2021
GREEN INDUSTRY ECONOMIC REPORT

SingleOps

Contents

Introduction

Like the year that preceded it, the 2021 release of the Green Industry Economic Report would be incomplete without mentioning COVID-19. The global pandemic has presented humankind with a set of unprecedented challenges, and the majority of the year was spent responding to the new normals that those challenges posed.

Despite these difficulties, the green industry weathered the storm. Municipalities determined green industry businesses as an essential business towards the beginning of the pandemic. Demand for outdoor service work increased as people spent more time and money on their property than ever before. Green industry businesses were able to adapt and provide services while keeping their clients and teams safe.

This report (similar to our previous Economic Reports) benchmarks key industry metrics - such as average proposal acceptance rate and revenue per job - across industries, service types, and geographic regions. We have also introduced new benchmarks for metrics like time to payment, backlog, and revenue per hour.

GREEN INDUSTRY COMPANIES MUST EMBRACE A DIGITAL AGE TO STAY AHEAD

Our data is sourced from thousands of green industry professionals in the U.S. and Canada using SingleOps, a comprehensive business management software solution designed specifically for full-service landscaping, tree care, lawn care, landscape supply, and sod farms. The data in this report has been aggregated and anonymized to protect the identity of SingleOps' customers.

Because our data comes from a segment of the green industry, it does not represent exact statistics for the industry at large; however, it does illuminate important trends and insights within the industry, especially with companies that use industry-specific business management software like SingleOps.

Data in the 2021 Green Industry Economic Report dates back to the beginning of 2019, reflecting two years of key green industry metrics for commercial and residential work.

Definitions

SERVICE TYPES

One-off Landscaping

Landscaping services that only take place once. This includes landscape design / build, irrigation repair, installs, supply retail and delivery, etc.

Recurring Landscaping

Landscaping services that happen regularly. This includes landscape maintenance, seasonal enhancements, turf care, snow removal, etc.

Tree Care

Services such as pruning, tree removal, plant health care, cabling and bracing, transplanting, consulting, fertilization, lightning protection, etc.

CUSTOMER TYPES

Commercial: Properties used for business purposes. **Ex: hospitals, assembly plants, storage warehouses, shopping centers, office spaces, and apartment buildings.**

Residential: properties used for private living. **Ex: single-family, detached homes, duplex, triplex, fourplex, townhouse, etc.**

Definitions

TERMINOLOGY

Acceptance rate: Total proposals accepted divided by total proposals sent.

Jobs: Any set of work done for a specific project.

Proposal: An agreement that a client can accept or decline for a set of services.

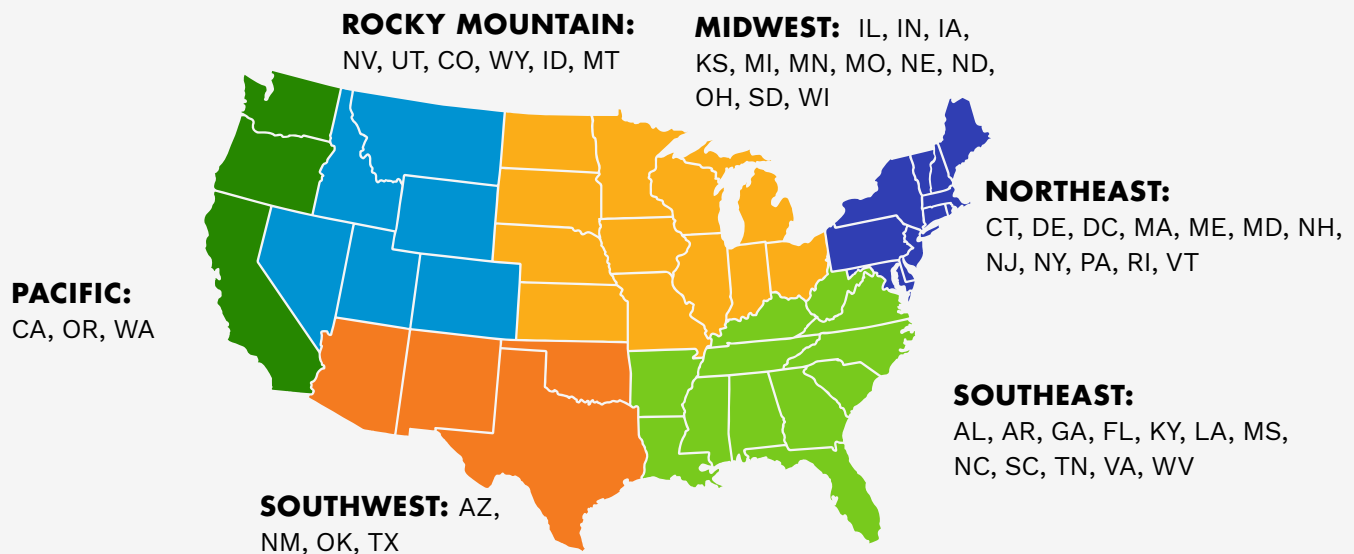**Time to payment:** How long it takes a client to pay a company for services once invoiced.

