



Over the years, landscapers like you have asked me a lot of questions about the state of the landscaping industry, like ...

- What is the average close rate for a landscaper?
- How much does the average landscape company spend on marketing?
- Am I the only one struggling to hire right now?
- Which marketing strategy works the best for most landscapers?
- I'm having a problem with my sales process. Does my competition have this issue?

In the past, I didn't have the robust data I needed to answer these questions accurately — but now I do! This fall, my team and I surveyed nearly 200 landscape companies nationwide during our 2022 Landscaper's Sales Survey, and the results are officially in.

This survey didn't happen overnight. I relied on my industry background to draft the questions, then ran them by 10 or so landscapers in my Wild Frontier Landscape Executive Mastermind group. They helped me refine and finalize the survey, honing in on precisely what people working in the industry want to know. Together, we created questions that drilled deeper into these issues than most surveys in the industry.

From there, my team and I kicked off the survey process. I personally collected dozens of responses from landscapers who stopped by the Ramblin Jackson booth at the 2023 ELEVATE Conference in September. Our client, Casey Hendrix of Tex-Scapes Nursery & Garden Center helped run the booth and handed out surveys with me and 2 other Ramblers. After ELEVATE, our team continued to gather responses through phone calls to clients, posts on social media, and other outreach efforts.

By early October, we surpassed 190 responses, and I joined forces with Sales & Marketing Manager, Jamie DuBose and graphic designer Liv McCoy to analyze the data.

We officially announced the results at our 2023 Landscaper's Summit. Here are a few things we discovered:

- 25% of landscapers spend less than \$5,000 on marketing annually, and 15% spend \$5,000–\$15,000.
- The average close rate for residential projects is 49%. For commercial projects, it's 51%.
- Landscapers have the most marketing success with SEO & social media
- Landscapers' biggest challenges today are generating high quality leads, recruiting quality employees, and employee retention.

It was great to share what we discovered in a virtual room full of landscapers during the 2023 Landscaper's Summit where I presented the results during the opening keynote session.

If you can't already tell, I'm extremely excited about the results of this survey! Ramblin Jackson is constantly innovating to come up with new solutions for landscapers, and these results show us exactly where to direct our efforts. With this data, we'll be able to help even more businesses successfully brand their sales processes and align their operations next year.

To creating profit & results with integrity,



Jack Jostes  
CEO, Ramblin Jackson





# The 2023 Landscaper's Sales Survey

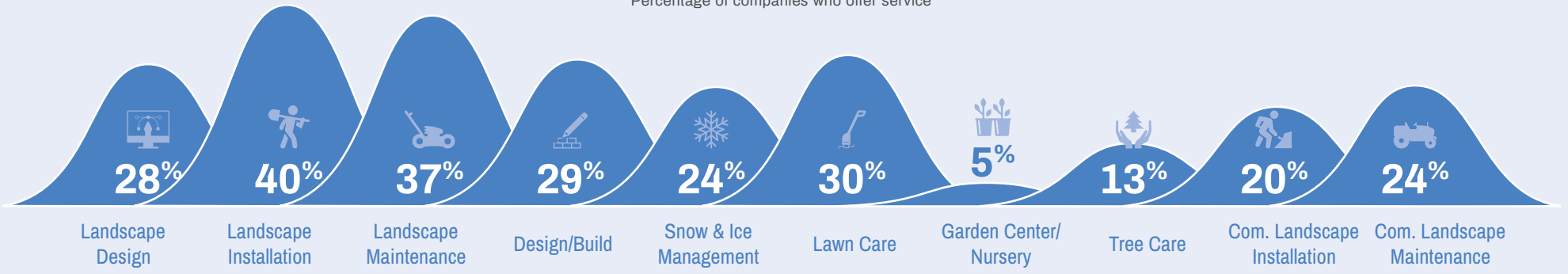
BROUGHT TO YOU BY THE LANDSCAPER'S GUIDE & RAMBLIN JACKSON

We surveyed 190 landscape companies across the country, to explore and create industry benchmarks for sales and marketing. The results reflect new insights, shared challenges, and continued opportunity to grow in the landscape industry. There is no limit to growth!

