

Landscaping Business

MONDAY, 9 NOVEMBER 2026. WEEK 5.

Every new inquiry got an answer last week, and 14 of the 19 unbilled jobs are now invoiced.

TWO DECISIONS WE NEED FROM YOU

1. **The price letter for 38 contracts.** The draft is attached. It raises each by 5% from 1 January. Approve it, change the figure, or tell us which customers to leave out.
2. **Five finished jobs we cannot invoice without you.** Crew notes and the estimate disagree on what was done. They are worth \$7,550. The list is attached, and each one needs a yes or a corrected amount.

LAST WEEK

	LAST WEEK	BEFORE WE STARTED
Inbound calls	94	
Calls missed	17	About 1 in 5
Missed calls that got a text back within a minute	17 of 17	None
New callers among those	6, and 4 booked a site visit	
Website inquiries	9, all answered the same day	26 hours to a first reply
Estimates sent	11	
Days from site visit to estimate, last four weeks	4	9
Estimate follow ups sent	23	None

WHAT WE DID

- **Invoiced 14 finished jobs** worth \$23,650. \$11,200 of it has already been paid.
- **Followed up the old estimates.** 41 of the 112 with no outcome are now closed. Last week 2 were won, worth \$9,800, and 3 were marked lost.
- **Cut the ad spend going to mowing searches** from 44% to 6% of the budget.
- **Turned on call tracking for the ads**, so an ad lead that phones in can now be tied to a job.
- **Removed the 9 logins** that belonged to people who no longer work for you.

YOUR MAIN NUMBERS

MAIN NUMBER	30 SEPTEMBER	TODAY
Estimates with no outcome	112	71
New inquiries with no reply, last four weeks	About 10	0
Finished work not yet invoiced	\$31,200	\$7,550
Days to be paid	44	44
Maintenance contracts	212	212

Days to be paid has not moved. That is expected this early, and it is the next thing we will work on.

THIS WEEK

- Crews 4 and 6 start recording their hours in the LMN Crew app on Wednesday.
- We begin merging the 286 duplicate customers, so LMN and QuickBooks can be reconnected.
- Someone is assigned to the \$58,000 owed by the two associations.

ONE THING TO PLAN FOR

The nine contracts with your largest customer renew in March. We suggest you meet them in January. We will prepare a one page summary of the year's work on their properties for that meeting.

Want to go through any of this in person? Any week you like.