Revenue per hour: The total price of the job divided by the actual labor of the job.

Backlog: Number of days it will take to complete all pending work.

REGIONS SURVEYED

ROCKY MOUNTAIN: NV, UT, CO, WY, ID, MT

MIDWEST: IL, IN, IA, KS, MI, MN, MO, NE, ND, OH, SD, WI

NORTHEAST: CT, DE, DC, MA, ME, MD, NH, NJ, NY, PA, RI, VT

PACIFIC: CA, OR, WA

SOUTHEAST: AL, AR, GA, FL, KY, LA, MS, NC, SC, TN, VA, WV

SOUTHWEST: AZ, NM, OK, TX

The Big Picture

GREEN INDUSTRY NUMBERS

We surveyed thousands of green industry professionals across landscaping and tree care businesses to uncover the key benchmarks throughout this report. Here are the top-level numbers from 2020.

706,612
JOBS PROPOSED
for a total value of
$1.4B

390,798
JOBS ACCEPTED
for a total value of
$683M

One-off Landscaping

KEY METRICS

This section focuses on landscaping services that only take place once. This includes landscape design/build, irrigation repair, installs, supply retail, and delivery, etc.
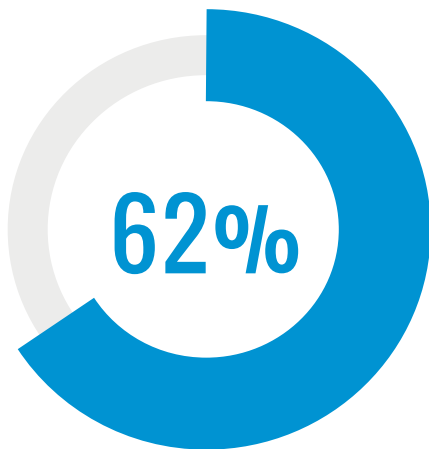
ONE-OFF LANDSCAPING

Sales

With more people sitting in their homes and backyards during the pandemic proposals for one-off landscaping projects saw a dramatic increase. In 2020, proposal acceptance rate for one-landscaping services increase by 4%.

Proposal acceptance rate

62%

↑ 4% from 2019

THE TIME TO PAYMENT WAS
8 DAYS IN 2020

Despite one-off landscaping services typically being higher ticket items for clients, the time to payment dropped from 15 days in 2019 to 8 days in 2020*. This significant improvement in time to payment can be attributed to COVID further accelerating the industry trend towards integrated payments solutions that support easy digital/contactless payments.

THE REVENUE PER HOUR WAS
$125 IN 2020

This report calculated revenue per hour by dividing the total price of one-off landscaping services by the actual labor for those services.

*We'd be surprised to see this dramatic of a change for the industry at large, but our data does support the trend that the green industry is becoming more efficient with accounts receivables, and the use of business management software integrated with modern payments solutions is driving this positive trend for the industry.

ONE-OFF LANDSCAPING
Production

Average revenue per job for one-off landscaping services can give insight into how your company benchmarks against others with job size and price. One-off landscaping services do have a good deal of variance when it comes to price and size as the data includes both large design/build jobs and smaller installs, but there's value in understanding these averages and how they're trending.

