

ORVX.AI

THE LANDSCAPER'S GUIDE TO AI

**Spring is flat out.
Winter is
silence. The
clients who'd fix
that are already
in your phone.**

Where a landscaper's week actually goes, how to turn one-off jobs into a maintenance book, and how to get found by the clients who pay for design.

Written by ORVX AI, the AI specialists for Australian tradies. September 2026.

WHERE YOUR WEEK GOES

You're a landscaper for 32 hours a week. The other 14 are quoting, chasing and rebooking.

Landscaping quotes are slow to build and easy to lose. And the work is seasonal in a way most trades aren't. Count it.

THE JOB THAT ISN'T THE JOB	WHAT IT ACTUALLY LOOKS LIKE	HOURS A WEEK
Quoting and design	Site visit, measure up, plant list, materials, the drawing, the write-up, then nothing	5 hrs
Missed and returned calls	On the excavator, laying pavers, hands full of soil	2.5 hrs
Materials and suppliers	Ringin the nursery, the quarry, the paver yard for prices and availability	2 hrs
Scheduling around weather	Rain day. Ring everyone. Reshuffle the week	1.5 hrs
Invoicing and chasing	Staged payments, final invoice, chasing the balance	1.5 hrs
Client updates	'When are you back', 'is it done', 'what do I water'	1 hr
Marketing you meant to do	The best before-and-afters in any trade, sitting in your camera roll	0.5 hrs
Total	Time you are not billing	14 hrs

14 hrs

a week off the tools, before you've fixed a single thing on site

672 hrs

a year. That's 17 full working weeks of admin

\$30,240

a year at \$90/hr, if only half of those hours became billable time

These are estimates for a typical 2 to 10 person landscaper business, not a measurement of yours. Put your own numbers in. Most owners who do this find they were guessing low.

A landscaper spends five hours quoting a \$25,000 garden and then never follows up. That's not a quoting problem. That's a \$25,000 problem.

PLAIN ENGLISH

What AI actually is, and what it isn't

For a landscaper, AI is a fast, patient office worker who never sleeps, never gets sick of the same question, and can read, write and talk in plain English. That's the whole definition.

What it does well

- Answers the phone and texts when you can't, and takes the job details properly
- Writes the follow-up you keep meaning to send
- Turns a voice note into a quote, a job note or a site diary entry
- Sorts enquiries so the tyre kickers don't cost you a site visit
- Sends the customer updates you'd send if you had the time
- Drafts your Google posts, reviews replies and job photos captions

What it can't do

- Fix cashflow. It can chase invoices, it can't make a builder pay retention
- Find you a good apprentice
- Do the work. Nobody's software is picking up a shovel
- Replace your judgement on a price, a variation or a dodgy client
- Work without a system. If your jobs live in your head, start there
- Sign off on a retaining wall engineering sign-off or a council approval. That stays with you and your licence

Three myths that cost landscapers money

- 01** "It's too expensive for a business my size." The tools you already pay for (job management, Xero, your phone plan) mostly have AI features switched off. Most of the wins in this guide cost nothing or under \$100 a month.
- 02** "My customers want to talk to a person." They want an answer. A text back in 30 seconds beats a callback at 6pm every time. You still ring them. You just ring them before your competitor does.
- 03** "I'm not technical." If you can send a voice note and read a text, you can run every system in this guide. The setup is the only hard bit, and it's a one-off.

AI doesn't replace the tradie. It replaces the two hours of admin the tradie does after dinner.

FIX THESE FIRST

Five leaks to plug before you buy anything else

In order. Number one is worth more than the other four combined for most landscapers.

01 Quote follow-up, automated

Your quotes are big, considered purchases. The client is comparing two or three of you and taking weeks. Three follow-ups over 14 days, written once, keeps you in front of them while they decide. It's the highest-value follow-up in any trade.

Do this: Message one: 'did you get it'. Message two: 'happy to walk through the plant choices'. Message three: 'our spring schedule fills fast'. Automate them.

02 Missed-call text-back

You can't answer the phone on the excavator. The text-back captures the job and suburb, tells them when you'll ring, and stops them ringing the next name on the map.

Do this: Switch it on this week.

03 A maintenance book that builds itself

Every garden you build needs maintenance. Every client you've ever done a job for is a maintenance client you haven't asked. AI sends a message three months after completion offering a seasonal tidy-up. That's your winter work.

Do this: Make the offer part of every handover. Automate the three-month and twelve-month messages.

04 Quotes drafted from a voice note and a photo

Walk the site, describe what you'd do, photograph it. AI drafts the scope, the stages and the standard inclusions. You add the plant list and the price. Quote goes out in two days instead of two weeks.

