

ACTIVE PROPOSALS

47

Across 6 stages

PIPELINE VALUE

\$184K

Avg \$3,915 per proposal

CLOSE RATE YTD

42%

Up from 29% last year

AVG DAYS TO CLOSE

14

Down from 26 days

AI FOLLOW-UPS SENT

138

61% response rate

## Design Pipeline

All Projects

Hardscape

Planting

Full Design

Irrigation

## NEW INQUIRY

9

Julia Morales

3141 Willow Bend Ln

Est. \$5,800

Patio

18 min ago

Derek Washington

702 Lakeshore Dr

Est. \$12,400

Full Design

1 hr ago

Amanda Beck

1809 Magnolia Rd

Est. \$1,900

Planting

3 hr ago

+6 more inquiries

## CONSULTATION BOOKED

8

Robert Chen

2901 Oakmont Ave

Est. \$3,200

Irrigation

Apr 18, 10 AM

Linda Foster

745 Birchwood Ct

Est. \$8,400

Retaining Wall

Apr 19, 2 PM

Marcus Johnson

1560 Highland Rd

Est. \$2,700

Lighting

Apr 20, 11 AM

+5 more consultations

## DESIGNING

6

Thomas Reyes

488 Ridgeline Pkwy

Est. \$14,800

Full Design

Due Apr 22

Emily Patterson

226 Crestview Ln

Est. \$6,900

Paver Patio

Due Apr 21

Priya Rajan

3002 Sycamore Dr

Est. \$2,400

Planting Plan

Due Apr 19

+3 more in design

## PROPOSAL SENT

13

Sarah Nguyen

892 Elm Park Blvd

\$4,200

Patio

Sent Apr 10

Grace Hamilton

1205 Summit Ridge

\$11,800

Full Design

Sent Apr 8

Daniel Kim

3477 Timberline Ct

\$2,900

Drip System

Sent Apr 14

+10 proposals outstanding

## REVISION

4

Mei Ling Zhao

1918 Ashford Park

\$9,600

Patio + Walls

Flagstone vs pavers

Carlos Rivera

562 Meadowbrook Ln

\$7,100

Backyard Redesign

Smaller budget

Rachel Okafor

824 Glenwood Ave

\$3,300

Native Garden

Add mulch beds

+1 more revision

## APPROVED

7

James Holloway

4120 Deerfield Rd

\$8,700

Patio + Firepit

Starts Apr 22

Nina Kowalski

1735 Brookside Ct

\$3,400

Irrigation

Starts Apr 24

Anthony Reyes

2250 Ivywood Ave

\$4,100

Landscape Lighting

Starts May 1

+4 jobs scheduled

## CLOSE RATE BY PROJECT TYPE

Irrigation systems	<div style="width: 62%;"><div style="width: 62%;"></div></div>	62%
Hardscaping	<div style="width: 48%;"><div style="width: 48%;"></div></div>	48%
Full landscape design	<div style="width: 38%;"><div style="width: 38%;"></div></div>	38%
Outdoor lighting	<div style="width: 35%;"><div style="width: 35%;"></div></div>	35%
Planting only	<div style="width: 22%;"><div style="width: 22%;"></div></div>	22%

## AI FOLLOW-UP ACTIVITY

- Sarah Nguyen replied to day-7 follow-up: "Can you send paver photos?"  
12 min ago · Flagged for owner review
- Day-3 check-in sent to 4 proposals in "Proposal Sent"  
36 min ago · Automated
- Julia Morales consultation auto-booked via SMS reply  
1 hr ago · Apr 22, 9:30 AM
- Carlos Rivera moved to Revision after budget reply  
3 hr ago · Office notified