

**THE YEAR-ROUND**

# Revenue Playbook for Landscapers

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Proven strategies landscaping businesses can plan ahead, stay profitable, and reduce stress during the slow season.





# Feeling the seasonal slowdown?

You already know the pattern. Spring and summer are nonstop. Fall is a sprint to the finish line. Then winter hits—and everything slows down.

Suddenly, you're figuring out how to cover bills and payroll, keep your team busy, and make it through until the busy season comes back.

But here's the good news: **winter can be one of the most valuable times of the year for your business.** As **Dave Moerman**, founder of Home Service Business Coach, says:

**“WINTER DOESNT HAVE TO BE A DEAD MONTH. THE WINTER CAN ACTUALLY BE A VERY PROFITABLE TIME.”**

In this guide, you'll learn 10 cost-efficient, practical ways to:

- **Protect your cash flow all year-long** by forecasting ahead, pulling future revenue into today, and pricing your services right.
- **Keep revenue coming in** with effective marketing, referrals, and follow-ups.
- **Build a stronger, more resilient business** by investing in your team, hiring smart, and dialing in your systems.

Ready to put seasonal demand to work? **Let's jump in.**



Keith Kalfas

Kalfas Landscaping 📍 Sterling Heights, MI



# Get clear on your cash flow

Slow season or not, cash flow is what keeps your business running. Knowing exactly how much money is coming in and going out helps you plan ahead and make smart decisions around pricing and services.

“THE WINTER IS A TIME TO SIT BACK AND REALLY REFLECT ON FUTURE PURCHASES AND OTHER FINANCIAL THINGS LIKE THAT, SO [YOU] DON'T RUN OUT OF CASH.”

- Adam Sylvester, Charlottesville Lawn Care

And while 51% of small businesses experience uneven cash flow, the goal is simple: stay cash-flow positive as often as possible.

## 1. Track and forecast cash flow

Most cash flow stress doesn't come from surprise expenses—it comes from not seeing problems early enough. Tracking and forecasting your cash flow helps you:

- See where your money goes
- Spot spending patterns and gaps
- Plan for big costs before they hit
- Prepare for slow weeks or months
- Make changes before cash gets tight

### How to forecast your cash flow

Forecasting will look a little different for every business, but here's a simple way to get started for the winter:

1. **Pull historical data.** Look at last winter's profits and losses (December to mid-March). What did you bring in? What did you spend?
2. **Estimate your upcoming winter revenue.** Think about services you'll offer, how many jobs you expect, and your average price per job.
3. **Estimate your upcoming winter expenses.** Split them into fixed costs (e.g., rent, insurance, truck payments, software) and variable costs (e.g., fuel, labor, materials, subcontractors).
4. **Calculate your cash flow.** Subtract estimated expenses (cash going out) from estimated revenue (cash going in).

➔ **Pro Tip:** While these steps are useful for planning winter cash flow, you can use the same approach year-round for spring, summer, and fall. This helps you catch cash flow gaps early and stay ahead of them.

Kaplan, D. (2025, September 5). 54 small business statistics for 2025. The Kaplan Group.



**Example:** Let’s say your business brings in about **\$65,000 a month** during the winter from previous jobs and some early spring bookings. From December through mid-March, that adds up to roughly **\$227,500 in revenue**. Over the same period, your expenses average about **\$75,000 a month**, or roughly **\$262,500** for the winter.

**REVENUE - EXPENSES = CASHFLOW**  
**\$227,500 - \$262,500 = -\$35,000**

That means **you’re short about \$35,000** over the winter if nothing changes. Seeing this ahead of time gives you options to close the gap. You can cut unnecessary costs or spending, adjust your service pricing, pre-sell more spring work, strengthen your marketing, or add another service.

**Forecasting table**

Use this table to map out where your money is expected to go over the next month(s).

**How to use:**

- 1. Estimate your expected monthly revenue and expenses
- 2. Subtract expenses from revenue to get your expected cash flow

Estimated revenue	Amount
Total estimated monthly revenue	
Estimated expenses	Amount
Total estimated monthly expenses	
Total estimated cash flow	

**READ MORE:** [How to forecast revenue and stay profitable](#)



## 2. Front-load your spring revenue

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Whether your cash flow is positive or negative, a common mistake is waiting until spring to fill your schedule. Plan for seasonal swings and use winter to sell work in advance and start spring with full schedules, committed customers, and less financial stress.