Do this: Build templates: front garden makeover, retaining wall, paving and turf, irrigation. Fill them by voice.

05 Weather reshuffles that send themselves

Rain day. One tap in your calendar, every affected client gets a message with the new date. Nobody is ringing anyone.

Do this: Set up a 'weather delay' message template in your job software.

THE LANDSCAPER'S PROBLEM

Seasonal feast and famine is a choice you've been making by accident

Spring and summer you turn work away. Winter you chase it. The fix isn't more marketing in winter. It's turning every build client into a maintenance client, and every quote into a scheduled job, before the season turns.

Where the winter work is

- Every garden you've built in the last three years, due a seasonal tidy
- Every quote you sent in autumn that stalled
- Hedge, prune and mulch rounds for past clients
- Winter is planting season for a lot of stock. Clients don't know that
- Design and planning jobs that build in winter for spring install

What AI does with it

- Sends every past client a seasonal message in your voice, on the right date
- Re-opens every stalled quote with a 'winter pricing' or 'spring schedule' nudge
- Books maintenance rounds into your calendar by suburb so you're not driving across town
- Writes the 'why plant in winter' post that gets the design enquiries

The maths on maintenance

YOUR NUMBERS	EXAMPLE	YOURS
Build clients from the last 3 years	60	
Who'd take a seasonal maintenance visit if asked	1 in 4 = 15	
Visits a year each	3	
Average maintenance visit	\$450	
Recurring revenue a year, from people who already trust you	\$20,250	

Example figures. Yours will differ. The point is that the work is already in your phone, and the only reason you don't have it is nobody sent the message.

Design clients are a different animal

The \$30,000 to \$80,000 design-and-build client researches for months, looks at your Instagram before your website, and wants to see finished gardens with the plants named. AI can keep your portfolio posting weekly from your job photos, with the suburb and the plant list in the caption, which is exactly what that client is searching for.

QUOTING AND BUDGETING

Quotes priced off today's material prices, not last year's list

Most landscapers quote from memory, a stale price list and a gut feel. Then materials cost more than the quote said and the margin disappears.

How automated quoting works

1. You describe the job by voice note on site, with photos. "Front garden, 40 square metres, remove existing, new pavers on a path, two garden beds, mulch, six plants, instant turf on the rest."
2. AI builds the scope and material list from your own templates, with your standard inclusions and exclusions.
3. Prices come from live sources: your trade supplier price files (your paver and turf suppliers, the quarry, the nursery, Bunnings Trade) and current retail pricing for the odds and ends. Priced on the day.
4. Labour comes from your rate sheet. AI applies it, you adjust it.
5. You check it and send it, with a price validity date, so if copper or timber moves next month you're covered.

Budgeting and job costing

Once the quote is built from real line items, the budget exists automatically. As invoices and timesheets come in, AI matches them to the quote and tells you mid-job whether you're on margin or bleeding. For a landscaper the budget is where design jobs go wrong: plant substitutions, extra soil, the skip that filled early. Track it as you go, not at the end.

What the materials line looks like

ITEM	PRICED FROM	EXAMPLE
Pavers, 12 m2 path	Paver supplier price file	\$1,080
Road base and bedding sand, 2 m3	Quarry, current	\$260
Instant turf, 22 m2 delivered	Turf farm, current	\$340
Garden mix and mulch, 3 m3	Landscape supplier	\$270
6 x advanced plants	Nursery price list	\$330
Skip bin, 4 m3	Current quote	\$390
Labour: 2 people, 3 days	Your rate sheet	\$4,320

Example items and figures, not a price list.

Where it breaks

It prices materials accurately. It doesn't price what's behind the wall, so keep your contingency. Retail and trade prices differ, so use your trade accounts. Prices move, so the validity date isn't optional. And your labour estimate is still yours: AI applies your rates, it doesn't know how slow that client's driveway is.

The \$25,000 garden was never lost on price. It was lost on the two weeks it took to quote it.

MORE LEADS

Where your next 20 jobs are already sitting

You don't need more traffic. You need to stop losing the enquiries you already get. Then you need Google to trust you. In that order.

1. The leads you're already losing

Missed calls, web forms answered the next day, quotes never chased. Pages 4 and 5 cover them. The short version: reply in under five minutes, follow up three times, and you're usually the only one who did.

The one most landscapers forget: old customers. Every garden you've built needs maintenance three or four times a year. Every client is a repeat client if you ask. A seasonal message in your voice, sent automatically, is your winter.