Read on to learn how you stack up against the competition, and the trends dominating the industry today!

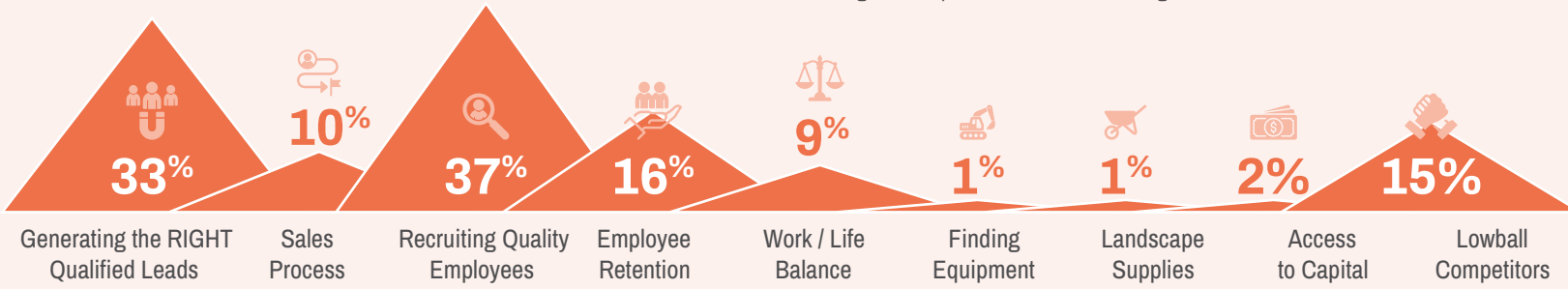
## Which Landscaping Services Do You Offer?

Percentage of companies who offer service



## What Your Biggest Challenge?

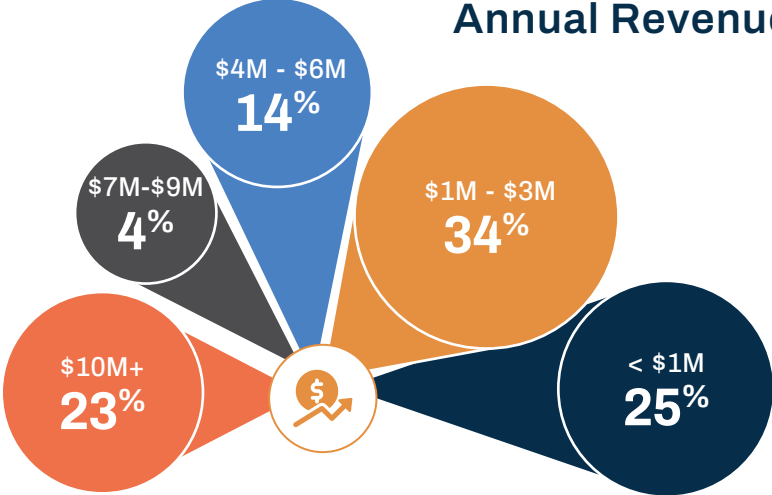
Percentage of companies who noted challenge



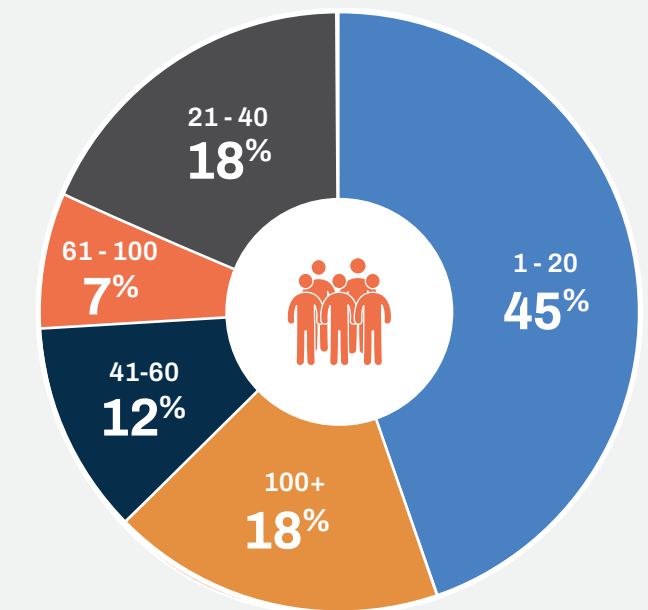
Biggest Challenge for Companies Making Below \$6M: **Generating Qualified Leads**

