · Google Ads · Meta Ads · Direct Mail Radio · Website · Truck & Trailer Wraps Lead Magnets · Project Calculators	Charity & Association Events · Networking Volunteering · Answering the Phone Speaking · PR · Filming with the Crew

Most owners over-index on active and under-invest in passive. It feels productive to go to the networking event and wasteful to drop $5K into SEO that won't "pay" for six months. The opposite is true. Active channels stop the second you stop. Passive channels work while you're on vacation and while your competitors are still deciding whether to spend the money.

5.4 "How long does this take to work?"

Most common question I get. The honest answer disappoints anyone hunting for a 30-day fix.

SEO IS THE MARATHON

Build strength over time. Progress compounds. Results last and keep producing even when you stop running. Takes patience and consistency.

GOOGLE ADS ARE THE SPRINT

Quick visibility, fast traffic, immediate leads. Great for testing offers or filling gaps while SEO ramps. Stop spending and the results stop too.

A strong system runs both, on purpose, in the right ratio for your stage.

> *"Most people overestimate what they can do in one year and underestimate what they can do in ten."*
>
> **– Bill Gates**

THE HONEST TIMELINE

Clear signal in **90–180 days.** Meaningful results in **year one.** A transformed business by **year three.** The owners who quit at month four because they didn't see a hockey stick are the same owners at the same revenue three years later. The marathon wins.

SECTION 06 | MINDSET SHIFT 2

Measure What You Want to Grow

If you can't see it, you can't scale it.

MINDSET SHIFT 2

If you can't see it, you can't scale it.

> *"You can't manage what you don't measure."*
>
> — **Peter Drucker**

Tracking is the single most important part of a real marketing engine. It's also, in most landscape companies, the most broken, confusing, half-set-up, or ignored entirely.

Owners tell me "we track our leads." Pop the hood and it's a spreadsheet updated when someone remembers and a sales team logging sales with no idea which channel they came from. Then they ask why marketing "isn't working." **It is working. They just can't see it,** so they shut off the channels that are winning and fund the ones that aren't.

"GREAT" ATTRIBUTION ANSWERS ONE QUESTION

"Which keyword, on which campaign, on which channel, brought this homeowner to which page, and what's the quote and sale value of that customer?" Answer that, and every dollar gets judged on revenue, not impressions.

The 4 data points that must connect

- **1. The source.** Which search, ad, or referrer triggered the visit?
- **2. The path.** Which pages did they touch on the way to the form?
- **3. The contact.** Captured cleanly into your CRM with the source attached.
- **4. The quote & sale value.** So you can compare acquisition cost to revenue.

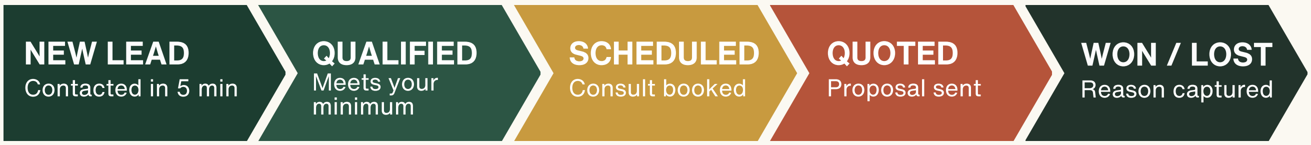
Most companies have two of those four hooked up. The back half, sale value tied to source, is where the magic is, and where almost no one does the work.

6.2 Pick one objective for the next 90 days

We see owners run one budget chasing four goals at once, which is why nothing moves. Pick one, acquire new customers, re-engage past ones, raise average project price, or grow lifetime value. Build for it. Measure against it. Don't mix them.