THE AVERAGE REVENUE PER JOB

$1,751 $1,778

2019   **2020**

THE MEDIAN REVENUE PER JOB

$430 $471

2019   **2020**

Although average is a commonly-used and well-understood statistic, the median is also a common descriptor used to express a "middle" value in a set of data and determined by ranking the data from largest to smallest, and then identifying the middle so that there is an equal number of data values larger and smaller than it is.
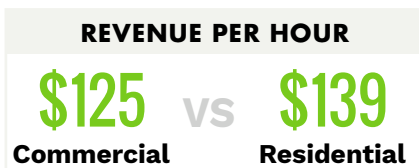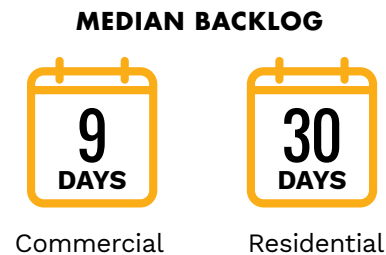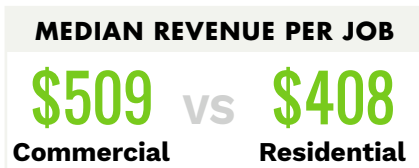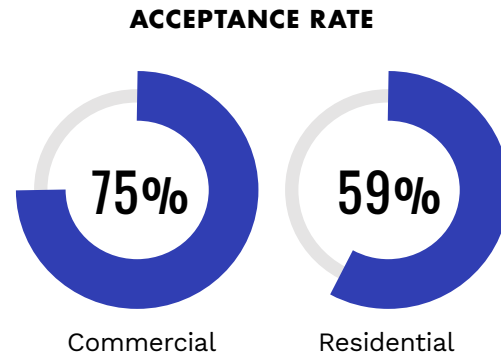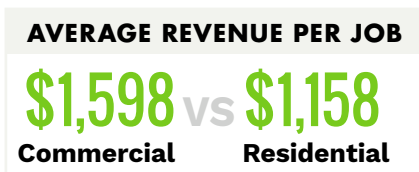
THE BACKLOG WAS
15 DAYS IN 2020

Backlog indicates the number of days it will take to complete all pending work. Several factors influence backlog: production capacity, crew efficiency, amount of pending work, material availability, etc.

ONE-OFF LANDSCAPING

Commercial VS Residential

This section of the report breaks down key metrics of one-off landscaping services across commercial and residential customer types.
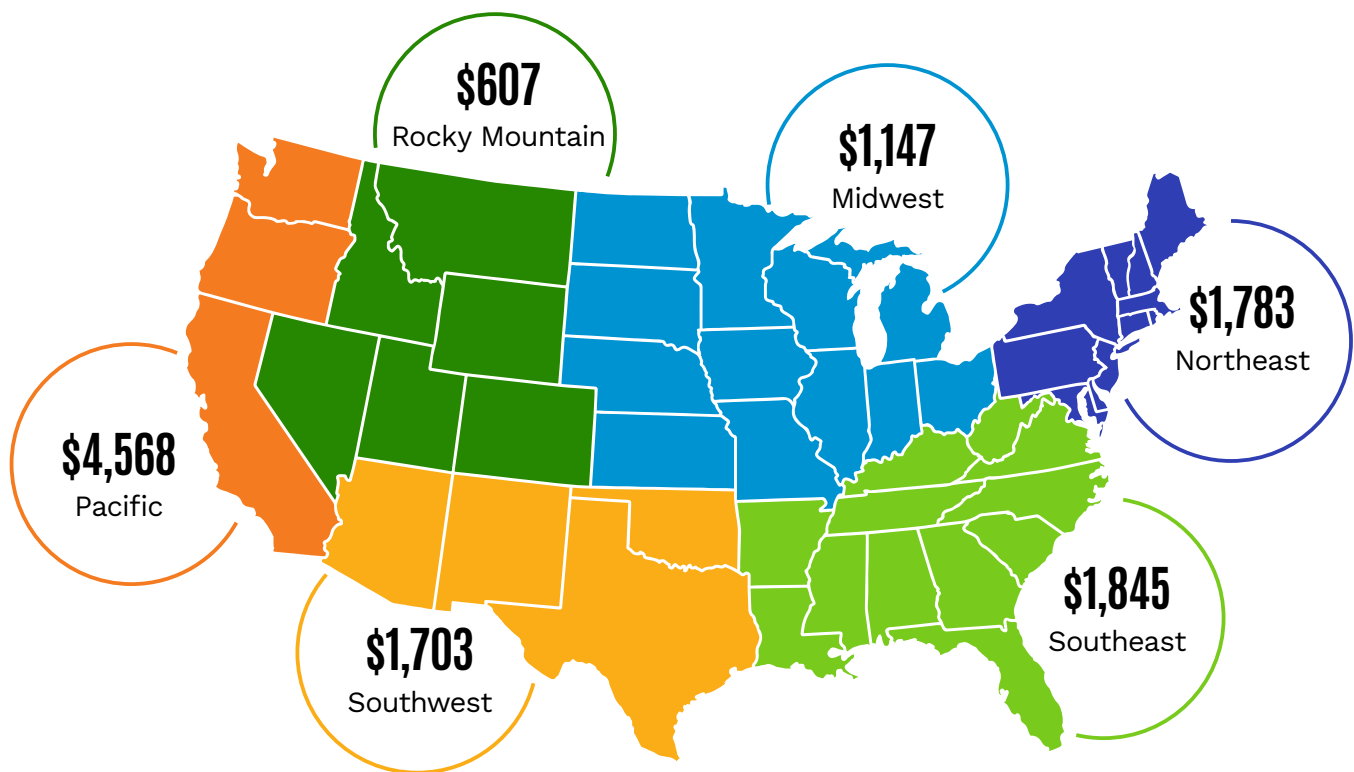
AVERAGE REVENUE PER JOB

