

GreenLine Lawn & Turf — Route & Retention Dashboard

Recurring accounts, route margin, and seasonal pipeline

ACTIVE RECURRING ACCOUNTS

412

▲ 18 added this month

AVG MARGIN PER LAWN

\$23.40

▲ \$1.90 vs June (drive time costed)

ACCOUNTS AT CHURN RISK

17

9 check-ins sent · 5 rebooked

FALL UPSELL BOOKED

\$4,860

Aeration + overseeding campaign

Route Margin This Week					Margin/lawn includes drive time at \$1.10/min
ROUTE	LAWNS	MILES	DRIVE/STOP	MARGIN/LAWN	STATUS
Mon — Brookfield Crew A · Marcus	14	24	4.1 min	\$28.60	DENSE
Tue — Oak Hollow Crew B · Danny	13	31	5.6 min	\$25.10	DENSE
Wed — North Loop Crew A · Marcus	12	28	5.2 min	\$27.10	DENSE
Thu — East Side Crew B · Danny	12	47	9.8 min	\$16.80	REBALANCE
Fri — Southgate Crew C · Alex	11	36	7.4 min	\$20.30	2 OUTLIERS

Churn Watch List

AI check-ins

Patterson, R.

Weekly · skipped 7/21 · "was out of town" — back on Wed route

REBOOKED

Nguyen, T.

Weekly · 12 days since last mow · no reply yet

CHECK-IN SENT

Willis, D.

Biweekly · replied "price is getting high" · flagged for owner

NEEDS CALL

Okafor, J.

Weekly · skip not rescheduled · rebooked for Friday

REBOOKED

Meyer, S.

Weekly · 11 days · second nudge scheduled Sat

CHECK-IN SENT

Fall Aeration + Overseeding Pipeline

Offer: \$180 add-on · sent to mowing-only accounts

Offers sent

138

Replied

41

Booked

27

Added revenue, zero drive time

\$4,860

Neighborhood Density Targets

"We mow your neighbors" campaigns

Brookfield Estates

14 accounts · 3 open slots on Monday route

CAMPAIGN LIVE

Oak Hollow

9 accounts · next door to 4 quotes sent

CAMPAIGN LIVE

Southgate Commons

6 accounts · scattered — needs 4 more to hit margin

QUEUED

East Side (rural)

5 accounts · 9.8 min between stops

PRICE REVIEW