SiteRecon: A Landscape Mapping Software

What is SiteRecon?

SiteRecon is an AI-powered platform designed to automate property mapping and measurements, primarily serving landscaping professionals. By using high-resolution imagery and advanced algorithms, it streamlines the process of obtaining accurate property data, enhancing efficiency and precision in project planning and execution.

What is a landscaping business?

A landscaping business is a company that provides services to improve the outdoor areas around their homes, offices, or other properties. This includes designing, planting, and maintaining gardens, lawns, and other outdoor spaces to make them look beautiful and functional.

Services that these businesses provide

They provide a variety of services which includes

- **Lawn Mowing** – Cutting the grass to keep it neat and tidy.

- **Weeding** – Removing unwanted plants that make gardens look messy.

- **Planting** – Adding flowers, trees, or bushes to make outdoor spaces beautiful.

- **Mulching** – Spreading a protective layer on the soil to keep it moist and weed-free.

- **Fertilising** – Adding nutrients to the soil to help plants and grass grow better.

- **Watering & Irrigation** – Installing sprinklers or watering plants regularly.

- **Trimming & Pruning** – Cutting branches and bushes to keep them healthy and in shape.

- **Leaf Cleanup** – Removing fallen leaves, especially in autumn, to keep the yard clean.

- **Hardscaping** – Building patios, pathways, fences, or stone structures for decoration.

- **Landscape Design** – Planning and designing gardens, backyards, or outdoor spaces.

- **Pest & Disease Control** – Protecting plants from bugs and diseases.

- **Sod Installation** – Laying down fresh grass to create a new lawn quickly.

- **Tree Planting & Removal** – Adding new trees or safely removing dead ones.

- **Snow Removal** – Clearing snow from driveways, walkways, and yards in winter.

- **Outdoor Lighting Installation** – Adding lights to highlight garden features at night.

- **Drainage Solutions** – Fixing water pooling issues to prevent flooding or plant damage.

Market Size

The market size of this industry in 2025 is estimated at **USD 275.05 Billion**, and is expected to reach **USD 383.98 Billion** by 2030, at a CAGR of **6.9%** during the forecast period (2025-2030).

North America dominates the landscaping industry, with the USA being the leading country in this sector. There are over 600,000 landscaping businesses in North America, the majority of which are based in the United States. While the U.S. remains the top market for landscaping both in North America and globally, Europe has been experiencing rapid growth in this industry in recent years.

The US market for this industry is estimated at **USD 189.87 billion** in 2025, and is expected to reach **USD 229.79 billion** by 2030, at a CAGR of **3.89%** during the forecast period (2025-2030).

Source: https://www.mordorintelligence.com/industry-reports/united-states-landscaping-market#:~:text=In 2024%2C the United States,%2C 2022%2C 2023 and 2024.

https://www.mordorintelligence.com/industry-reports/landscaping-and-gardening-service-market

Key Trends

- The maintenance services sub-segment, encompassing mulching, trimming, and weed control, is expected to lead the market due to growing interest in lawn maintenance and the expansion of green spaces.

- The residential sector is emerging as the fastest-growing application, fuelled by younger household's increasing engagement in gardening and lawn care, coupled with customisable service packages.

- The market is also witnessing a surge in environmental consciousness among consumers, leading to the adoption of sustainable practices such as water-efficient systems, organic gardening, and native plant integration.

- Smart irrigation systems and advanced landscape design software are enhancing efficiency and accessibility in landscaping solutions.

Growth Drivers

- Government initiatives to expand and preserve green spaces in urban areas are boosting demand for landscaping services.

- Rising disposable incomes and an increasing affluent middle-class population support lawn maintenance services.

- Rapid residential construction fuels the need to maintain ambiance in lawns and gardens.

- Increasing consumer expenditure on gardening services is driving market growth.

Typical workflow of landscaping business

1. **Business Development & Bidding for Contracts**

   Before performing any work, a landscaping company must find clients and secure contracts.

   Finding Opportunities

   - **Residential Clients** – Through local advertisements, word-of-mouth, social media, or flyers.