**A few ways to encourage early spring bookings are to offer:**

- **Early-bird discounts** for spring jobs like cleanups or maintenance (e.g., offer a 10% off spring discount)
- **Deposits** that let customers reserve a spot on your spring schedule
- **Prepaid packages** that bundle multiple visits at a set price (e.g., five landscaping visits at a bundled price)

### Spring pre-booking email template

Here's a simple email script you can customize and send to customers:

**Subject line:** Get 10% off when you book your spring cleanup now

Hi [Customer name],

Spring is our busiest season, and our schedule fills up fast. Last year, we were fully booked by mid-March.

As a loyal customer, we don't want you to miss out: we're opening up our spring schedule, and giving you **[discount (e.g., 10%)] off** when you pre-book your spring cleanup before **[date (e.g., March 1)]**.

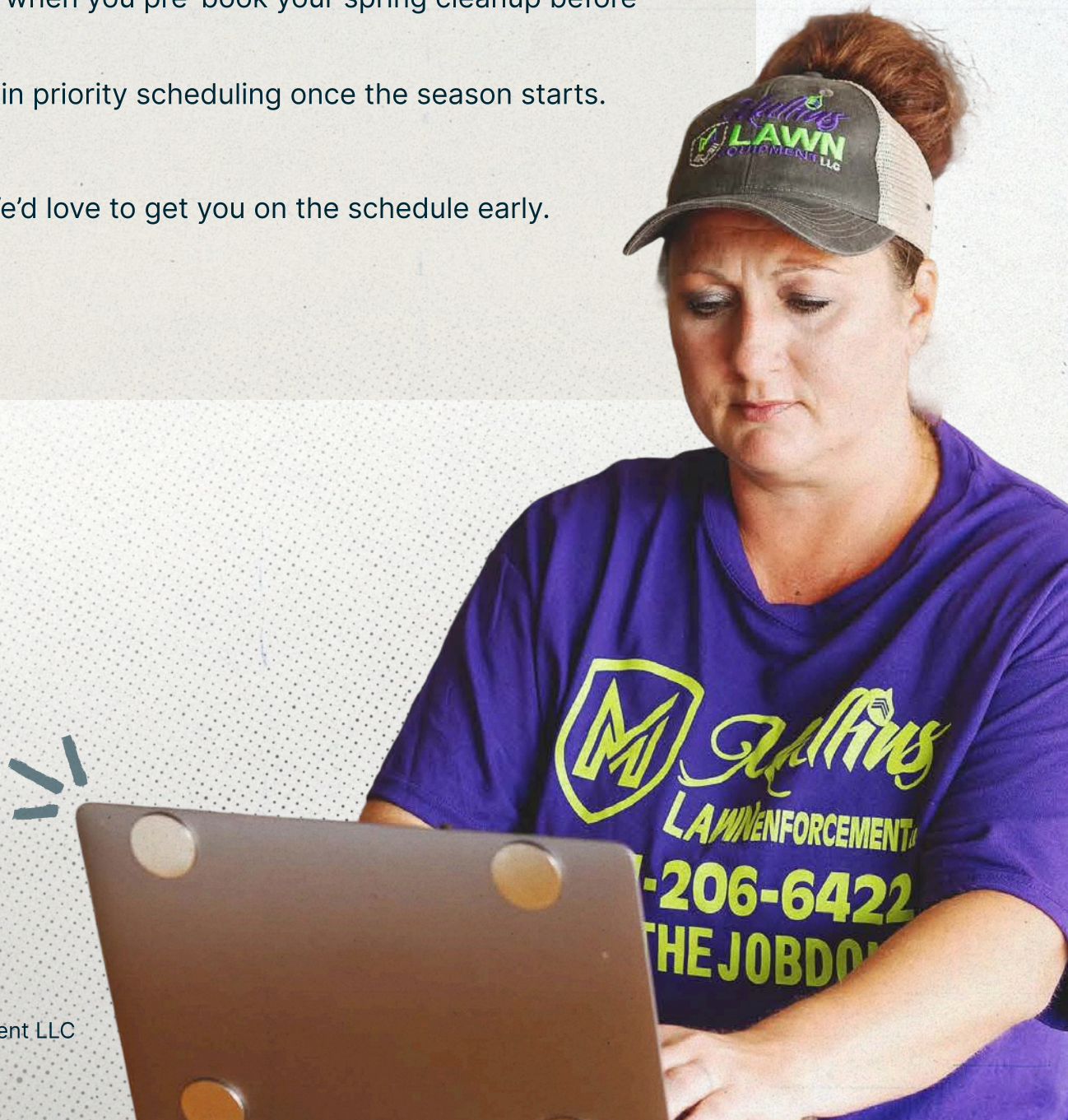
You can also place a deposit now to lock in priority scheduling once the season starts.