6.3 Your pipeline is not optional

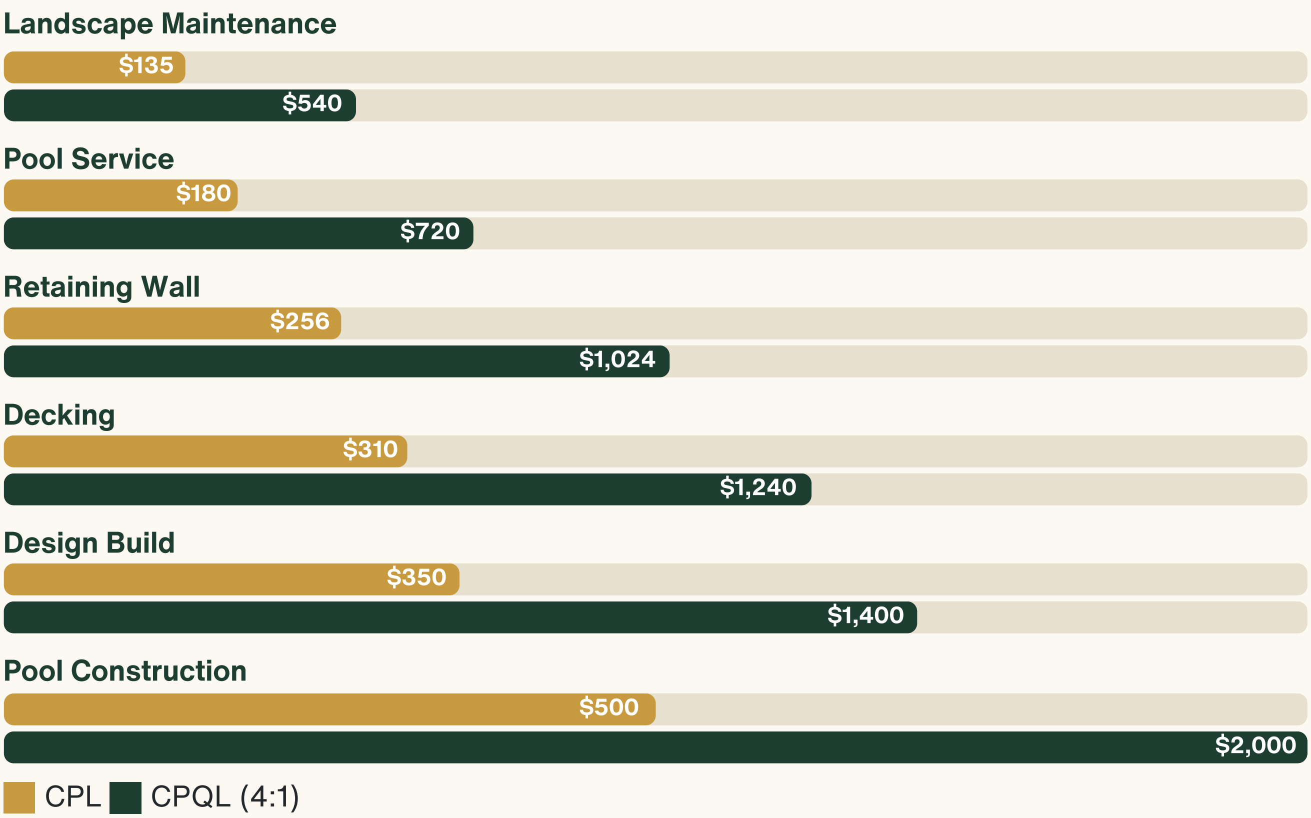
Leads have to live somewhere. If they live in your head, your inbox, or a notebook in the truck, you don't have a pipeline, you have a memory test you're failing in slow motion.



Five stages. Most companies don't have these defined, let alone tracked. Get this on a board your team can see and your close rate climbs before you change anything else.

6.4 Benchmarks that matter

If you don't know what "good" looks like, you can't know if your marketing is working. These are the cost-per-lead (CPL) and cost-per-qualified-lead (CPQL) ranges we see across North America (≈4 leads to 1 qualified). Your market varies, this is the gravitational centre.



