



CASE STUDY

MOELLER LAWN & LANDSCAPE

BACKGROUND

Meet Moeller Lawn & Landscape, LLC

A born entrepreneur, Michael Moeller started mowing lawns to earn money when he was 11 years old. He soon discovered that he enjoyed caring for and beautifying his customers' lawns so much that he founded Moeller Mowing, which later became Moeller Lawn & Landscape when he added an array of landscaping services to the business. Now 24, Michael runs the company with a staff that includes his parents, his wife and four more employees. Headquartered in Rutherford, Tenn., the company serves customers in more than 10 towns in the surrounding area. An interesting side note: Michael's very first lawn-mowing customer is still a regular, loyal client—a tribute to the exceptional customer service that Michael and his company have provided for over a decade.

THE CHALLENGE

Outgrowing less functional business systems

According to Jamie Moeller, office manager and Michael's mom, the business software programs that the company had been using for several years—first QuickBooks, then Jobber—couldn't keep up with the firm's rapid growth. "We were practically doubling our business every 12 months," she said, noting that they needed something more robust with greater functionality for managing and reviewing the metrics on everything from estimating the profitability on each job to tracking the payments for completed jobs, among many other things. Additionally, they had been advised by an industry consultant to reduce their three-man mowing team to a two-man mowing team, but they needed more exact metrics before making a final decision on that recommendation.

Since the implementation of Arborgold's business management software in early 2020, revenue has skyrocketed from \$250,000 to \$450,000 in just two years.

THE SOLUTION

Aligning with Arborgold

As luck would have it, Arborgold heard about Moeller Lawn & Landscape through the lawn care grapevine and reached out to the company. “They said they would love to have us as part of the Arborgold family,” Jamie commented. After doing some research, the company made the decision to partner with Arborgold and quickly implemented several of the functions that were high priorities for them. Jamie’s lengthy to-do list includes setting up and integrating all of Arborgold’s interactive functions because she has watched the company’s revenues increase exponentially since joining forces with Arborgold.

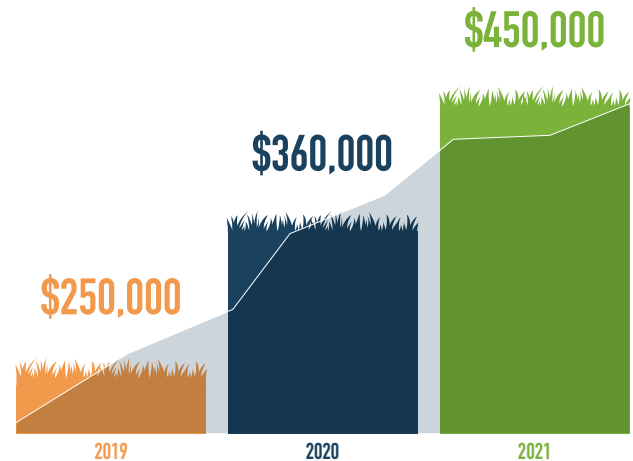
THE RESULTS

Arborgold’s Cutting-edge Metrics
= Two Green Thumbs Up!

Since the implementation of Arborgold’s business management software in early 2020, Moeller Lawn & Landscape has skyrocketed from revenues of \$250,000 at year-end 2019 to \$450,000 in 2021. And that’s not all: The first quarter of 2022 is already up 25% over the same period in 2021, indicating that 2022 could be another blockbuster year.

Jamie Moeller shared several observations on how Arborgold has impacted this dramatic growth of the company.

“The metrics of Arborgold are AWESOME, and it was really an eye-opener for us,” she said. “The functionality allows us to look at jobs and see what’s profitable, what’s not profitable and what’s more profitable. The lawn care work is now just one-third of our business because Arborgold showed us that the landscaping work is more profitable.”



Arborgold’s metrics gave Moeller Lawn & Landscape the confidence to switch from a three-man mowing team to a two-man mowing team because the numbers showed that the company could be just as profitable—and more efficient—with a two-man team.

Jamie also explained that Arborgold helped the company calculate the profitability of each job more accurately, so they could be more consistent in pricing their jobs for customers. “Our business is built on integrity, and estimating the price of a job is so much easier thanks to Arborgold.”

One feature of Arborgold that Jamie really loves is the Payments page. “With just a click, I can pull up the numbers in a hurry on a customer,” she said. “It’s so easy to see everything at a glance on one page.”

She also had words of praise for Arborgold’s tech support and customer service teams, which she has called on from time to time with questions or suggestions for improvement. “The tech team is so responsive whenever we need help, and the customer service area really listens to our feedback about how to make Arborgold even better,” she said. “Arborgold has been a big part of our success and we are very blessed to be part of the Arborgold family.”

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