



CHECKLISTS TO KEEP YOU ORGANIZED

How to Start a Landscaping Business

When you're starting a landscaping business, a checklist can help you get organized long before you get your first customer. We designed 12 unique checklists to help you start your landscaping business—and they're all rolled into one handy PDF for easy reference.

1. Build your landscaping skill set

- Gain hands-on plant care and maintenance experience
- Learn the basics of hardscaping and softscaping design
- Learn to safely use [landscaping tools](#) and equipment
- Understand job site workflow (e.g., setup, execution, cleanup)
- Understand business management (e.g., job pricing, crew management)

2. Write a landscaping business plan

- Cover page (including your business name, logo, and contact info)
- Executive summary (including your unique selling proposition)
- Business overview (including business structure, work history, and experience)
- Services list and pricing model
- Market analysis describing your ideal customers (e.g., residential, commercial)
- Competitive analysis of other local landscaping businesses
- [Landscaping marketing](#) strategy for attracting new customers
- Financial plan (including sales forecast, budget, and employee costs)

3. Set up your landscaping business through official processes

- Choose a business structure (e.g., sole proprietorship, partnership, LLC)
- Choose your [landscaping business name](#)
- Register your business name with your regional government
- [Trademark](#) the name (optional)
- Purchase a website domain using your business name
- Check city/state licensing requirements and get a [landscaping license](#), if needed
- Apply for an [employer identification number](#), if required

4. Get proper business insurance

- General liability insurance
- Commercial property insurance
- Commercial auto insurance
- Workers' compensation insurance
- Any other types of insurance needed

5. Open a business bank account

- Open an account at your preferred bank
- Get a business credit card
- Separate personal and business finances
- Set up accounting software (e.g., [QuickBooks Online](#))

6. Choose which landscaping services to offer

- Decide client type (residential, commercial, both)
- Define list of services:

Residential Landscaping

- Hardscaping
- Home gardens
- Landscape design and architecture
- Lawn care
- Seasonal cleanup
- Small tree and shrub pruning
- Softscaping
- Water features
- _____
- _____

Commercial Landscaping

- Erosion control
- Hardscaping
- Irrigation
- Landscape design and architecture
- Lawn care
- Outdoor lighting
- Snow and ice removal
- Tree care
- _____
- _____

Residential and Commercial Landscaping

- Drainage
- Fencing
- Land clearing, grading, and leveling
- Retaining walls
- Seasonal color installation
- Sustainable landscaping
- Turf installation
- _____
- _____

7. Buy landscaping equipment

- | | |
|---|--|
| <input type="checkbox"/> Lawn mower | <input type="checkbox"/> Pruning shears |
| <input type="checkbox"/> Weed whacker | <input type="checkbox"/> Tool kit (hammer, screwdriver, etc.) |
| <input type="checkbox"/> Leaf blower | <input type="checkbox"/> Small gardening tools |
| <input type="checkbox"/> Hedge trimmer | <input type="checkbox"/> Garden hose and nozzle |
| <input type="checkbox"/> Lawn aerator | <input type="checkbox"/> Landscaping gloves |
| <input type="checkbox"/> Broadcast spreader | <input type="checkbox"/> Safety goggles and earmuffs |
| <input type="checkbox"/> Tiller | <input type="checkbox"/> Steel-toed boots |
| <input type="checkbox"/> Pressurized sprayer | <input type="checkbox"/> Bucket (to carry smaller tools) |
| <input type="checkbox"/> Wheelbarrow | <input type="checkbox"/> Cargo net (for vehicle) |
| <input type="checkbox"/> Shovel, spade, hoe, and rake | <input type="checkbox"/> Landscaping business software |

8. Price your landscaping services

- Set an hourly rate for [landscaping pricing](#) and multiply by the estimated job time
- Calculate total material costs (including equipment rentals)
- Add up overhead costs and calculate overhead per labor hour
- Factor in [profit margin](#) (15–20% residential, 10–15% commercial)

9. Get your first customers

- Create a [landscaping marketing strategy](#)
- Build a [brand identity](#) (logo, fonts, colors)
- Order business cards, uniforms, and vehicle decals
- Create and post on Facebook/Instagram business accounts
- Launch a [customer referral program](#) and [ask for customer reviews](#)
- Build a [landscaping website](#)
- Claim your Google Business Profile and run [Google Local Services Ads](#)
- Distribute landscaping and [lawn care flyers](#) locally

10. Build your brand's reputation

Handle customer complaints and feedback like a pro

- Create a complaint-handling process
- Train staff on customer service
- Document feedback
- Implement service improvements

Manage your online reviews

- Request reviews after each job
- Monitor Google, Yelp, and social platforms
- Respond to all reviews, both positive and negative
- [Automate review requests](#)

11. Hire landscapers and grow your business

- Write a [landscaper job description](#)
- Post job ads on social media and job search websites
- Screen applicants and book interviews
- Prepare [interview questions](#)
- Interview qualified candidates
- Check references and run a background check
- Send a job offer to the chosen candidate
- Schedule onboarding and training

12. Plan for the off-season

- Add [seasonal landscaping services](#) (e.g., leaf removal, gutter cleaning, snow removal, Christmas light installation)
- Update business plan
- Market services to new customers
- Clean or maintain landscaping equipment
- Improve internal systems and put new processes in place
- Set up [landscaping business software](#) (if you aren't already using it)