Biggest Challenge for Companies Making Above \$6M: **Recruiting Quality Employees**

## What's Your Annual Revenue?

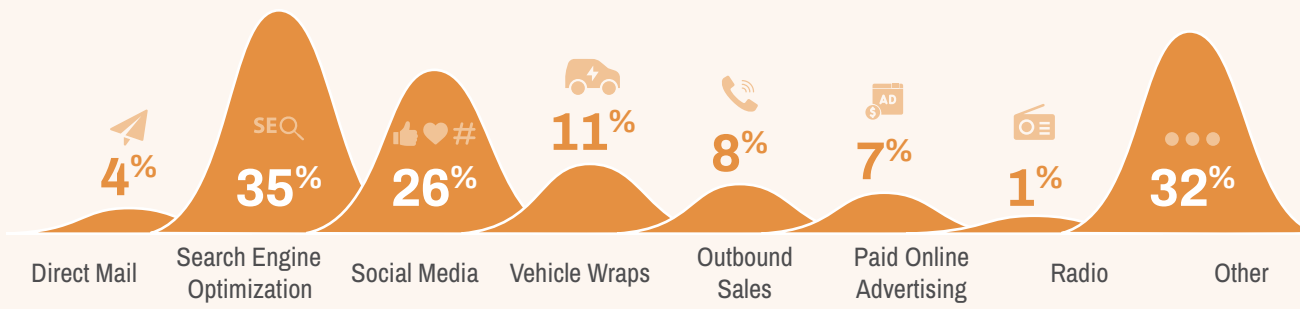


## How Many Employees Do You Have In Peak Season?

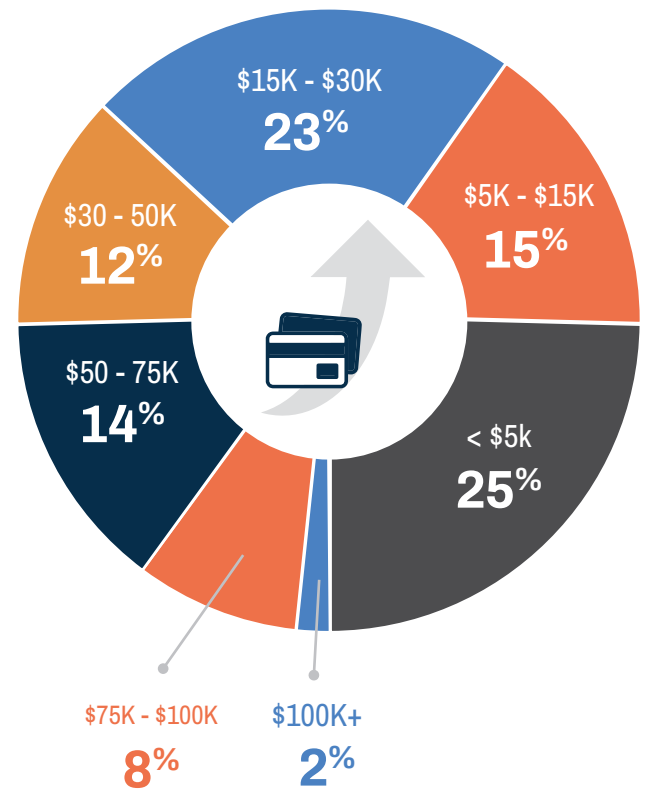


## Which Marketing Works Best For You?

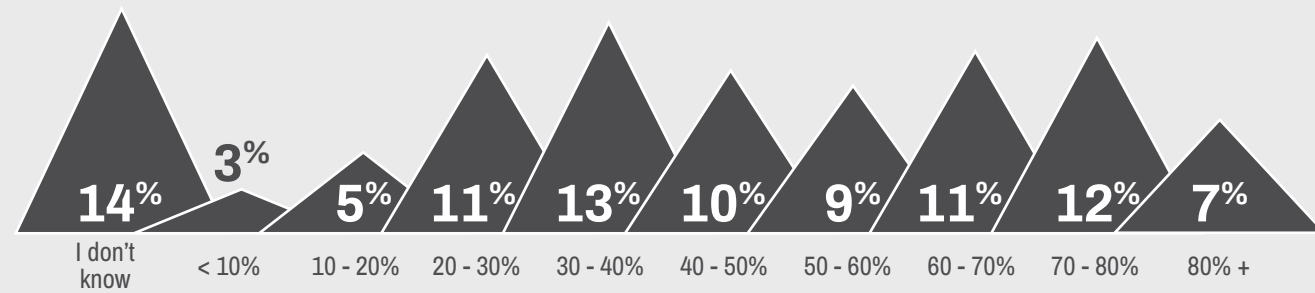
Percentage of companies who noted marketing option



