

**uFire.**

HOME & PROPERTY SERVICES

# Great Lawns Get Noticed. Make Sure Your Name Gets Shared.

'Who does your lawn?' is one of the most asked questions in every neighborhood. uFire turns your best-looking jobs into ambassador content that spreads your name through the exact neighborhoods where you want to grow.

## THE PROBLEM

# Why Landscaping & Lawn Care Businesses Struggle to Grow

### You Depend on Drive-By Referrals

Neighbors notice great curb appeal and ask whose crew did it. Without ambassadors, that conversation happens without you — and your name might not even come up.

### Seasonality Kills Your Pipeline

Spring booking season is chaotic, fall is forgotten, winter is dead. Without proactive ambassador campaigns, you start every spring scrambling for work.

### Lead Platforms Are a Race to the Bottom

Thumbtack and Angi put you in a bidding war on price. Your craftsmanship deserves better positioning than who bids lowest on a shared lead.

THE SOLUTION

# How **uFire** Works for Landscaping & Lawn Care

1

## Recruit Homeowners In Your Service Area

We enroll homeowners whose lawns you've transformed. They post your work to their neighbors — people who drive past your jobs every day.

2

## Launch Seasonal Campaigns

Spring yard reveals, fall cleanups, landscape installation time-lapses. Each post reaches 500–10,000 local followers at the exact moment they're thinking about their lawn.

3

## Pay Per Post, Fill Your Calendar

Flat per-post cost. When a homeowner sees their neighbor's stunning backyard reveal and asks who did it, your name is already there.

THE NUMBERS

## The Math Behind the Campaign

**\$2,400**

Average annual LTV for  
recurring lawn care client

**68%**

Of landscaping clients  
found their company via  
neighbor referral

**5yr**

Average landscaping client  
retention

A spring campaign costs \$600–\$1,500. If it generates 5 new recurring clients at \$2,400/year, that's \$12,000 in year-one revenue — and \$60,000+ over 5 years.

# Ready to Turn Your Community Into Your Marketing Team?

Ambassador marketing for Landscaping & Lawn Care — powered by uFire.

**[ufire.ai/brands/landscaping](https://ufire.ai/brands/landscaping)**

80% to ambassadors · 250–10K followers · Pay per post · Cancel anytime