$1,598 vs $1,158
Commercial   Residential

MEDIAN REVENUE PER JOB

$509 vs $408
Commercial   Residential

REVENUE PER HOUR

$125 vs $139
Commercial   Residential

ACCEPTANCE RATE

75%   59%
Commercial   Residential

MEDIAN BACKLOG

9 DAYS   30 DAYS
Commercial   Residential

TIME TO PAYMENT

17 DAYS   8 DAYS
Commercial   Residential

Regional Data

This section of the report breaks down key metrics of one-off landscaping services in the different regions of the United States.
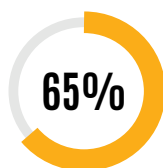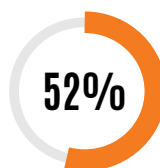

REVENUE PER JOB

$607 — Rocky Mountain
$1,147 — Midwest
$1,783 — Northeast
$4,568 — Pacific
$1,703 — Southwest
$1,845 — Southeast

PROPOSAL ACCEPTANCE RATE

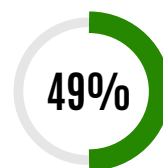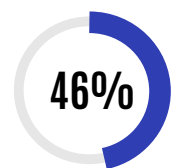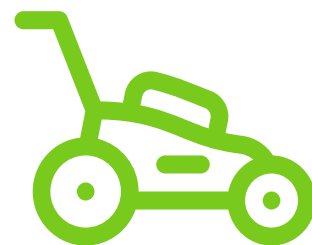| 70%	65%	65%	52%	49%	46%
Midwest	Southwest	Southeast	Pacific	Rocky Mountain	Northeast

Recurring Landscaping

KEY METRICS

This section of the report will focus on landscaping services that happen regularly. This includes landscape maintenance, seasonal enhancements, turf care, snow removal, etc.

Sales

Business development for recurring landscaping service frequently points back to customer service. The nature of these services means crews are on a client's property multiple times a year, sometimes weekly, and if a client is pleased with the service and the professionalism of your team- they will likely renew their contract for the next season. This is indicative of the high proposal acceptance rates below.

Proposal acceptance rate

88%
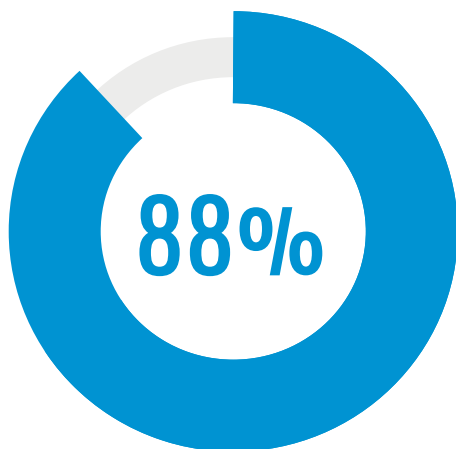
↓ 5% from 2019

THE TIME TO PAYMENT WAS
18 DAYS IN 2020

Recurring landscaping services are typically monthly payments for clients, which would reflect why these services have the longest time to payment numbers in the report. Still, the time to payment dropped from 20 days in 2019 to 18 days in 2020.

THE REVENUE PER HOUR WAS
$170 IN 2020

This report calculated revenue per hour by dividing the total price of recurring landscaping services by the actual labor for those services.
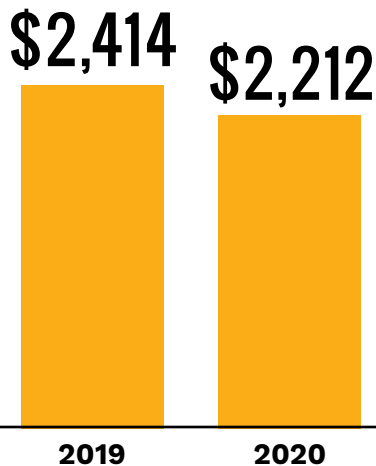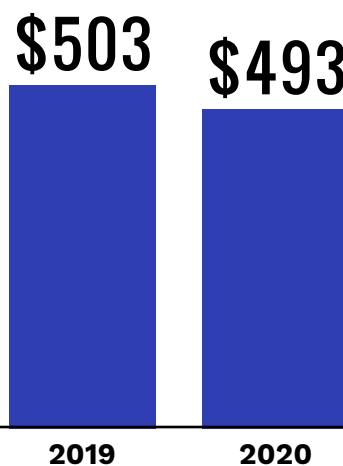
RECURRING LANDSCAPING
Production

The size and scope of recurring landscape services can depend on many factors, but it is pertinent to bid work at a price with healthy profit margins. The average and median revenue per job saw slight decreases from 2019 to 2020.