2. The leads you're not getting yet

- **Google Business Profile.** Most landscaper searches end in the map, not the website. Your profile needs 50+ reviews, weekly photos and a post a week. AI drafts the posts and the review replies.
- **Review requests on autopilot.** A text two hours after job completion, with the direct review link. No asking, no forgetting.
- **Referral partners.** Builders, pool builders, architects and real estate agents doing pre-sale tidy-ups send landscaping work constantly. To whoever they remember. A monthly check-in message to each of them, drafted for you, keeps you top of mind.
- **Directories with a purpose.** hipages and Airtasker are pay-to-play and everyone's on them. Use them to fill gaps, not as the plan.

What "lead qualification" means for you

Before you drive to a site visit, you want to know four things: what they want done, where it is, a rough budget, and whether they need it before a date. An AI assistant on your phone or web form asks those four questions the moment someone enquires and puts the answers in your job system. You only ring back the ones worth ringing.

Your winter is in your phone. Every past client, every stalled quote, waiting for a message you never sent.

RANKING ON GOOGLE

How a landscaper actually gets to the top of Google

Nobody is searching "best landscaper in Australia". They search "landscaper near me" at 7:40am, ring the first one that answers, and never look at page two. Local SEO for a landscaper is a map problem first and a website problem second.

The map pack (do this first)

- ☐ Claim and fully complete your Google Business Profile: every service listed, every suburb you cover, hours, licence number
- ☐ Get to 50 reviews, then 100. Ask every single customer, by text, same day
- ☐ Reply to every review within 48 hours. AI drafts it, you approve it
- ☐ Upload 3 to 5 real job photos a week. Phone photos, not stock
- ☐ Post once a week: a job, a tip, a before and after
- ☐ Same business name, phone and address everywhere online. Any mismatch costs you

The website (do this second)

- ☐ One page per service you want to be found for, not one page listing everything
- ☐ One page per main suburb or area you work in, with real jobs from that area on it
- ☐ Phone number tappable at the top of every page on mobile
- ☐ Loads in under 3 seconds on a phone. Test it on your own
- ☐ Answers the questions customers ask you on the phone. AI can turn your voice notes into those pages

What people actually type

SEARCH	WHAT THEY WANT
landscaper near me	Ready to enquire, comparing two or three
landscaping [suburb]	Standard search, map pack decides it
retaining wall builder [city]	Specific, high-value, wants photos
garden design [city]	Design client, looks at Instagram first
landscaping cost [city]	Researching. The honest price-range page wins the enquiry
garden maintenance [suburb]	Recurring revenue, low competition

Build a page or a Google post around each of these. Use the words your customers use, not the words your supplier uses.

Where AI fits in SEO

It won't rank you. It removes the reason you never did the work: it drafts the suburb pages from your job notes, writes the weekly post from your photos, answers reviews, and keeps the whole thing running when you're flat out. The photos and the reviews still have to be real.

Landscapers have the best before-and-after photos of any trade and post them least. That's the whole SEO problem in one sentence.

MARKETING

Marketing that takes 20 minutes a week, not your Friday

You already make the best content in your industry every day. It's called your work. The only reason it never gets posted is that posting takes time you don't have. That's the exact job AI is for.

The 20-minute system

- 01** Monday to Thursday, on site: take one photo or a 10-second video per job. Before and after if you can. Send it to a WhatsApp group or folder with a one-line voice note.
- 02** Friday, 20 minutes: AI turns the week's photos and voice notes into a Google post, a Facebook post, an Instagram post and a review reply or two. You read them, fix anything that doesn't sound like you, hit approve.
- 03** Once a month: one longer piece. A common problem you fixed, explained the way you'd explain it to the customer. That becomes a website page and gets you found.

Posts that work for landscapers

- Before, during, after of one garden, same angle, three posts a week apart
- Plant list for a finished job with the suburb. Design clients search this
- 'What's under the turf' excavation reveals
- Retaining wall time-lapse, 15 seconds
- Seasonal tip: what to plant, prune or mulch this month in your city
- Six months on: the garden grown in, with the client's thumbs-up

Rules that stop you sounding like every other tradie page

- Show the mess before the finish. Customers trust the before photo more than the after
- Name the suburb. "Bathroom reno in Belconnen" gets found. "Another great job" doesn't
- Explain one thing. What went wrong, why, what you did. That's the whole post
- Never post a stock photo. One real photo of your ute beats ten of someone else's
- Read every AI draft out loud once. If it doesn't sound like you at the counter, change three words

Your job photos are the marketing. AI is just the bloke who finally posts them.

START THIS WEEK

Your first 30 days

Most of this uses tools you already have. Don't buy anything new until week three.