**[Book Now]**

Let us know if you have any questions. We'd love to get you on the schedule early.

Cheers,

[Your Name/Company Name]





### 3. Audit your service pricing

Busier seasons might make pricing problems easy to miss. The slower season gives you the time and headspace to look more closely at what your services actually cost—and whether your pricing still makes sense. As **Chase Gallagher**, founder of CMG Landscaping, explains:

**“YOU NEED TO KNOW WHAT YOU WANT TO MAKE. MY SPRING CLEANUPS ARE DOUBLE, SOMETIMES TRIPLE, OF WHAT MY COMPETITION IS, BUT I NEED TO MAKE THAT TO COVER MY OVERHEAD...FIGURE OUT YOUR NUMBERS, PRICE YOUR OWN PROJECTS.”**

The slowdown is the right moment to ask yourself:

- **Have my costs gone up?** Labor, fuel, materials, insurance, and equipment add up faster than you think.
- **Am I undercharging for certain services?** Pay close attention to jobs you do often that take longer or leave little room after costs.
- **Are my profit margins still healthy?** For most service businesses, a healthy profit margin is more than 30%, while landscaping should aim for 40—60% to stay profitable year-round.

#### How to audit your pricing

The steps below are a simple starting point. Once you're comfortable, you can use the same approach to review pricing on other services:

1. **Pick a few jobs to review.** Choose services you do often or rely on for a steady income, like cleanups, mulch installs, or mowing.
2. **Add up the true cost of each job.** Include labor, materials, and overhead.
3. **Check your profit margins.** Does the price leave enough room to make the job worth your time?
4. **Adjust prices where needed.** If the margin is too thin, it's time to raise your price.

**FREE TOOL:** [Profit Margin Calculator](#)



➔ **Pro Tip:** Clear communication with your customers is key if you choose to increase your rates. In your price increase letter, make sure to highlight the value your services—whether it's your expertise, reliability, or quality—so they understand what they're paying for.



# Add winter-friendly services that sell now

If your main services slow down, don't just wait it out. The slower season is a good time to pivot into work that keeps cash coming in, keeps your best crew members on payroll, and helps you maximize ROI on your equipment.

## Focus on winter services that:

- **Are easy to add.** Consider services you can start offering quickly, without needing major training, licensing, or setup.
- **Use your existing equipment and crew.** Choose work your team can handle with the tools and skills you already have, so costs stay low.
- **Solve real problems customers have during the winter.** Do people need these services during colder months?
- **Bring in dependable, high-value revenue.** Do these services justify keeping your crew working—and is the income consistent enough to rely on?

You don't need to offer everything. Even adding one or two new services can keep money moving, reduce layoffs, and improve team morale during the slow months.

## 4. Services you can offer right away

Here are landscaping service ideas you can start offering now:

Yard clean-ups	Leaf removal	Winter lawn prep
Winter weed removal	Snow removal	Winter mulching
Holiday lighting installation and removal	Gutter cleaning	Roof cleaning
Plant trees and shrubs	Pressure washing	Firewood delivery
Indoor plant care	Hardscape design consulting	

These aren't necessarily traditional landscaping services, but they're easy to start and are often in demand:

- **Property maintenance**
- **Poop scooping / pet waste removal**
- **Junk removal**
- **Christmas tree removal**



# Stay top of mind at all times

The off-season is when visibility matters most. While your competitors pull back, staying present gives you a clear advantage. Simple, consistent marketing shows customers your business is established and dependable year-round. When spring arrives, you're not starting from scratch—you're already top of mind.