Notes: (1) A rising CPL isn't automatically bad, it's only bad if CPQL and CAC rise too. (2) The gap between CPL and CPQL is the best single diagnostic for traffic quality. Wide gap = bad targeting or a weak page. Narrow gap = your messaging is hitting the right homeowner.

6.5 Why pattern recognition beats solo data

The biggest reason a small company on its own marketing stack underperforms: **no pattern recognition.** One ad account, one season of data, not enough to see what's actually working across geographies, seasons, and service mixes.

> **THE LANDSCAPE MARKETING INDEX, IN PLAIN ENGLISH**
>
> We pool the performance data from every client we work with: every campaign, keyword, and landing page, all anonymized and analyzed together. That means a small client gets pattern recognition built on enterprise-scale data, and a large client gets reliable signal on niches their own numbers could never reveal.

6.6 Real results: 9 months, year over year

Mariani Premier Group, year over year. This is what happens when more of the right homeowners find you in search.

	UNIQUE LEADS	QUOTABLE LEADS	QUOTE VALUE	SALES VALUE
2024	778	189	$3,517,168	$777,781
2025	1,024	245	$5,124,237	$1,395,795
Growth	**+31.6%**	**+29.6%**	**+45.7%**	**+79.5%**

Notice the **sales value grew faster than the lead volume**, the system isn't just adding leads, it's adding better leads. That's the definition of an engine that's working.

6.7 The signal most owners are missing right now

More homeowners are skipping Google and asking ChatGPT 'who's the best landscaper near me?' Across our system, AI-sourced leads jumped from **12 in 2024 to 233 in 2025, a 20× jump.** The owners who get themselves recommended by AI now will own a channel their competitors haven't even noticed.

DO THIS NOW | MEASURE IT

- [ ] Connect all four data points: source → path → CRM contact → sale value.
- [ ] Stand up the five-stage pipeline on a board your team sees daily.
- [ ] Write down your real CPL, CPQL, and CAC by service line.
- [ ] Pick one 90-day objective and stop mixing goals.

SECTION 07 | MINDSET SHIFT 3

Serve the Homeowner Obsessively

The 5-Minute Rule. The 20 questions. Trust. The stuff that wins.

MINDSET SHIFT 3

Be obsessed with the homeowner, not the channel.

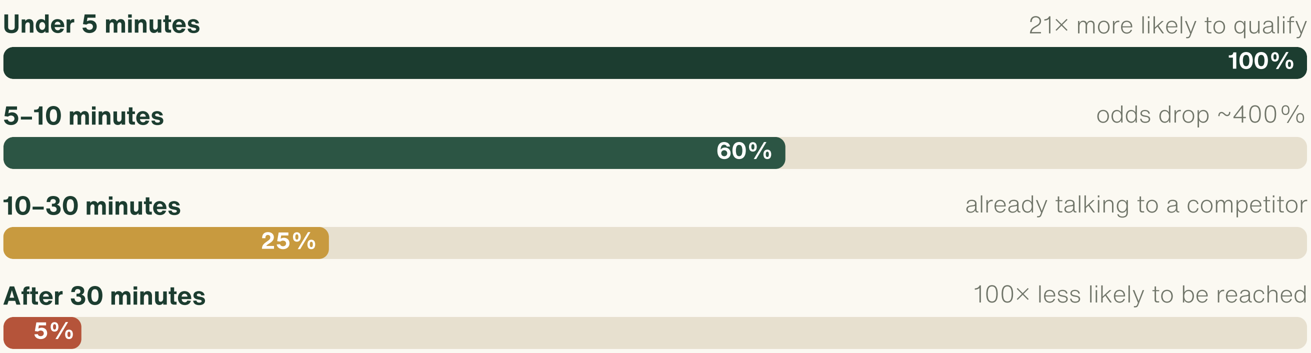
Almost every marketing problem in a landscape business is, underneath, a customer-service problem. The reason your ads don't convert is rarely the ad, it's what the homeowner experiences after they tap it: the page, the response speed, the proposal. The companies that win aren't the ones with the best ads. **They're the ones who answer the phone.**

The 3 questions every homeowner is asking

Can't answer all three within 60 seconds of landing on your site? They leave. Next company, or back to Google. The website is doing the selling.

