

The Lawn Price Floor

Turn production time, travel, labor, and your revenue target into a price you can defend.

Price the whole visit

Square footage is a starting point. The quote must cover route time, unloading, mowing, trimming, edging, blowing, loading, labor, overhead, and risk.

Formula

Mowing minutes = lawn area ÷ calibrated square feet per hour × 60 × complexity.

Total production minutes = mowing minutes + detail/setup minutes + allocated route minutes.

Price floor = the greater of the minimum visit price or total production hours × target gross revenue per hour.

Calibration worksheet

Input	Job 1	Job 2	Job 3
Measured turf area			
Mow-only minutes			
Detail/setup minutes			
Route minutes			
Complexity notes			
Square feet/hour			

Use the median square-feet-per-hour result from three normal properties. Keep mow-only time separate from the complete visit time.

Video benchmarks

Benchmark	Measured rate	3,768 sq ft mow time
30-inch example	23,625 sq ft/hr	9.6 minutes
21-inch example	18,852 sq ft/hr	12.0 minutes

These benchmarks measure mowing only. They do not include turns beyond the test, trimming, edging, blowing, loading, or travel.

Quote worksheet

Assumption	Your number
Mowable lawn area	_____ sq ft
Calibrated mowing rate	_____ sq ft/hr
Complexity multiplier	1.0 / 1.2 / 1.5 / 1.8
Detail and setup	_____ minutes
Allocated route time	_____ minutes
Target gross revenue	\$_____ / hr
Minimum visit	\$_____
Calculated price floor	\$_____

Decision rules

- If the floor is above what the route supports, improve density or equipment before cutting price.
- Quote added work separately.
- Verify steep, wet, gated, heavily obstructed, or overgrown properties in person.
- Measure commercial sites with the equipment that will actually service the contract.

Important

Living area is not building footprint. Do not subtract the home's living square footage from the parcel. Use a parcel source with a ground-floor or building-footprint field, then confirm driveways, beds, woods, water, fences, and turf on the property.