THE AVERAGE REVENUE PER JOB

$2,414 — 2019
$2,212 — 2020

THE MEDIAN REVENUE PER JOB

$503 — 2019
$493 — 2020

Although **AVERAGE** is a commonly-used and well-understood statistic, the **MEDIAN** is also a common descriptor used to express a "middle" value in a set of data and determined by ranking the data from largest to smallest, and then identifying the middle so that there is an equal number of data values larger and smaller than it is.

RECURRING LANDSCAPING

Commercial VS Residential

This section of the report breaks down key metrics of recurring landscaping services across commercial and residential customer types.

AVERAGE REVENUE PER JOB

$5,390 vs $842
Commercial   Residential

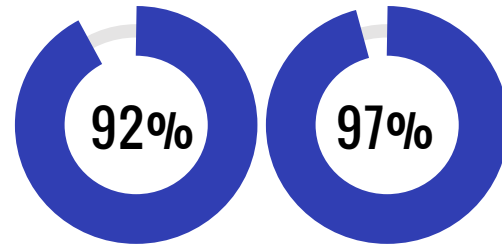**MEDIAN REVENUE PER JOB**

$1,591 vs $360
Commercial   Residential

REVENUE PER HOUR

$128 vs $194
Commercial   Residential

ACCEPTANCE RATE

92%
Commercial

97%
Residential

TIME TO PAYMENT

21 DAYS
Commercial

13 DAYS
Residential

RECURRING LANDSCAPING
Regional Data

This section of the report breaks down key metrics of recurring landscaping services in the different regions of the United States.

AVERAGE REVENUE PER JOB

$1,115
Rocky Mountain

$975
Midwest

$1,186
Northeast

$6,489
Pacific

$6,834
Southwest

$5,592
Southeast

PROPOSAL ACCEPTANCE RATE

97%	94%	93%	90%	85%	84%
Pacific	Midwest	Southwest	Northeast	Southeast	Rocky Mountain
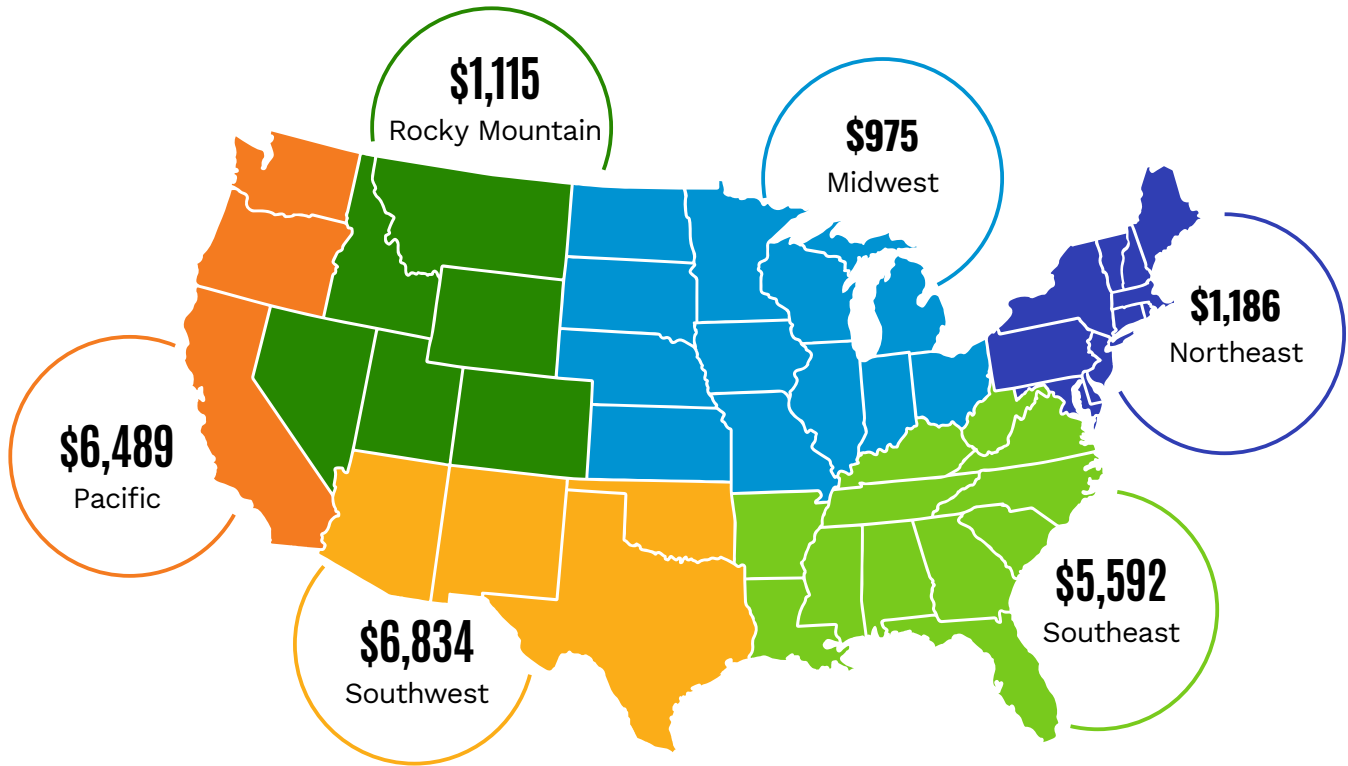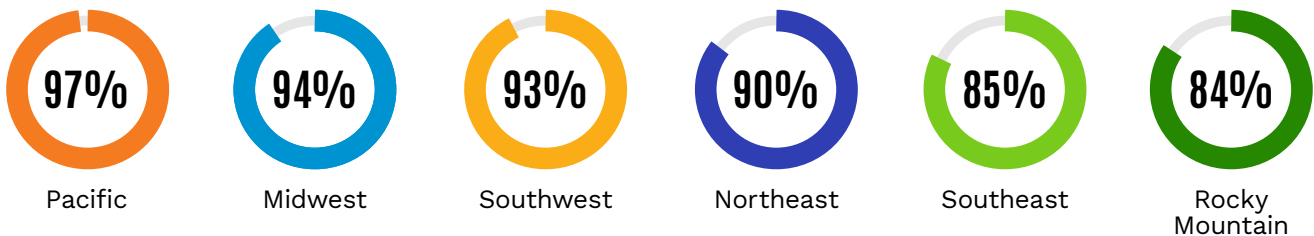
Tree Care