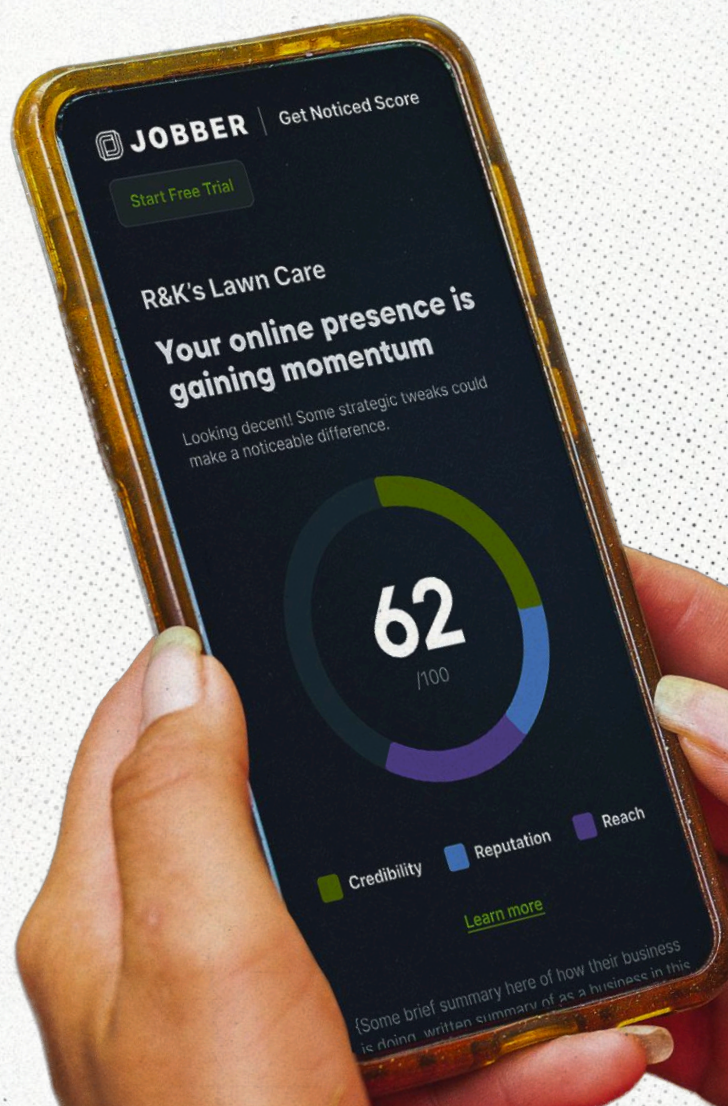
## 5. Optimize your marketing strategy

Even if your marketing worked well last season, winter is the perfect time to fine-tune it further. During the slow season, keep your business top of mind to continue growing your customer base.

**Focus on low-cost, easy wins like these:**

- **Focus on local SEO.** Update your photos, hours, services, and service area on your Google Business Profile so customers know you're active year-round—and add winter-focused keywords like 'snow removal near me' to show up in local searches.
- **Gather five-star reviews.** Reach out to happy customers to build credibility and strengthen your online reputation by having them share reviews on Google.
- **Optimize your website to convert visitors into customers.** Add fresh five-star reviews, recent project photos, and ensure your contact information and booking form are still accurate.
- **Clean up your email list.** Remove outdated contacts and organize your list by service type or how recently someone booked. This helps you stay relevant and send the right messages to the right people.
- **Run win-back email campaigns.** Email customers who haven't booked in 6+ months with a simple offer, such as a discount or priority scheduling. It can cost up to seven times more to acquire a new customer than to retain an existing one.
- **Stay active on social media.** Share winter services or throwbacks of great work to stay on customers' radar.

