How to Start a Landscaping Business

AdvisedSpaces

Print this checklist and check off each step as you complete it.

STEPS (9)

- [ ] **Step 1: Choose Your Service Model (This Decides Everything Else)**
  Before you buy a single piece of equipment, make the most consequential decision in the entire process: what type of landscaping business are you actually starting?
- [ ] **Step 2: Register, License, and Insure Your Business**
  You are operating heavy equipment on other people's property. That means liability is real, licensing requirements are stricter than most service businesses, and skipping insurance is a career-ending gamble.
- [ ] **Step 3: Find and Score Your Service Area**
  Your service area is not a city name on your truck. It is a calculated radius built around route density, lot sizes, household income, and drive-time math. Get this wrong and you will be busy but broke.
- [ ] **Step 4: Buy Equipment (Reliability Over Flash)**
  Your goal is uptime and speed, not the newest gear on the dealer lot. Buy used where failure will not cripple your day, buy new where downtime is catastrophic.
- [ ] **Step 5: Price Your Services for Profit (Not Survival)**
  Underpricing is the number one cause of landscaping business failure. Not lack of clients. Not bad work. Charging $35 for a lawn that costs you $28 to service is a slow-motion bankruptcy.
- [ ] **Step 6: Set Up Operations (Systems That Run Without You Watching)**
  The mowing is the easy part. The business behind the mowing is what separates operators who net $15,000 a year from operators who net $65,000.
- [ ] **Step 7: Get Your First 20 Clients (Neighborhood Targeting)**
  You do not need "branding" or a $5,000 website. You need controlled lead flow inside your scored service radius. The first 20 recurring clients are the hardest — after that, referrals and reviews create a flywheel.
- [ ] **Step 8: Survive the Off-Season (The Test Most Founders Fail)**
  Seventy to eighty percent of your revenue arrives in six to seven months. If you do not plan for winter, you will not make it to spring.
- [ ] **Step 9: Know When to Hire (Not a Minute Too Early)**
  Hiring does not free you up unless you have pricing discipline, documented procedures, and a route-dense schedule. Otherwise you are just buying stress with a payroll obligation.

NOTES

Read the full guide

https://advisedspaces.com/open/landscaping

Scan the QR code or visit the link for the complete guide.