   - **Commercial Clients** – Networking with property managers, real estate developers, or using bidding platforms like PlanHub, BidNet Direct, BidPrime, FindRFP etc.

- **Government & Public Contracts** – Checking for RFPs on government websites and attending local business expos.

2. **Bidding Process**

   For commercial & government contracts, companies bid against competitors by submitting proposals. This involves.

   1. **Site Visit & Inspection** – Analyzing the lawn's size, condition, and needs.

   2. **Take-Offs** – Measuring the lawn area, checking obstacles, and identifying special requirements (irrigation, fertilisation, pest control etc).

   3. **Estimate Preparation** – Calculating material costs (fertilizers, grass seeds etc), labor, equipment usage, and profit margins.

   4. **Proposal Submission** – Sending a professional document with:
      - Company background & experience
      - Services included (mowing, edging, aeration, weed control, fertilization, etc.)
      - Pricing breakdown (per square foot, hourly rate, or monthly plan)
      - Payment terms & contract duration

3. **Winning the Contract**

   a. If the bid is competitive, the client accepts the proposal.

   b. A formal agreement or contract is signed, including the scope of work, payment schedule, and terms.

4. **Site Visit & Pre-Service Planning**

   Before starting lawn maintenance, the team conducts a detailed site assessment to:

   1. Identify lawn issues (dry patches, pest infestations, weed growth).

   2. Plan the equipment & materials needed (lawnmowers, aerators, fertilisers).

   3. Decide the service schedule (weekly, bi-weekly, or monthly visits).

   4. Assign crew members for efficient workflow.

5. **Execution of Lawn Maintenance Services**

   It includes services like Mowing & Grass Cutting, Edging & Trimming, Aeration, Weed & Pest Control, Fertilisation & Soil Health Improvement, Watering & Irrigation System Check, Seasonal Maintenance.

6. **Post-Service Reporting & Invoicing**

   Once the job is completed, the landscaping company follows these steps:

7. **Quality Check & Client Approval**

   a. A supervisor or crew leader inspects the work.

   b. Clients may receive a before & after report with pictures.

8. **Invoicing & Payment Collection**

   - Invoices are sent based on contract terms (per service, monthly, or seasonal).

   - Late payment policies & follow-ups are managed.

9. **Feedback & Retention**

   - Clients are asked for reviews & feedback.

   - Offers for loyalty discounts or referral bonuses to retain customers.

Biggest challenges landscaping businesses face today

Tough Competition

- The landscaping industry is packed with businesses, both big and small.

- Large companies dominate, making it hard for small businesses to win contracts.

- Many businesses try to attract clients by lowering prices, which reduces profit margins.

Estimations & Bidding

- Estimating the right cost for materials, labor, and time is tricky.

- A wrong estimate can lead to overbidding (losing clients) or underbidding (losing money).

- Seasonal price fluctuations make it hard to maintain stable rates.

Time-Consuming Site Visits & Logistics Issues

- Landscapers must visit multiple sites for inspections, which eats up time and resources.

- Managing several ongoing projects at different locations can be stressful.

- Weather delays, supply chain issues, and unexpected site problems disrupt schedules.

Seasonal Demand & Weather-Related Delays

- Landscaping work is mostly in demand during spring and summer, while winter slows business down.

- Bad weather (rain, snow, or extreme heat) can put projects on hold.

- Businesses struggle with cash flow during off-seasons unless they offer additional services like snow removal.

Finding & Keeping Skilled Workers

- Landscaping is physically demanding, and many workers leave due to low wages and seasonal layoffs.

- Finding experienced staff who can operate heavy machinery and handle complex landscaping tasks is tough.

- Constantly hiring and training new employees increases costs and slows down operations.

Rising Costs of Materials & Equipment

- Prices of plants, fertilisers, and fuel keep increasing, making projects more expensive.

- Heavy equipment like lawnmowers and excavators require maintenance and replacements, adding financial burden.

- Keeping up with eco-friendly materials and sustainable practices can be costly.

Strict Regulations & Environmental Compliance

- Landscaping businesses must follow government rules on pesticides, water usage, and waste disposal.

- Getting proper licenses, permits, and insurance adds to business expenses.

