

The Lawn Business Profit Leak Audit

Score six operating areas. Pick one fix. Install it this week.

How to use the audit

Give each statement one point when it is true. The lowest section is the first place to investigate. Use three normal jobs so one unusual property does not distort the result.

Fix the repeated problem that costs the most time, margin, or booked work - not the problem that feels most annoying.

Pricing

- ☐ I know the total production minutes for a normal visit.
- ☐ My price covers mowing, detail work, loading, and route time.
- ☐ I know revenue per production hour on three recent jobs.
- ☐ I have a minimum visit price.

Route

- ☐ I know the drive time between every stop.
- ☐ Most recurring customers sit in tight service pockets.
- ☐ I can identify the account creating the most windshield time.
- ☐ Out-of-route work pays for travel or is declined.

Leads

- ☐ Every lead has a recorded source.
- ☐ The offer says exactly what is included.
- ☐ The form asks only for fields needed to estimate and respond.
- ☐ Before-and-after proof appears near the call to action.

Follow-up

- ☐ New leads receive a useful first response quickly.
- ☐ Unanswered quotes receive more than one follow-up.
- ☐ Every open quote has a next action and owner.
- ☐ A lead can call, text, or book without hunting for contact information.

Reviews and proof

- ☐ Every completed job produces a consistent after photo.
- ☐ The direct review link is ready before the route starts.
- ☐ The request is sent after a clear service win.
- ☐ Reviews and photos are reused on the website and quote page.

Systems

- ☐ The service standard exists as a checklist.
- ☐ Weather and access problems have a decision rule.
- ☐ Client notes and gate instructions live in one place.
- ☐ Another trained person could complete the visit from the record.

Choose the leak

Lowest section	First tool	Do today
Pricing	Lawn Price Floor	Time one complete visit
Route	Density Loop Audit	Map every recurring stop
Leads	Local Lead Diagnostic	Rewrite one clear offer
Follow-up	Five-Touch Pack	Send the oldest open quote
Reviews	Review Flywheel	Create the direct review link
Systems	SOP Starter	Record one normal visit

Seven-day fix

- Day 1: run the audit on three normal jobs.
- Day 2: collect the missing number, photo, message, or route detail.
- Day 3: choose the lowest section and one tool.
- Day 4: install it on one account, lead, or route.
- Day 5: use it during real work.
- Day 6: compare the result with the old way.
- Day 7: keep, revise, or remove the change.

Worked example

This fictional example produces an estimated \$18 contribution after the entered costs; it is not a Maine Lawn performance claim. The first move is not automatically a price increase. Compare adding nearby work, moving the stop, repricing it, or removing it from the route.

Input	Example
Visit price	\$60
On-property time	45 minutes
Allocated route time	15 minutes
Entered labor and variable costs	\$35
Entered overhead allocation	\$7