KEY METRICS

This section focuses on services provided by arborists and tree care professionals using the SingleOps system. These services such as pruning, tree removal, plant health care, cabling and bracing, transplanting, consulting, fertilization, lightning protection, etc.

Sales

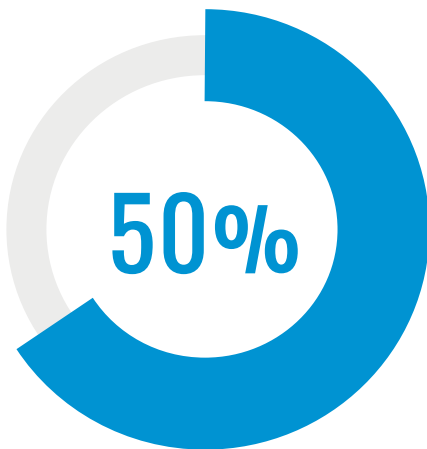Generating new business is vital to every tree care company, and proposal acceptance rate is a great metric for measuring your team's effectiveness. In 2020, proposal acceptance decreased by 14%, which could be due to the influx of requested proposals during the pandemic.

Proposal acceptance rate

50%

↓ 14% from 2019

THE TIME TO PAYMENT WAS

7 DAYS IN 2020

With more companies offering digital/ touchless payment options, the time to payment dropped from 10 days in 2019 to 7 days in 2020.

THE REVENUE PER HOUR WAS

$125 IN 2020

This report calculated revenue per hour by dividing the total price of tree care services by the actual labor for those services.

TREE CARE
Production

The size and scope of tree care companies' services in the SingleOps system can vary depending on its size and the market. While average revenue per job decreased slightly from 2019 to 2020, median revenue per job increased significantly.
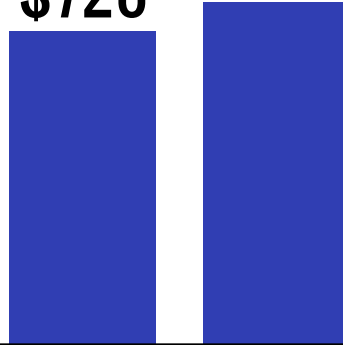
THE AVERAGE REVENUE PER JOB

$1,797 **$1,818**

2019   2020

THE MEDIAN REVENUE PER JOB

$720 **$850**

2019   2020

Although **AVERAGE** is a commonly-used and well-understood statistic, the **MEDIAN** is also a common descriptor used to express a "middle" value in a set of data and determined by ranking the data from largest to smallest, and then identifying the middle so that there is an equal number of data values larger and smaller than it is.
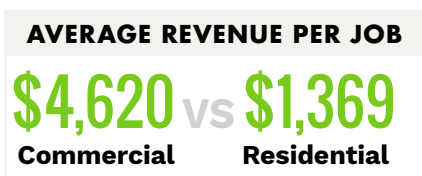
THE BACKLOG WAS

17 DAYS IN 2020

Backlog indicates the number of days it will take to complete all pending work. Understanding backlog allows tree care companies to estimate a scheduled date and set clear expectations with clients.