- Green initiatives are growing, forcing businesses to invest in sustainable solutions.

Customer Expectations & Retention

- Winning new clients requires good marketing, an online presence, and referrals.

- Clients now demand customised, sustainable landscaping solutions, which adds complexity.

- A single bad review or poor service experience can harm the business's reputation.

How does SiteRecon work?

Enter the Property Address

You start by entering a property's details—typically the address or location. The system then pulls in high-resolution satellite, aerial, and even street view imagery from sources like Nearmap, ensuring it has the best available visuals of the property.

Automated Data Collection

Once the imagery is loaded, SiteRecon's AI and proprietary algorithms automatically analyze the property. It detects and measures key features such as lawns, mulched beds, trees (including tree rings), hardscape edges, parking lots, driveways, sidewalks, and more. This process transforms the property containing detailed maps and measurements.

Instant Measurements & Reports

Instead of measuring manually, the software gives you exact numbers in seconds or minutes. It tells you the total area of grass, pavement, or any other part of the property. This helps landscapers quickly estimate how much work is needed.

Create Price Estimates for Clients

Once you have the measurements, you can easily calculate like how much fertiliser or mulch is needed? how many workers are required? how long will the job take? What would be the price?

This helps businesses give fast and accurate price quotes to customers.

Mobile and Field Access:

For on-site work, SiteRecon offers a mobile application called Plato with which the field crews can access the maps, add notes, photos, and even perform

quality checks. This ensures that any adjustments or real-time feedback from a site visit can be incorporated quickly. This mobile application also works without internet connectivity, but syncs up the work done whenever it is connected to internet helping crew members to work without any friction in low-internet connection areas.

Quality Assurance and Reporting:

After the automated process is complete, there's often a quality check where experts review the measurements to ensure everything is spot on. Once verified, the final data is packaged into easy-to-understand reports that can be shared with clients or used internally for further decision-making.

Who uses SiteRecon?

- **Business Developers (BDs)**
  - **Responsibilities**:
    - Find and acquire new clients for landscaping services.
    - Maintain relationships with existing clients to upsell or cross-sell services.
    - Work on proposals and negotiate contracts.
    - Identify market opportunities and collaborate with estimators for bid preparation.
  - **How They Use SiteRecon**:
    - Quickly generate site measurements and property insights for client proposals.
    - Get accurate area calculations for landscaping bids.
    - Use the software to provide data-driven sales pitches to potential customers.
- **Estimators**
  - **Responsibilities**:
    - Calculate the cost of landscaping projects based on labor, materials, and equipment.
    - Analyse site plans.

- Work with business developers and production managers to create accurate bids.
    - **How They Use SiteRecon**:
        - Automate property measurements for turf, hardscapes, and plant beds.
        - Reduce time spent manually measuring sites or using outdated satellite images.
        - Improve estimation accuracy, reducing bid risks.
- **Production Managers**
    - Responsibilities:
        - Oversee the day-to-day operations of landscaping projects, ensuring work is completed on time, within budget, and to the required quality standards by efficiently managing crews, scheduling tasks, allocating resources, and monitoring project progress on various job sites.
    - **How They Use SiteRecon**:
        - Use site maps to plan crew deployment and material requirements.
        - Improve scheduling efficiency by having precise area measurements.
        - Reduce site visits by accessing digital site plans.
- **Account Managers**
    - **Responsibilities**:
        - Act as the main point of contact for clients.
        - Ensure client satisfaction and handle service-related issues.
        - Manage contract renewals and additional service requests.
    - **How They Use SiteRecon**:
        - Provide accurate property insights to clients for better communication.
        - Use automated site measurements for renewals and upselling services.

- Track property changes over time to suggest additional landscaping needs.

- **On-Field Crew Team**

  - **Responsibilities**:

    - Execute landscaping work such as mowing, planting, irrigation, and hardscaping.

    - Follow project instructions from production managers.

  - **How They Use SiteRecon**:

    - Access site maps on mobile devices to know exact work areas.

    - Follow designated routes for mowing and maintenance.

    - Ensure they work on correct areas using precise digital site plans.