



HOW ROBOTIC MOWING CAN GROW YOUR BUSINESS

We understand the challenges of residential and commercial lawncare. Employee turnover, employee reliability and weather wreak havoc on your schedule. Growing involves hiring more people, buying more equipment and running additional trucks, which often leads to debt, more personnel problems and even closer margins. Robotic mowers are a solution to every one of these challenges.

Benefits of robotic mowing:

- ✓ Lawn is mowed every other day so your customer's lawn looks perfect all week!
- ✓ No clippings. Because the lawn is mowed so frequently, no more than ¼ of an inch of grass is removed at a time and the customer will never see any clippings.
- ✓ Robotic mowing produces zero emissions, is whisper quiet, and mowing can occur in the dark or rain without any problem!
- ✓ Healthier turf - turf is trained to grow "down" and focus on root growth rather than growing "up" with weekly mowings.
- ✓ Fewer vermin and insects - they go where they aren't disturbed every other day.
- ✓ Creates beautiful stripes and your customers can choose the striping pattern they like best.
- ✓ It's fun for your customer - they are able to name the robot and enjoy watching it mow!



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HOW DOES IT WORK?

- Watts Power Equipment will perform a demo at your customer's home or business free of charge.
- Once the customer decides to move forward with robotic mowing, your company purchases the robotic mower that is the best fit for the customer's property (based on size and terrain).
- Either you or Watts Power installs the robot - we discount our installation fee for our commercial lawncare companies.
- You establish the price that your customer pays for the weekly mowing service.
- You establish the trimming schedule - often once a week during the heavy growth periods of the season then every other week during the summer.
- Because you are only trimming, you are typically able to double (or more) the number of properties you can hit in a given day.
- Consider whether robot maintenance/repair, blade replacement, removal/storage of the robot over the winter and reinstallation in the spring is included in your service.
- Price your mowing services based on 33 weeks of mowing, April through November. Consider taking the contract total and dividing it into equal monthly payments to ensure consistent revenue over the winter.
- Pricing typically includes mowing every other day throughout the week, and your customer may choose the mowing days, mowing times, and mowing patterns.
- You can generally expect that your investment in the robotic mower will be recouped in one to one and one-half mowing seasons (sometimes less). From that point forward, the service creates pure cash-flow for your business.