**FREE TOOL:** Analyze your online presence and get actionable recommendations with the Get Noticed Score. →





## 6. Build referral partnerships

An easy way to grow your customer base during the slow months is through other local businesses. By building referral partnerships, you can tap into new leads without spending more on ads. This works especially well in winter, when businesses are still active, even if homeowners are spending less. **Phil Risher**, founder of Phlash Consulting, stands behind this marketing strategy:

**“ I PRETTY MUCH GUARANTEE THAT IF YOU INSTALL THIS IN YOUR BUSINESS, THERE'S NO WAY THAT YOU ARE NOT GONNA GET NEW CLIENTS AND GROW YOUR BUSINESS.”**

Start by reaching out to businesses that **already work with your ideal customers, like:**

- Other trades (e.g., pressure washing, gutter cleaning, roofing, pet waste removal)
- Realtors and property managers
- Charities, local school PTAs, and community groups

### Referral partnership outreach email

Here's a simple email script you can customize and send to potential partners:

**Subject line:** [name], open to partnering up for referrals?

Hi [First name],

I'm the owner of [Your Company Name], a local landscaping business in [City].

I frequently have clients asking for recommendations for a local [industry] and I'm hoping to establish a partnership with a [professional] that I can trust to take care of them.

After checking out your [Instagram / website], I think our quality standards and customer bases align well.

Are you open to a quick call about how we might partner up and refer each other clients?

Thanks,

[Your Name/Company Name]



## 7. Reactivate old leads while it's quiet

Your CRM is often full of missed opportunities—people who were interested but never followed through. This might include:

- Quotes that never got approved
- Past customers who didn't rebook
- Jobs that were postponed until "later."

The quieter season is the perfect time to **revisit these leads and give them another chance** to move forward.

### Follow-up email to revive old leads

Here's a simple email script you can customize and send to old leads:

**Subject line:** Still need help with [service] this spring?

Hey [Customer name],

We hope you're staying warm!

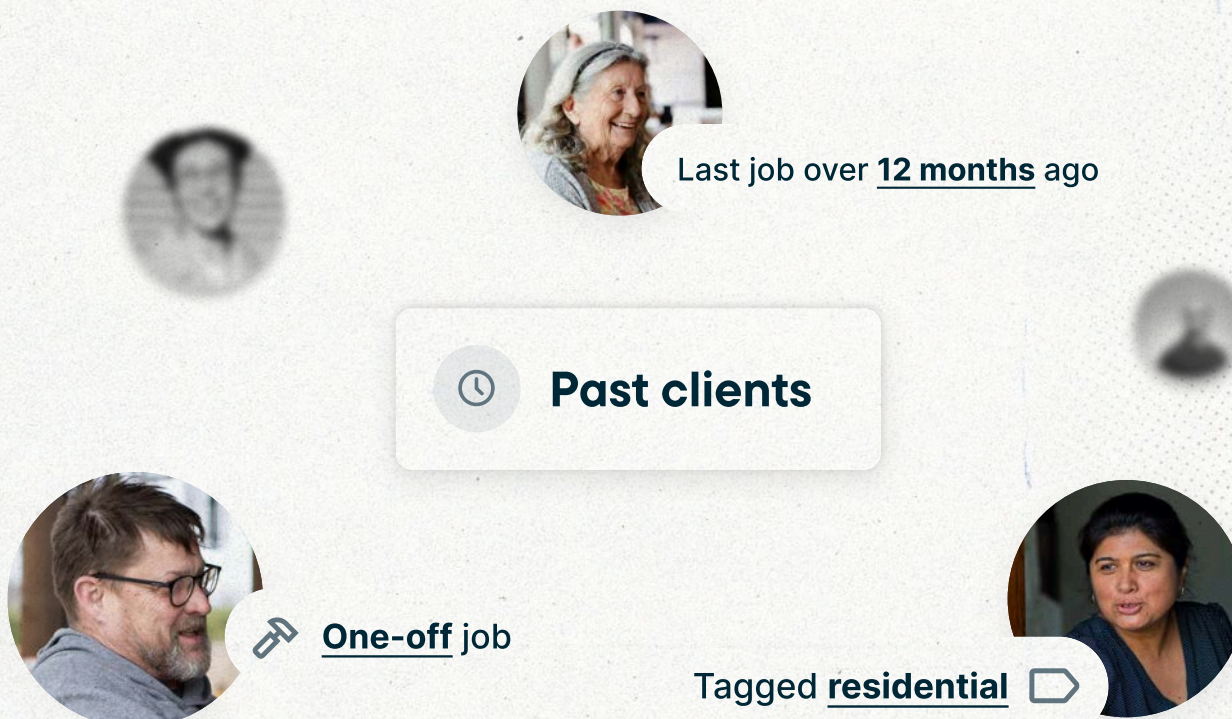
I'm just checking in to see if you still need help with [project/service]. If so, we're now booking for spring and can share updated pricing or options.

