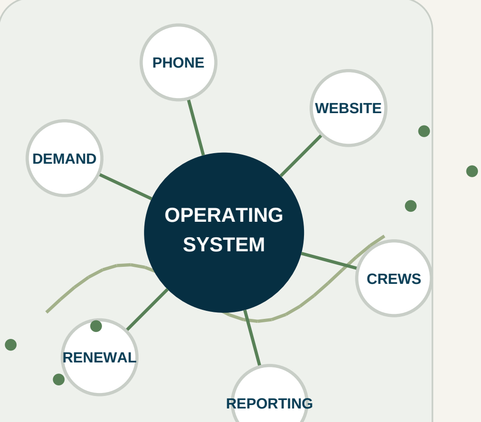
GROWTH

How to Move From Residential Into Commercial Maintenance

A practical route from homeowner work to contracts that property managers can compare, approve, and renew.



CHANNELS FOLLOW CAPACITY, QUALIFICATION, AND OWNERSHIP

THE CONSTRAINT

Commercial maintenance is not residential mowing with a longer contract. The buyer expects scope control, documentation, insurance, communication, portfolio proof, and a service-recovery process before price becomes the final decision.

USE THIS WHEN

Use this when residential routes are stable and you can dedicate management attention to contract delivery.

DO NOT START HERE

Do not chase portfolio bids until production standards and account ownership are documented.

Inputs to gather before the first meeting

1. Target property types and contract size
2. Insurance and licensing documents
3. Commercial crew and equipment capacity
4. Walk-through, proposal, and renewal process

The five-step playbook

Run the steps in order. A channel should never move faster than the operation that receives the work.

01 **Choose a narrow first market**

Start with one property type such as small office, retail, HOA, industrial, or multifamily. Build the offer around the buyer, visit pattern, documentation, and risk they recognise.

02 **Create the commercial proof pack**

Prepare project photography, crew standards, certificates, equipment list, communication cadence, escalation path, and a sample monthly report. Logos without a story do not prove delivery.

03 **Standardise the walk-through**

Use one site survey for acreage, access, irrigation, enhancement potential, safety, seasonal colour, snow exposure, and service risks. The proposal should trace back to this record.

04 **Price the operating reality**

Include production hours, travel, supervision, materials, replacement risk, reporting time, and service recovery. A contract that fills the calendar can still weaken the year.

05 **Start renewal work early**

Open renewal conversations before the client is forced to rebid. Review service history, open issues, next-year scope, and price changes while there is time to correct the account.

Measure the operating result

These measures keep the playbook tied to booked work, delivery capacity, and client retention.

01	02	03	04
Walk-throughs booked	Bid-to-win rate	Gross margin / account	Renewal pipeline

Thirty-day rollout

WEEK 1

select property type and contract range.

WEEK 2

build proof pack and walk-through form.

WEEK 3

create proposal and pricing model.

WEEK 4

start direct outreach and referral requests.

Stop and scale rules

- Bid the properties your crew and account structure can actually service.
- No proposal leaves without a documented site walk-through.
- Renewal begins with service evidence, not a last-minute discount.

Launch checklist

- ☐ Commercial owner assigned
- ☐ Proof pack complete
- ☐ Insurance files current
- ☐ Walk-through standard tested
- ☐ Service recovery written
- ☐ Renewal calendar active

One playbook fixes one constraint. We run the whole growth system.

Marketing, AI, website and reporting from $2,000/mo. Ad spend is excluded.

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