## How Much Do You Spend On Marketing Every Year?

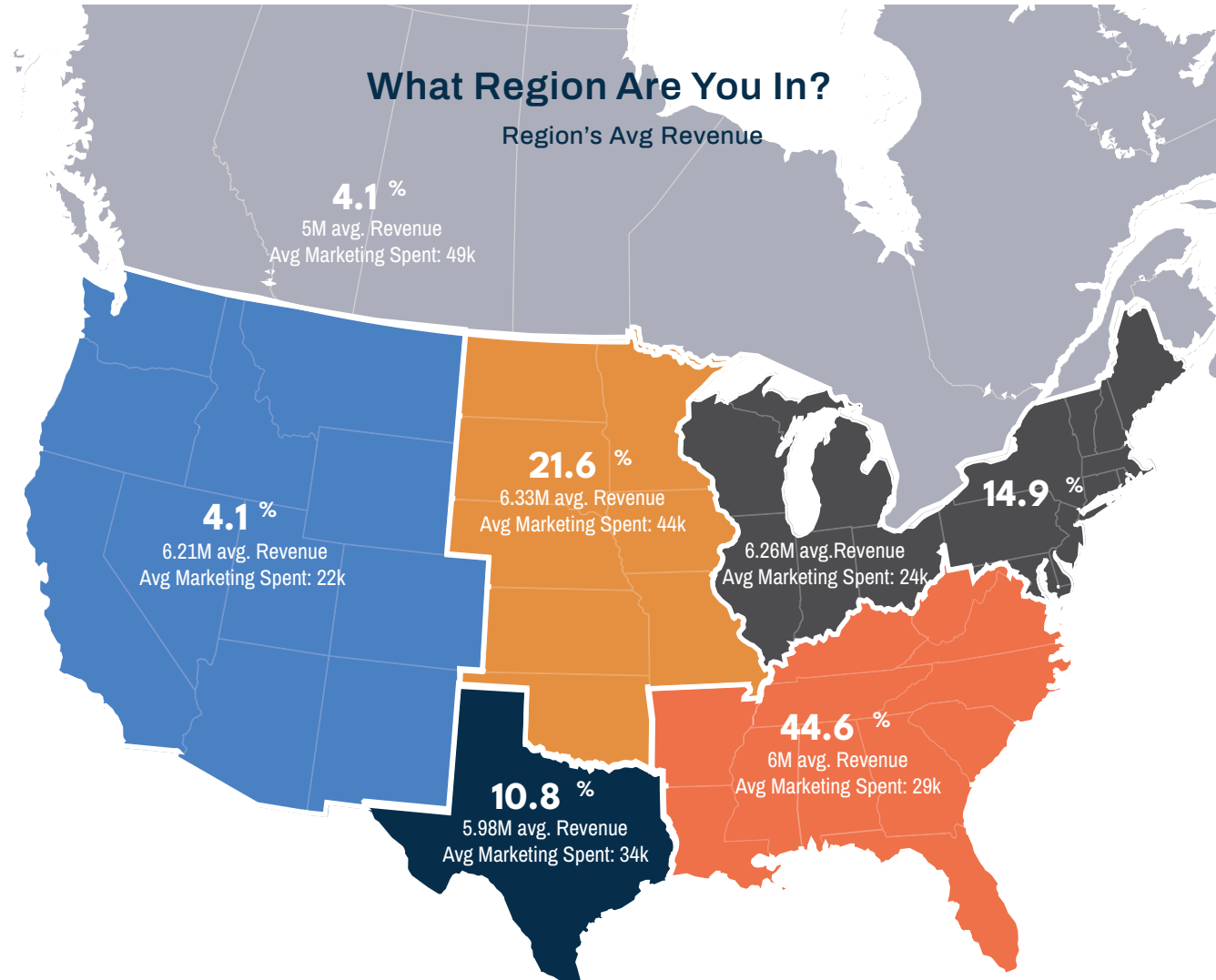


## What's Your 'Close Rate' of Proposals Sent to New Signed Business?

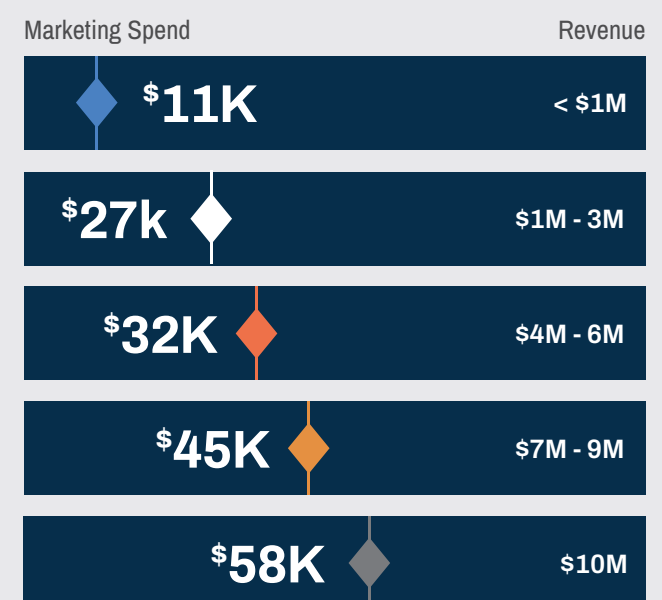


## What Region Are You In?

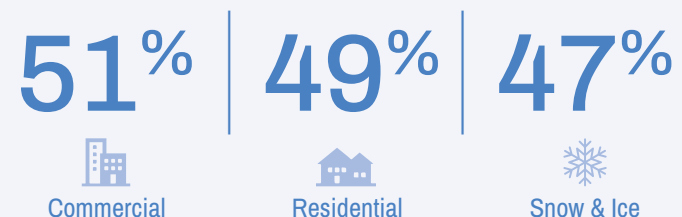
Region's Avg Revenue



## Average Annual Marketing Spend By Revenue Range:



## Average Close Rate



## Biggest Challenge by Region

**WEST, TEXAS & SOUTH** - Recruiting Quality Employees  
**CENTRAL & NORTHEAST** - Generating the RIGHT Qualified Leads



The survey sample consisted of over 190 unique landscape companies in the US and Canada. The survey was collected by Ramblin Jackson from August 1 - October 13th, 2023.

© Ramblin Jackson, Inc. 2023 | Learn More at: <https://landscapersguide.com/>