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FREE KIT FOR LAWN CARE PROS

2026

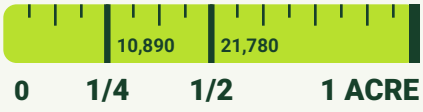


LAWN CARE PRICING & ESTIMATE KIT

What to charge per cut and per job in the US, a price calculator by lawn size, a ready-to-fill estimate and the messages that close the season.

- Price ranges for 15 lawn and landscape jobs
- Price calculator by lawn size (1/4 to 1 acre)
- Printable estimate template
- 25 services already priced + season calendar
- 10 rookie mistakes + client messages

1 ACRE = 43,560 FT²



HOW TO USE THIS KIT

Six tools to quote with confidence, look professional and fill your route.

1 PRICE TABLES

See the typical range for 15 jobs. Start from the middle, then adjust for your area, the yard and access.

2 CALCULATOR

Use page 3: time x rate + travel + margin, never below your minimum. Measure the lawn first.

3 ESTIMATE

Print the template on page 6 and fill it at the visit. Services, frequency and season in writing.

4 CHECKLIST

Run the checklist on page 7 at the first visit: size, slopes, gates, dogs, sprinkler heads.

5 MISTAKES

Read the 10 mistakes on page 8. Each one costs you money, a client or a fine.

6 MESSAGES

Copy the texts on page 9 to send quotes, renew the season, move rain days and get paid.

WHAT'S INSIDE

3 Price calculator by lawn size + the formula

4 Price table: recurring maintenance

5 Price table: bigger jobs and winter

6 Estimate template (print)

7 Checklist for the first visit

8 10 rookie mistakes

9 Ready-to-send client messages

10 Bonus: 25 services priced, season calendar, charge more

PRICE RANGES
US estimates, 2026

BY LAWN SIZE
1/4 acre to 1 acre

READY TO USE
Print and fill

vifalio.com
Free kit

Reference values only; prices vary by state, lawn and job. Check your state's rules for applying fertilizer and weed control, and local rules.

LAWN PRICE CALCULATOR

Mow + trim + blow, per visit, by lawn size. US market ranges in 2026.

Lawn size	Per visit	Area	Time on site*
Up to 1/4 acre	**$41 - $61**	up to 10,890 ft²	30 - 45 min
1/4 to 1/2 acre	**$49 - $69**	10,890 - 21,780 ft²	45 - 75 min
1/2 to 1 acre	**$59 - $114**	21,780 - 43,560 ft²	1 - 2 h
1 to 2 acres	**$99 - $264**	43,560 - 87,120 ft²	2 - 3 h

HOW TO CALCULATE YOUR PRICE

TIME x RATE → **+ TRAVEL** → **+ MARGIN** → **≥ MINIMUM**

- 1 acre = 43,560 ft². Measure the lawn, not the lot: leave out the house, driveway and beds.
- Rate = what your hour must earn (labor, fuel, mower, insurance). Market: $32 - $68 per hour.
- Monthly = price per visit x 4.33 (52 weeks ÷ 12). Every other week: x 2.17 visits a month.
- *Times are estimates for 1 person with a commercial mower. Set a minimum: $30 - $50 a visit.

EXAMPLE: 1/4-acre lawn, weekly mow + trim + blow, solo operator

Lawn 1/4 acre = 10,890 ft². Each visit: 45 min of work + 9 min of driving = 0.9 h. Your rate: $50 an hour.

Labor	0.75 h x $50 (mow, trim edges, blow)	**$37.50**
Travel	0.15 h x $50 (drive to the next yard)	**$7.50**
Margin	$45.00 x 20% (profit, fuel, mower wear)	**$9.00**
PER VISIT	$54.00 is above the $45 minimum: OK	**$54.00**
PER MONTH	$54.00 x 4.33 visits (52 weeks ÷ 12)	**$233.82**

Illustrative example: $54.00 per visit = $60.00 per hour of total time. Bill $234 a month; a 30-week season = $1,620.00.