TREE CARE

Commercial VS Residential

This section of the report breaks down key metrics of tree care services across commercial and residential customer types.
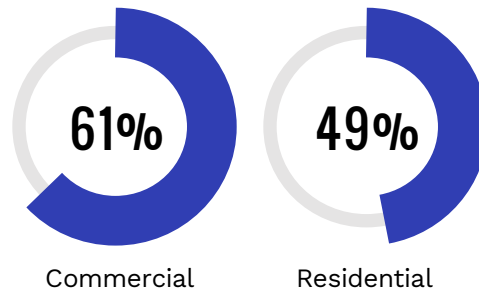
AVERAGE REVENUE PER JOB

$4,620 vs **$1,369**

Commercial   Residential

MEDIAN REVENUE PER JOB

$1,040 vs **$725**

Commercial   Residential

REVENUE PER HOUR

$112 vs **$120**

Commercial   Residential

ACCEPTANCE BY JOB

61%   **49%**

Commercial   Residential

MEDIAN BACKLOG

6 DAYS   **6 DAYS**

Commercial   Residential

TIME TO PAYMENT

24 DAYS   **7 DAYS**
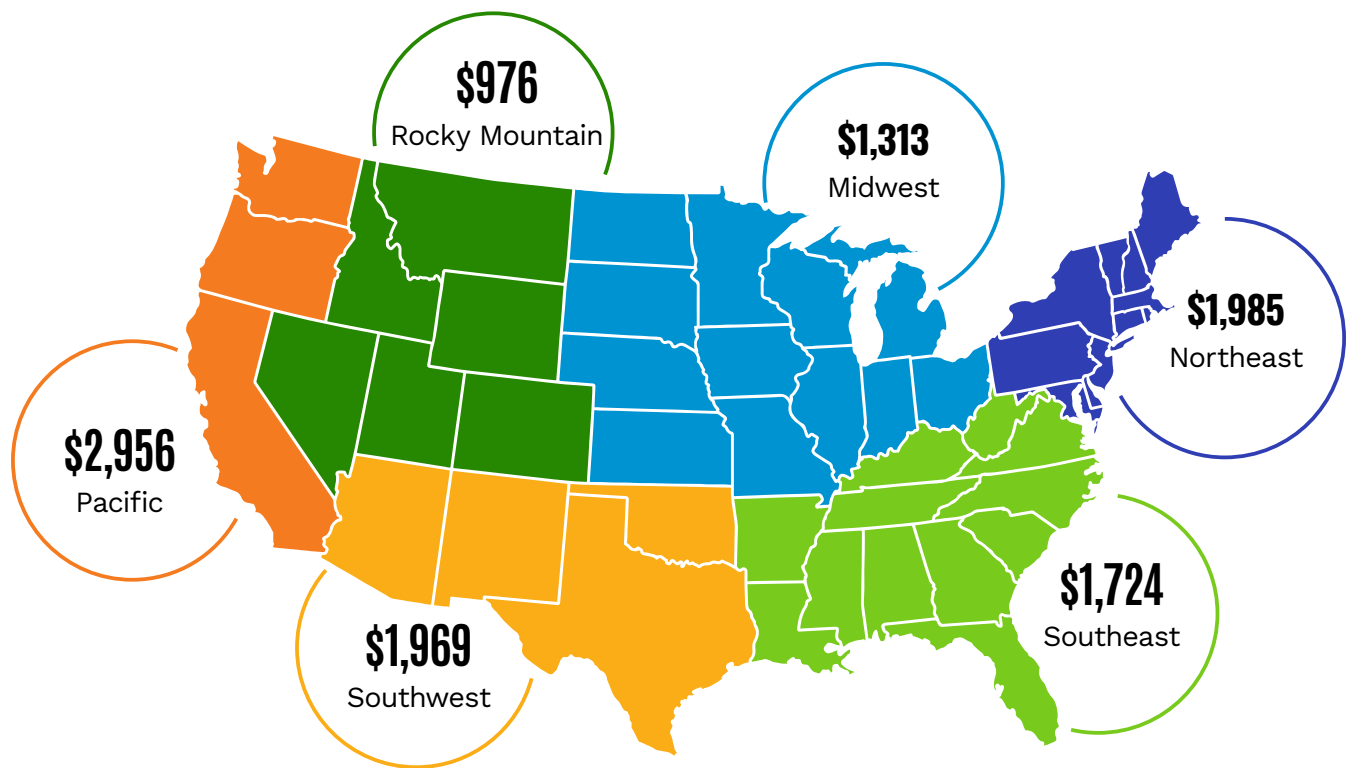
Commercial   Residential

Regional Data

This section of the report breaks down key metrics of tree care services in the different regions of the United States.