7.2 The 5-Minute Rule

If I could tattoo one thing on every owner's forearm, this is it. The single highest-leverage change most companies can make tomorrow morning is **responding to inbound leads faster.**



Sources: Harvard Business Review, InsideSales.com, LeadConnect.io, Invesp.

THIS COSTS ZERO DOLLARS

78% of customers buy from the first company that responds. Responding in five minutes beats your competitors by a multiple, not a percentage. It costs a decision and a process, not a dollar.

7.3 The 20 questions your website should answer

Researching a serious project, a homeowner gathers answers to roughly the same 20 questions. Most sites answer two or three. The sites that convert at 3%+ answer all 20, in copy, on an FAQ page, and in the sales conversation.

01. How much experience do you have?
02. Are you insured and licensed?
03. What does your process look like?
04. How long does a project take?
05. Do you handle the permits?
06. Do you offer financing?
07. What makes you different?
08. What warranty do you provide?
09. Can I see past projects / references?
10. What areas do you service?
11. How do I know it'll stay on budget?
12. How soon can you start?
13. What if something goes wrong?
14. Who will work on my project?
15. Do you help with design?
16. Can you work within my budget?
17. What materials do you recommend, and why?
18. What happens at the consultation?
19. Will my yard be a mess during the build?
20. What should I do to prepare?

DO THIS

Print the list, walk your website with it in hand. For each one ask, could a homeowner answer this in under 30 seconds without calling? Every "no" is a deal your competition is winning that you didn't know you were in.

7.4 Trust is earned, then earned again

Trust is the silent variable in every "why didn't they buy" post-mortem. They liked the design, agreed on scope, were in budget, and went elsewhere. They didn't trust you yet.

- **Reviews.** 100+ minimum, 200+ to dominate. If you have 38 and your competitor has 247, the homeowner calls them first.
- **Follow up with value.** Not "did you get my email." Show up with photos. Send a walkthrough of last month's job. Add value between the quote and the close.
- **Answer the phone.** Voicemail is a trust-killer. So is a salesperson who can't answer warranty, timeline, or financing on the spot.

WHAT THIS LOOKS LIKE DONE RIGHT

A client we launched in October 2025 hit, in the first 30 days: 30% of leads quotable and $70,000 in quote value, from a clear positioning page, a fast-response process, and a tracked pipeline. Nothing exotic. The three shifts, in the right order.

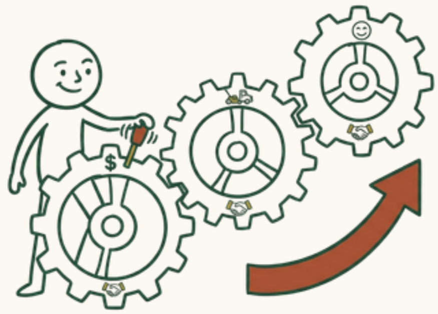
SECTION 08

The Growth Engine

Traffic, Conversion, Sales

THE 10-MINUTE DIAGNOSTIC

Score the engine. Fix the lowest gear first.



THE GROWTH ENGINE, IN PLAIN ENGLISH

Your business runs on three gears: Traffic (how homeowners find you) → Conversion (inquiries into booked estimates) → Sales (closing bigger, keeping clients). When one gear grinds, the whole machine slows. You don't fix all three. You find the one that's grinding and unblock it.

Score yourself 1 (broken) to 5 (best-in-class) on each driver. Total each column. The lowest total is the next lever you pull. Period.