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PRICE TABLE - RECURRING MAINTENANCE

Service (1/4-acre lawn)	Typical range	What changes the price
Mow + edge + blow	**$41 - $61 per visit**	Weekly; tall grass or a first cut costs more
Fertilization	**$50 - $100 per application**	In a season program; a one-time visit runs $300 - $400
Weed control	**$65 - $150 per treatment**	Pre-emergent in spring, spot spray in summer
Core aeration	**$116 - $191**	1/2 acre $162 - $250; 1 acre $392 - $550
Overseeding (with aeration)	**$700 - $1,400 per acre**	1/4 acre about $175 - $350; seed type, bare spots
Mulch, installed	**$80 - $120 per cubic yard**	1 yd³ covers about 100 ft² at 3 in; delivery $50 - $150
Hedge trimming	**$200 - $600 per visit**	Height, length, shape and hauling the clippings
Fall leaf removal	**$160 - $290**	1/2 acre $230 - $475; haul-away $5 - $10 per bag

HOW TO READ THE RANGES

- **Low end: flat, open lawn, no obstacles, tight route.**
- **Middle: the usual yard. Start your quote here.**
- **High end: slopes, many beds, a big city or tall grass.**
- **Several services in one visit: one trip, small discount.**

Sources: LawnStarter, Fixr and Lawn Love cost guides (accessed Nov 2026). Estimates; ranges include materials and labor. Varies by state and region.

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PRICE TABLE - BIGGER JOBS AND WINTER

Job (materials and labor)	Typical range	What changes the price
Spring cleanup	**$100 - $300**	Beds, sticks and debris; fall cleanup runs $200 - $500
Sod installation	**$1.00 - $2.20 per ft²**	Installed; removing the old lawn $0.88 - $1.84 per ft² extra
New flower bed	**$1,000 - $3,000**	A 5 x 10 ft bed runs $250 - $1,500; plants priced apart
Sprinkler repair	**$161 - $300**	Head $37 - $67; spring start-up or winterizing $94 - $170
Shrub or small stump removal	**$40 - $150 per bush**	Medium bush $40 - $80; stump grinding $131 - $438 a job
Stone edging (bed border)	**$10 - $25 per linear ft**	Installed; a 40 ft border runs $400 - $1,000
Snow removal, winter package	**$300 - $1,000 per season**	Driveway and walks; per visit $45 - $160; salt $20 - $50

WHAT RAISES OR LOWERS THE PRICE

- **Access: gates, slopes, narrow side yards.**
- **Haul-away and dump fees for debris.**
- **Soil prep before sod, beds or seed.**
- **Material grade: sod type, stone, mulch.**
- **Your state license and insurance costs.**
- **Season: spring and fall fill up fast.**

Sources: LawnStarter, Fixr and Lawn Love cost guides (accessed Nov 2026). Estimates; ranges include materials and labor. Varies by state and region.

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ESTIMATE

FROM (your business)

Name: _____

Phone / email: _____

_____

_____

_____

CLIENT

Name: _____

Phone / email: _____

Property address: _____

Date: _____

Estimate #: _____

PROPERTY (lawn ft², beds, hedges, slopes, gate code, pets · services, frequency, service day)

_____

_____

_____

Service	Visits / qty	Price	Total

Season mowing (visits x price)	
Add-ons (aeration, mulch, hedges)	
Haul-away / disposal	
TOTAL	**$**

Season: Start _____ · End _____ · Service day _____

Rain days: A missed visit moves to the next dry day, no extra charge

Extra work: Tall grass or extra jobs: $____, only with your OK

Payment: Monthly on the 1st · Card · Zelle · Check Prepaid season: ___% off

Valid until: _____

_____ _____

Client approval (signature and date)

CHECKLIST FOR THE FIRST VISIT

Walk the property with the client before you quote. Write it down and take photos.

- [ ] **Measure the lawn**
  Mowable ft² only: pace it, use a measuring wheel or a satellite map tool.
- [ ] **Grass and condition**
  Grass type, height, weeds, bare spots, thatch, disease or grubs.
- [ ] **Slopes and obstacles**
  Hills, ditches, trees, play sets, trampolines, rocks: they all add minutes.
- [ ] **Gates and access**
  Gate width for your mower, gate code, locks, where to park the trailer.
- [ ] **Pets and kids**
  Dogs in the yard? Agree on who picks up the poop and who closes the gate.
- [ ] **Beds and hedges**
  Count beds, bushes and hedges; note what needs weeding or trimming.
- [ ] **Sprinkler heads**
  Flag heads and valve boxes so the mower doesn't break them.
- [ ] **Clippings and debris**
  Mulch, bag or haul away? Where do the leaves and branches go?
- [ ] **Rules and HOA**
  HOA standards, watering limits and local rules on noise or leaf blowers.
- [ ] **Day, frequency, payment**
  Weekly or every other week, service day, season dates and how they pay.

10 ROOKIE MISTAKES

Each one costs you money, a client or a fine.

1 No season contract

Single cuts only means an empty route in July. Sell the whole season with a set day and price.

