



March 2020

## Understanding Your Lawn Service Billing

### ***The guiding philosophy –***

*We believe strongly in win-win relationships. If a client does not believe in that, we would not want that client.*

*We provide excellence and friendliness at all times but we cannot subject ourselves to mistreatment. (And yes, this has happened)*

*The following service and billing model is adopted from the industry standard in our geographical area.*

*We did not invent it... we simply use it as we believe it is the best option for both the client and the service provider to win in our mutual dealings.*

***40 guaranteed cuts/year is the minimum promise, for monthly clients\****

***\*Cancel any time. If client cancels within first service month\*\*, client will be billed at regular “per cut” rate for the 1-3 cuts received, per respective package. Any additional service fees extra.***

***\*\*Cancelling before 4 cuts provided OR before any 4 week period, independent of the actual calendar month.***

### **REGARDING OUR VISIT SCHEDULE**

This basically works out as follows: 2 seasons in the lawncare world.

>>> Prompt, WEEKLY service from April - November, give or take:

7-8 months = **28-32 cuts** – (We’re like the sunrise/sunset with this, you will have a day and you will not wonder, “Where are they?”)

>>> Roughly BI-WEEKLY service from December - March, give or take:

4-5 months = **8-12 cuts**)

During the Winter months, you will see us about half the time as compared to Summer (Wet season)

(Service visit schedule is always slightly flexible for weather – we live in Florida ☺)

### **REGARDING BILLING**

*\*Does not apply to regular “per cut” rate, if client does not complete one full billing month, (4 cuts).*

#### **Example Rate:**

\$100/month x 12 Months  
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= \$1,200 for the year, which buys a minimum of 40 service visits, up to 44 visits (or an extra MONTH worth of cuts, if your property needs it)

#### **BOTTOM LINE:**

If you receive only the minimum cuts (based on *your* lawn’s growing rate).

40 Service Visits: You pay \$30/visit

44 Service Visits: You pay \$27.27/visit

**Simply put, if your rate is \$100/month, you are paying between \$27 - \$30 per visit, year-round. That would be your “per cut” rate if that was our model. Only you don’t have any more worries, wondering where the lawn guys are, when we’re your guys.**

Remember we talked about Win-Win at the top of the page?

*We believe strongly in win-win relationships. If a client does not believe in that, we would not want that client. We provide excellence and friendliness at all times but we cannot subject ourselves to mistreatment. (And yes, this has happened)*

You, the client, wins – Your goal of an *always maintained, healthy-length lawn* is achieved (which is the point of professional lawn maintenance).

Some may think they are paying for visits, which is not the case, they are paying for **professional, worry-free, *hands-off* healthy lawn growth maintenance.**

That's the *value*, rather than *how often* someone sees their lawn company. Attorneys call this a *retainer*... you can think of it like that if you'd like, or not.

We, Paradise Bay Lawns, also wins, with reliable clientele that are a joy to work for, to reciprocate our dependability to you. This means we're able to be healthy business-wise. This is absolutely necessary in order to provide the exceptional service that we believe *every client* deserves.

\*\*As always, we're not sticklers for our own hard lines, so-to-speak, and what that means is if you need extra attention, within reason, we will always be there. It is very rare that someone would attempt to abuse the service but it has happened.

We believe business should and must operate in a neighborly manner and that's how we'll always treat you... like an awesome neighbor! You may end up with a few extra cuts per year and that's fine by us.

If this model does not work for you, we totally understand, and we wish you the best.

If you're good with it, we look forward to seeing how we can be your guys for the long haul.

Thank you!

Adam Konopka  
Gav's Dad