01 Traffic
How homeowners find you.

Local SEO for "near me"
○ ○ ○ ○ ○

Optimized GBP (Google Business Profile)
○ ○ ○ ○ ○

Branded trucks & lawn signs
○ ○ ○ ○ ○

Meta + paid social
○ ○ ○ ○ ○

Paid search + geo-targeted ads
○ ○ ○ ○ ○

Column total **/ 25**

02 Conversion
Inquiries → booked estimates.

Mobile site, clear service pages
○ ○ ○ ○ ○

Pricing posture on-page
○ ○ ○ ○ ○

Online quote + instant booking
○ ○ ○ ○ ○

100+ Google reviews at 4.7
○ ○ ○ ○ ○

Response time under 5 minutes
○ ○ ○ ○ ○

Column total **/ 25**

03 Sales
Closing bigger, keeping clients.

Pipeline software in use
○ ○ ○ ○ ○

SMS + email nurture
○ ○ ○ ○ ○

Automated calendar bookings
○ ○ ○ ○ ○

Review request automation
○ ○ ○ ○ ○

Revenue tracking + reporting
○ ○ ○ ○ ○

Column total **/ 25**

WHAT "BEST-IN-CLASS" ACTUALLY LOOKS LIKE

It's almost never the tallest bar. It's the short one nobody wants to look at.

So you have something real to score against, here's what a 5 looks like in each gear.

- **Traffic.** Top-three Google Map results for your top five service-keyword combinations across your service area.
- **Conversion**. 3%+ visitor-to-lead rate, sub-5-minute first response, 200+ Google reviews at 4.7 stars or higher.
- **Sales.** Defined pipeline with stage-by-stage conversion rates, automated nurture, average contract value tracked monthly.

NO FLUFF

Most owners are surprised by which column scores lowest. They assume it's traffic: *"we just need more leads."* It's almost always **conversion or sales.** Which is great news: those are the cheapest gears to fix, and the fastest to pay you back. More leads into a broken conversion or sales process just makes the leak bigger.

DO THIS NOW

Print this page and the last one. Score each row honestly, 1–5. Total the columns. Build a **90-day plan to fix the lowest column only**. Then come back and pull the next lever. Owners who try to fix all three at once fix none of them.

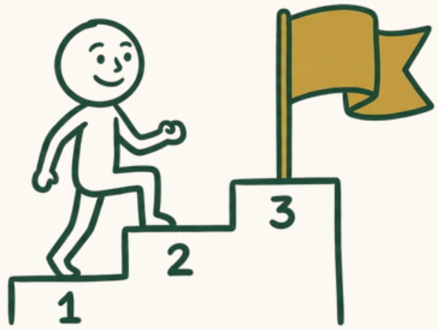
SECTION 09

The 3-Year Roadmap

Year one builds the foundation. Year three prints the money.

HOW THE BEST OWNERS SEQUENCE IT

Year 1 builds it. Year 3 prints money.



Year 1 Install the infrastructure

- **Install reporting.** Attribution keyword-to-sale. CRM connected. Pipeline live. Tracking honest.
- **Establish benchmarks.** CPL, CPQL, CAC, close rate, average project value from your business, not a blog post.
- **Optimize campaigns.** Cut what doesn't produce, double down on what does.

Year 2 Compare, cut, compound

- **Track year-over-year.** The first spring-to-spring comparison is the year marketing stops being a guess.
- **Cut & double down.** Anything under year-one benchmark gets killed. Winners get more budget.
- **Lower acquisition cost.** Tighter targeting, better pages, sharper sales, every lever moves CAC down.

Year 3 Run the machine

- **Streamlined system.** Owner is no longer the bottleneck. The team runs the pipeline.
- **Predictable revenue.** You can project next quarter and next year inside a 10% range.
- **Capacity for the next mov**e. A new service line, a second location, an acquisition, the engine has the throughput.

Be honest: where are you right now? Most owners we meet are still in Year 1, they just didn't know there were three. Knowing where you are is half the value. The other half is committing to the next 12 months.