2 Hourly with no minimum

A 15-minute yard still costs you the drive and setup. Set a minimum per visit and stick to it.

3 Spraying without a license

In most states, spraying weed killer for pay needs a license; some also cover fertilizer. Check your state.

4 Working without insurance

A rock thrown by the mower can break a window or a car. Carry liability; check workers' comp rules.

5 Pricing the lot, not the lawn

The house, driveway and beds don't get mowed. Measure the grass before you quote.

6 Forgetting travel time

Scattered yards eat your day. Build a tight route and price the drive in.

7 Free tall-grass cuts

An overgrown first cut takes twice as long. Charge extra for it, in writing.

8 No rain-day policy

Rain moves the route. Tell clients up front how and when a missed visit is made up.

9 Scalping the lawn

Cut no more than 1/3 of the blade at a time. Scalped lawns brown out and clients leave.

10 Never raising prices

Fuel, parts and insurance go up every year. Raise 3% - 5% each season, with notice.

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READY-TO-SEND MESSAGES

Copy, adjust the name and send by text or WhatsApp.

Sending the estimate

Hi [Name], here is your estimate for [address]: weekly mowing, edging and blowing for $[X] a visit, billed $[Y] a month from [month] to [month]. Want me to save your spot on the [day] route?

Client asks for a price

Happy to help! I need to see the yard to measure the lawn and check gates and slopes. I can stop by [day] and send you a written price the same day.

Season renewal

Hi [Name], spring is coming! I'm building next season's route. Same day, same crew, $[X] a visit. Pay the season by [date] and get [5]% off. Should I keep your spot?

Rain day / reschedule

Hi [Name], it's raining today, so your yard moves to [day]. Wet grass cuts badly and ruts the lawn. Nothing changes on your bill. Thanks for understanding!

Payment reminder

Hi [Name], friendly reminder: the [month] invoice for $[X] was due on [date]. You can pay by [Zelle/card/check]. Already paid? Just ignore this. Thank you!

Fall upsell

Hi [Name], fall is the best time to aerate and overseed. Your lawn has [thin spots]. I can do both on [date] for $[X] while we're there. Want me to add it?

BONUS · 25 SERVICES, ALREADY PRICED

Suggested prices for a 1/4-acre lawn unless marked, taken from the middle of the ranges. Adjust to your area.

	Service	Suggested price
1	Weekly mow, trim, blow	$50
2	Every-other-week mow	$60
3	First cut, overgrown lawn	$90
4	Mow 1/2 acre	$60
5	Mow 1 acre	$100
6	Fertilizer, per application	$75
7	Weed control, per treatment	$90
8	Grub or crabgrass add-on	$50
9	Core aeration	$150
10	Aeration + overseeding	$300
11	Mulch, per cubic yard	$100
12	Bed weeding, per hour	$55
13	Flower bed cleanup	$150

	Service	Suggested price
14	Hedge trimming	$300
15	Spring cleanup	$200
16	Fall leaf removal	$225
17	Fall cleanup	$350
18	Haul-away, per bag	$8
19	Sprinkler head replaced	$55
20	Sprinkler start-up or winterize	$120
21	Sod, per ft² installed	$1.60
22	Stone edging, per linear ft	$15
23	Bush removal, 2 - 4 ft	$60
24	Small stump grinding (minimum)	$100
25	Snow package, per season	$700

SEASON CALENDAR · MARCH TO NOVEMBER + WINTER

MAR	APR	MAY	JUN	JUL
Spring cleanup Pre-emergent	**First mows** Fertilizer #1	**Weekly mowing** Mulch the beds	**Weed control** Hedge trim #1	**Mow higher** Check sprinklers

AUG	SEP	OCT	NOV	DEC - FEB
Grub control Book fall jobs	**Aerate + overseed** Fertilizer #2	**Leaf removal** Renew contracts	**Fall cleanup** Winterize sprinklers	**Snow package** Sell next season

Cool-season lawns (North). In the South, with warm-season grass, fertilize and seed in late spring and summer.

4 WAYS TO CHARGE MORE

Packages
Basic (mow), Plus (+ fertilizer, weeds), Full (+ aeration, mulch, hedges).

Prepay the season
5% off to pay the whole season up front: cash in spring, client locked in.

Upsell on the visit
You're already there: aeration, mulch, hedges, leaves. One trip, bigger ticket.

Yearly raise
3% - 5% each season, with notice. Fuel and insurance never go down.

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A GREEN LAWN STARTS WITH A FAIR PRICE

Measure the lawn, sell the whole season and put every price in writing. More free guides for lawn care pros at vifalio.com.

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