Early spots are starting to fill up, so let us know if you'd like to get on the schedule.

Thanks,

[Your Name/Company Name]

➔ **Pro Tip:** Start with your most recent quotes. They're usually the easiest to revive as the job is still fresh in the customer's mind.





# Strengthen your business operations

When you're constantly on the move, it's easy for systems and team development to slip. The slower months give you the time to fix what's been put off and build a stronger foundation for the year ahead.

## 8. Invest in team development

The winter season is often when good employees decide whether to stay or start looking elsewhere. As **Chase Stetson** of Mike's Lawn Care Service says,

*“FIGURE OUT A WAY TO KEEP YOUR EMPLOYEES BUSY DURING THAT TIME SO YOU DON'T HAVE TO LAY THEM OFF.”*

Use this time to show your team you're building something long-term, so consider investing in:

- **Training and certifications.** Make sure your team is up to date on required training and anything that can improve performance.
- **Cross-skilling on services.** This could include teaching team members how to upsell or cross-sell.
- **Safety refreshers.** Review safety standards and make sure everyone is trained and aligned.

All of this builds confidence, improves work quality, and helps you retain good people when the busy season returns.





## 9. Plan ahead for hiring

If you're planning to grow in the coming months, winter is a smart time to recruit. Hiring now for your landscaping business gives you extra time to onboard and train before spring hits, so you're not scrambling when work picks up.

Many service businesses also pause hiring during the slow season—which works in your favor. That often means:

- **Less competition for good workers.** Fewer businesses are hiring, so strong candidates stand out more.
- **More applicants are actively looking for work.** Seasonal layoffs often mean more people are searching for work.
- **More time to find the right fit.** With fewer day-to-day demands, you can interview and hire more carefully.

**FREE TEMPLATE:** Create a **landscape job description** for your business.

## 10. Fix your systems

When systems are broken or unclear, the cracks eventually show up in missed follow-ups, cash flow issues, and burnout. The slower season gives you the time and space to fix those gaps.

Strong systems help turn both busy and slow seasons into profitable ones by creating less chaos, more control, and a business that's built to scale. As **Dave Moerman** puts it:

**“THE OFF-SEASON IS THE TIME THE BUSINESS GETS BUILT... I STARTED 90 DAYS PRIOR IN THE WINTER OF ME WORKING 30 HOURS A WEEK BUILDING SYSTEMS.”**

Use the time now to:

- **Improve your hiring process.** Make sure your job descriptions and hiring steps are clear, consistent, and easy to repeat as you grow.
- **Clean up your tech stack.** Remove tools you don't use and make sure everything you keep actually works together.
- **Update or document SOPs.** Write down how your business operates and how jobs are done so work stays consistent, even when you're not there.
- **Improve estimating and invoicing workflows.** Make it easier and faster to send quotes, get approvals, and get paid.
- **Automate follow-ups and reminders.** Reduce manual work by letting systems handle reminders for quotes, invoices, and appointments.

➔ **Try Jobber free** and run your landscaping business like a pro—faster quotes, stronger cash flow, and less admin, all in one place.



# Seasonal slowdown checklist

Use this 90-day checklist to stay focused and make steady progress through the slower months.

→ **Pro Tip:** Start with your most recent quotes. They're usually the easiest to revive as the job is still fresh in the customer's mind.