SECTION 10

A Tale of Two Landscape Companies

Same market. Same crew size. Wildly different math.

THE NUMBERS, SIDE BY SIDE

Two companies. One math equation.

Both do design-build and maintenance in the same metro. Both have eight crew. Both 12 years in. One runs the playbook. One does what most companies do.

Company A
"Referrals are working fine."

MONTHLY LEADS	**55**
RESPONSE TIME	**6–8 hrs**
LEAD → QUOTE	**18%**
AVG. PROJECT VALUE	**$28K**
TRACKED ATTRIBUTION	**No**
ANNUAL REVENUE	**~$1.35M**
YOY GROWTH	**Flat to −3%**

Company B
Runs the playbook

MONTHLY LEADS	**165**
RESPONSE TIME	**< 5min**
LEAD → QUOTE	**32%**
AVG. PROJECT VALUE	**$54K**
TRACKED ATTRIBUTION	**Yes**
ANNUAL REVENUE	**~$15.5M**
YOY GROWTH	**+19–28%**

RUN THE MATH

Company A: 55 leads × 18% = ~10 quotes/mo. At 40% close = 4 jobs × $28K = ~$1.35M/year. Owner fully consumed inside the business.

Company B: 165 leads × 32% = ~53 quotes/mo. At 45% close = 24 jobs × $54K = ~$15.5M/year. Owner working on the business, not in it.

Company A spent **$30K/year** and made $1.35M (2.2% of revenue). Company B spent **$102K/year** and made $15.5M — 0.66%. **Company B spends more dollars at a smaller percentage, because the system works.** The work isn't glamorous. The math is.

SECTION 11

Your Next Move

Two paths from here. Pick one.

YOUR NEXT MOVE

Stop guessing.
Start building.

If you made it this far, you're already in the top 10% of landscape entrepreneurs. Most people don't read playbooks, they scan, file, and go back to whatever was burning that morning. The next move is the one that matters. **You've got two paths.**

Path 1 | Run it yourself

Take this back to your team. Print the Growth Engine assessment in Section 8. Score honestly. Pick the lowest column. Build a 90-day plan to fix it. Then come back for the next gear. This works. It'll take you 18 to 36 months.

Path 2 | We build it with you

Instead of figuring out the order of operations alone, we build it with you. We call it the **Marketing Action Plan (MAP)**, the same week-long process we run with every Intrigue client: a custom growth blueprint for your company, your market, your stage.

WHAT THE MAP INCLUDES

- **Business review:** where you are today: the math, team, pipeline.
- **A-client profile:** exactly which homeowner to hunt in 2026.
- **Competitive analysis:** a full online audit vs. your top competitors.
- **Sales & conversion review:** because more leads in a broken process makes it worse.
- **Lead-gen strategy:** the channel mix and budget for the next 12 months.
- **Revenue predictions + the MAP presentation:** what to expect, on what timeline, walked through with you.

How the MAP works

Seven business days. Three working sessions. One deliverable that becomes your growth blueprint for the year.

WHEN	SESSION	WHAT HAPPENS
Days 1–2	Business Review	45 min. We look at the business, the math, the team.
Days 3–4	A-Client	60 min. Define your ideal customer; audit competitors.
Days 5–7	MAP Presentation	60 min. Full plan, predictions, recommended budget.

YOUR FREE GROWTH EVALUATION

Get clarity on your next 12 months.

Typically $97. Free for readers of this playbook. No commitment. Limited to ten registrants per month so every owner gets real attention.

Claim It Here

One last thing

Most owners won't do anything with this. They'll get back to the truck, the crew, the customer call, and three months from now this PDF is sitting in a folder. That's fine. Most companies stay where they are.

But the fact that you made it to this page tells me something. You already know the referral- and word-of-mouth thing won't carry you the rest of the way. You're ready for the next chapter. If you'd like us in it with you, the next move is one phone call. We'd love to hear from you.

— Rob Murray

Co-founder & CEO, Intrigue