

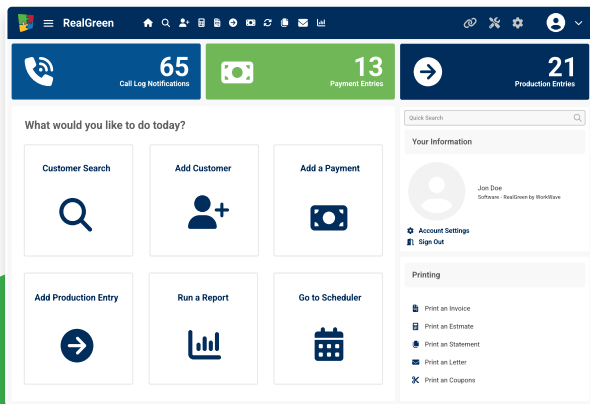


How Elkhorn Lawn Care Grew 5X in 5 Years with RealGreen



ABOUT ELKHORN LAWN CARE

Founded in 2007, Nebraska-based Elkhorn Lawn Care provides a wide range of services to residential and commercial customers. In addition to a full range of lawn care and maintenance services, Elkhorn specializes in irrigation installation, maintenance and services; landscape design, installation and maintenance; exterior and interior holiday lighting installation; and snow removal. They have been a RealGreen customer since 2017.



Industry: Lawn care, irrigation installation, maintenance and services; landscape design, installation and maintenance; exterior and interior holiday lighting installation; and snow removal.

Areas Serviced: Omaha, Nebraska and surrounding areas

The Challenge:

- Complications from expanding services
- Scheduling multiple service types
- Tracking billing and invoices

The Solution:

- Using RealGreen to scale and grow across multiple verticals and acquisitions

The Value:

- 500% growth in 5 Years
- Multiple acquisitions into one software and process
- Increasing upsell with multiple services per customer

“We avoid missing services or program rounds **WITH REALGREEN.**”

THE CHALLENGE

Owner and CEO James Manske started Elkhorn when he was still in high school to earn extra money mowing lawns in his neighborhood. Over the years, “We kept growing, and as we kept servicing different customers, they would ask for different services – can you do snow removal? Can you do landscape maintenance? So we branched out and started learning these add on services and providing more to our clients.” This growth mindset eventually led to a highly diverse portfolio of product offerings, with everything from routine lawn maintenance to complex design and build projects.

“In the Midwest, we have to adapt to the different seasons. I looked at that early on – how to keep everyone busy and employed year-round instead of just cutting people at the end of October or November,” continues Manske. “With our focus on commercial and year-round maintenance contracts, it’s easier to reassure our customers that we will take care of them so they don’t have to look for different contractors for all of their property needs.”

However, offering so many services – and keeping track of everything that entails, from appointments to staffing to billing and everything in between – creates certain challenges. How does a thriving company like Elkhorn continue their aggressive growth trajectory while ensuring nothing falls through the cracks?



THE SOLUTION

RealGreen’s software has been instrumental in enabling Elkhorn to keep everything organized and running smoothly while also enabling them to scale effectively.

According to Manske, one of the biggest benefits has been route optimization and the ability to assign jobs to different crews. Crews in the field can easily track job completion, and the office can instantly post and collect payments. For example, during fertilizing services, they now bill, post, and collect payments via ACH throughout the day, instead of waiting one to two days after the service is completed. This has significantly streamlined their back-end processes, saving a lot of time. Manske estimates that it has eliminated the need for at least one full-time position, which allowed the company to reallocate resources and grow in other areas.

“Another benefit is the ability to have a centralized CRM that allows us to house numerous programs and services on a customer account. We have many customers that have year-round services. Having a software that allows us to input all services and easily route them, when the time comes, has saved us time, energy and money. We avoid missing services or program rounds with RealGreen.”

THE RESULTS

RealGreen has enabled Elkhorn to optimize their operations across their entire portfolio of services – something that remains extremely important as they continue to grow.

“We’ve acquired several businesses over the last couple of years,” Manske says, noting that the company is looking to expand its footprint further into Nebraska and to the south, where the changing seasons don’t have as much of an effect on services. With RealGreen, he says, “We can absorb these companies with our processes, software and systems and be able to take care of their team members and their customers.” Upsells are increasing as well: “We’ve been able to build on our current customer base with the services we offer. When someone is signed up for two services, why not get them to 15?”



Manske estimates that Elkhorn has grown 500% since 2019. “Some of that was with acquisitions, of course, but it’s also from changing our mindset to think bigger and provide more to our team members and our community.

He credits RealGreen with enabling that growth process. “It’s easier to grow exponentially when you have the right software set up, and it’s made for the services you provide. It’s incredible how much time you save once everything is set up and streamlined. For anyone in the lawn care business offering recurring services, I think you have to have RealGreen. You’ll never grow unless you leverage a software like this that simplifies and creates better processes. Without it, you can’t get to the next level.”

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