## Get your cash flow in order

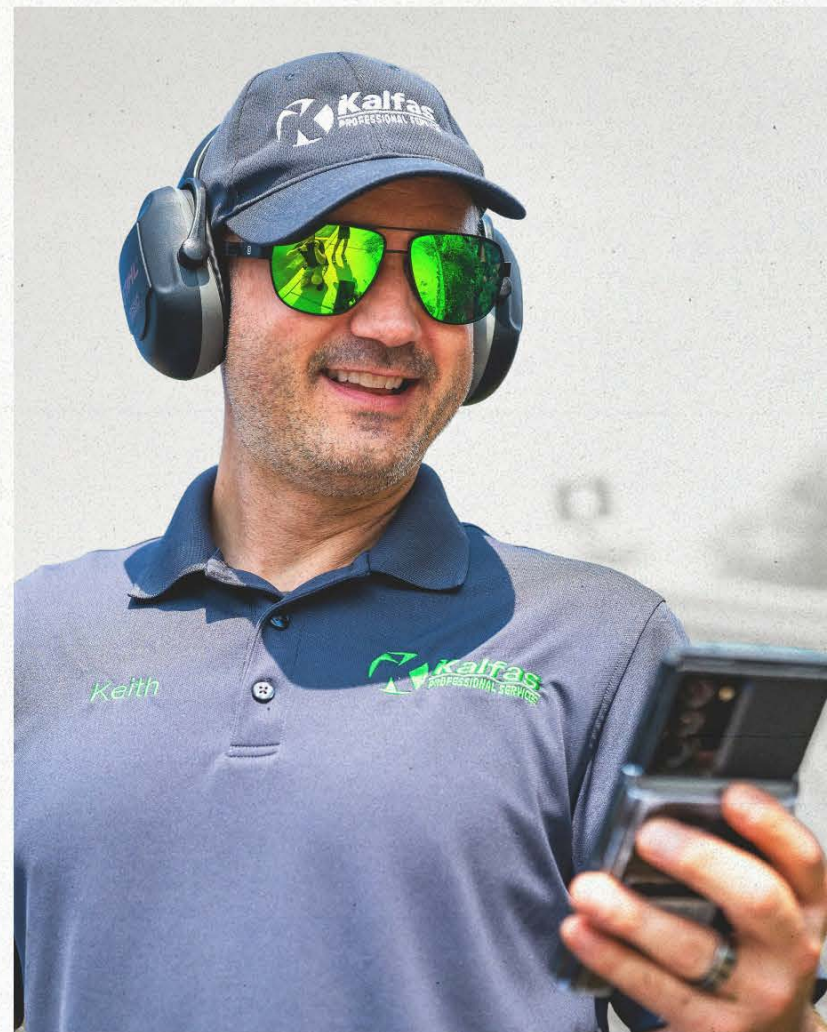
- ☐ Create a 90-day cash flow forecast
- ☐ Launch an early-bird service offer
- ☐ Audit pricing on your top/common services

## Keep leads and revenue moving

- ☐ Add and promote at least one winter service
- ☐ Review and fine-tune your marketing
- ☐ Reach out to one potential referral partner
- ☐ Follow up with old leads

## Strengthen your business


- ☐ Schedule team training or safety refreshers
- ☐ Plan your hiring for the year ahead
- ☐ Clean up systems and workflows



**Remember:** you don't need to accomplish every single task. You can simply pick one move from this list and start there. Consistency matters more than perfection, and even small steps can make a big difference.



**Keith Kalfas**

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# Slow season isn't downtime. It's strategy time

The businesses that win in spring aren't scrambling—they're prepared. They use the slower months to get clear on their numbers, keep leads moving, and strengthen the systems and team that support their business.

**You've got a plan now. The next move is yours.**



**David Moerman**  
Founder of Home Service Business Coach

- ➔ If you're looking for more practical guides, templates, and training made specifically for landscaping business owners, explore **Jobber Academy**. It's built to help you run a smoother, more resilient business year-round.
- ➔ For more real-world insights, tips, and stories from other service pros, check out the **Masters of Home Service Podcast**.