AVERAGE REVENUE PER JOB

$976
Rocky Mountain

$1,313
Midwest

$1,985
Northeast

$2,956
Pacific

$1,724
Southeast

$1,969
Southwest

PROPOSAL ACCEPTANCE RATE

58%	57%	55%	48%	42%	36%
Rocky Mountain	Southwest	Southeast	Northeast	Midwest	Pacific

SingleOps
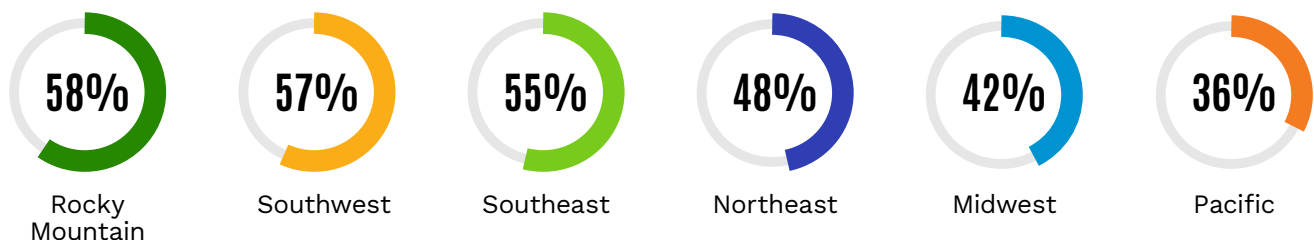
Conclusion

The green industry is resilient. Amidst the unprecedented, 2020 ended as a strong growth year for the industry.

Why?

The green industry has been quick to adapt to a changing business environment - companies of all shapes and sizes are successfully embracing new ways to operate their business and serve their clients. We've seen companies innovate across the board in how their teams interact, coordinate, and serve customers.

Embracing innovation has not always been a hallmark of our industry, but the tides were turning before 2020 and this past year has accelerated innovation even further. It's an exciting time to be a part of the green industry - here are just a few takeaways from our report that should give you an optimistic outlook for your business and for the future of the industry.

THE GREEN INDUSTRY IS BUILT TO LAST

Across each service and customer type covered in this report, we saw the number of proposals delivered increase while also seeing the time to receive payment go down significantly. These positive trends are being influenced by the adoption of software that enables digital estimates and integrated modern payment methods. Capabilities like digital signatures, automated invoicing, integrated digital/contactless payments (and prepayments, deposits, autopay, etc.), automated reminders, and self-serve customer portals are not only providing measurable impact to the companies that utilize them, but these capabilities are now driving clear positive trends in the green industry as a whole.

The companies at the forefront of these positive trends are using business management software to not only drive efficiencies and become more profitable, but to enable intelligent growth by monitoring their key business metrics, several of which we covered in this report: proposal acceptance rates, revenue per job, revenue per hour, backlog, profitability metrics, etc.

Understanding your metrics is fundamental to optimizing efficiency, achieving growth goals, and maximizing profitability. There is a clear trend toward data-driven decision-making in the industry, and teams that get accurate real-time data and actionable insights from their business management system are at a clear advantage. In the end, this old adage has never been more true: you can't manage what you don't measure.

About SingleOps

SingleOps is the leading all-in-one business management software for outdoor service industries, including tree care, lawn care, full-service landscaping, sod, and landscape supply. The company serves thousands of users who have collectively processed over $1 billion in revenue through SingleOps, and use it daily to operate their businesses and interact with clients. Green industry businesses win customers for life with SingleOps. We strive to help owners and their teams earn more new business, turn customers into superfans, and achieve their most important goals every day. SingleOps is headquartered in Atlanta, GA. To learn more about how SingleOps can help your business grow, please visit

SINGLEOPS.COM   **INFO@SINGLEOPS.COM**   **888-309-2227**
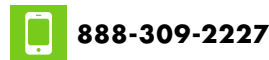
CLICK HERE TO START YOUR SOFTWARE JOURNEY