

CASE STUDY

The primary goal of the Weathermatic Premiere Partner Program is to provide a solution to improve the labor efficiency and revenue opportunities for a Partner's irrigation business. The following is a case study highlighting the effectiveness of building a strategy to get this done.



LAWNS OF DALLAS

COMPANY PROFILE

In 2020, Lawns of Dallas became a Weathermatic Premier Partner as part of their goal to dramatically improve their irrigation business. Like most landscape maintenance organizations, Lawns of Dallas approached their irrigation repair business as a requirement for fulfilling their maintenance contract responsibilities. The irrigation group was largely unorganized and “for the most part our irrigation guys were reacting to every irrigation issue...we just could not catch up” says Giuseppe Baldi Irrigation and Lighting Division Director.

Baldi says things began to dramatically change in 2020 when he and the leadership team at Lawns of Dallas decided to focus on creating a more profitable irrigation business. This required evaluating and changing their irrigation practices to eliminate inefficiencies and improve accountability. Key to their strategy was to adopt technology to help improve labor efficiency, gain remote access to all of their irrigation systems and provide an opportunity to be on the leading edge of irrigation to attract new talent.

The Premiere Partner Program enabled Lawns of Dallas to cost effectively convert all the irrigation controllers they managed to the SmartLink platform as a significant part of their overall strategy.

The impressive results of Lawns of Dallas' effort are as follows:

	2020	Today
Revenue	\$15,000/mo	\$65,000/mo
Gross Profit	< 20%	58%
Irrigation Team	8 Technicians	6 Technicians
Inspection Process	All on paper	SmartLink cloud-based
Unapproved Proposals per Year	300	0
Scheduled Inspection Completion	< 35%	100%
Number of Steps from Inspection to Invoice	10	3
Inspection Schedule	Lots of inefficiencies and time wasted	Efficient schedule where monthly inspections are often completed in 3 weeks
Recruiting irrigation talent	Ineffective. Difficulty in hiring adequate staff	Waiting list of potential new employees

COMPANY:

Lawns of Dallas



LAWNSOFDALLAS.COM | 214.357.6522

ABOUT:

Lawns of Dallas is a full-service landscape company providing a comprehensive suite of commercial and residential services to DFW since 1982. For almost 40 years, we have worked hard to provide excellent service to each client with with an eye for detail and quality.

WEBSITE:

lawnsofdallas.com





LAWNS OF DALLAS

Some key take aways include:

- The greater conversion to SmartLink, the greater the revenue improvement.
- Most irrigation techs are NOT prepared to install 100+ SmartLink conversions. Requires thorough preparedness or agreement for Weathermatic to install.
- 2-man repair crews are NOT efficient. Shifting to 1-man crew is best revenue improvement.
- Establish inspection schedule for each tech to conduct their inspections in the afternoon and repairs for those inspections the following morning. Shifting to full time inspectors and full time repair techs is most efficient for revenue generation.
- Set goal to complete all inspections each month.
- Push contracts to raise pre-approval limits to improve repair approval time. Utilize SmartLink Inspection Report including pictures to provide accountability to clients.
- Developing a career path using technology for each irrigation position to attract better more qualified candidates

Lawns of Dallas SmartLink conversion best practices:

- Prep installation staff with all recommended tools. See Recommended SmartLink Conversion Tool List
- Prior to SmartLink conversion, test all zones to ensure all zones are operational
- Install new SmartLink bundle
- Perform first Inspection to insure Aircard communication, note repair issues and set-up. Noting repairs should find enough repairs to pay for installation...typically \$2,000 per controller
- Set-up should include:
 - » Name all zones
 - » Take zone picture for each zone
 - » Note Assets in SmartLink including locations of the water meter, SLW5 weather station, SmartLine controller, and backflow
 - » Program both BASIC and SMART settings
 - » Complete a SmartLink Snapshot
- Average installation and set-up with experienced installer should take no longer than 2-4 hours depending on zone count.



Save Water. Give Life.

Our mission is to deliver clean drinking water to thousands of families in need, and to inspire our partners to put water first in irrigation, design, installation, and maintenance.

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