Week 1: stop the bleeding

- ☐ Switch on missed-call text-back. Your job management software or a \$30/month tool does this
- ☐ Write your three quote follow-up messages once. Set them to send automatically at day 2, 5 and 10
- ☐ Set a review request text to send after every completed job

Week 2: get found

- ☐ Complete every field on your Google Business Profile
- ☐ Upload 10 real job photos. Reply to every existing review
- ☐ List every suburb you work in as a service area

Week 3: give your evenings back

- ☐ Start sending voice notes instead of typing job notes. Use AI to turn them into text in your job system
- ☐ Use AI to draft your quotes from a voice description of the job. Connect your supplier price lists so the materials line is priced on the day
- ☐ Message every build client from the last three years with a seasonal maintenance offer

Week 4: make it run without you

- ☐ Set up the 20-minute Friday content routine
- ☐ Put an AI assistant on your web form or WhatsApp to ask the four qualifying questions
- ☐ Measure: missed calls, quotes sent, quotes won, reviews. Four numbers, once a week

Tools worth knowing (we don't sell any of these)

JOB	OPTIONS LANDSCAPERS USE	COST
Job management, quotes, invoices	Tradify, ServiceM8, Fergus, or Xero plus a good calendar	\$30 to \$150/mo
Missed call text-back, review requests, follow-ups	Your job software if it has it, otherwise a CRM like GoHighLevel or Podium	\$0 to \$100/mo
Voice notes to quotes, posts, replies	Claude, ChatGPT, or the AI inside your job software	\$0 to \$30/mo
Phone answering when you can't	AI receptionist (many options), or a human answering service	\$50 to \$300/mo
Connecting it all so it runs itself	Your job software's built-in automations first. Then Zapier, Make or n8n if you need more	\$0 to \$50/mo

Switching everything on yourself works if you've got a spare weekend and patience. Most owners get to week two and stall. That's normal. Pick the one fix worth the most to you, finish it, and only then start the next.

STEAL THESE

The messages. Copy them, change the name, send them.

Every system in this guide runs on a handful of texts. Here they are, written for a landscaper. Put them in your job software as templates and they send themselves.

Missed-call text-back (sends 20 seconds after a missed call)

Hi, it's [your name] from [business]. Sorry I missed you, I'm on a job. If it's urgent reply URGENT and I'll ring you within 15 minutes. Otherwise reply with your suburb and what you need and I'll call you back before 5.

Review request (2 hours after job done)

Thanks for having us today [first name]. If you were happy with the front garden, a quick Google review helps us more than you'd think. Takes 30 seconds: [review link]. And if anything's not right, reply here first and I'll sort it.

Quote follow-up 1 (day 2)

Hi [first name], [your name] here. Just checking the quote for the front garden came through OK. Any questions on it, ring me or reply here.

On the way

Hi [first name], [your name] from [business] here, I'm about 20 minutes away. See you soon.

Quote follow-up 2 (day 5)

Hi [first name], happy to run through the quote if anything's unclear, or I can bring some plant samples past so you can see them. No pressure, just want to make sure you've got what you need to decide.

Weather or delay reshuffle

Hi [first name], it's been raining and the ground's too wet to work. I've moved you to [new date], [time]. If that doesn't work reply here and we'll find another slot. Sorry for the stuff-around.

Quote follow-up 3 (day 10)

Hi [first name], last one from me. We've got a spot open [week] if you'd like to lock it in, after that it's about three weeks out. If you've gone another way, no worries at all, thanks for the chance to quote.

Past customer re-engagement

Hi [first name], [your name] from [business]. We did the garden for you a while back. It's about time for a seasonal tidy, prune and mulch. Half a day and it'll look like the day we finished. Reply if you'd like me to book it in.

Web form auto-reply (instant)

Thanks [first name], got your enquiry. So I can give you a straight answer fast: what they want done, where it is, a rough budget, and whether they need it before a date? Reply here and I'll call you today.

BEFORE YOU GO

The short version, if you read nothing else

- 01** You're losing more jobs to a missed call than to a competitor. Switch on missed-call text-back today. It's the cheapest thing in this guide and the biggest.
- 02** The quote you never chased was the job you already paid for. Three follow-ups, written once, sent automatically. Page 11 has them.
- 03** Price the materials off today's prices, put a validity date on the quote, and stop paying for the difference yourself.
- 04** Your job photos are your marketing. One a day, posted on Friday in 20 minutes. Suburb in the caption.
- 05** Your past customers are your quiet months. A message on the right date, in your name, sent for you.
- 06** AI does the admin. It doesn't do the trade, the judgement or the cashflow. Anyone telling you otherwise is selling something.

Written by ORVX AI, the AI specialists for tradies.

If you'd rather not set it up yourself

Thirty minutes on the phone. You tell us where your week goes, we tell you which two things would move the needle for your business, roughly what they'd cost to wire up, and whether you should just do it yourself. If the answer is do it yourself, we'll say that.

Book a 30-minute call at orvxai.com

Or ring +61 2 5300 4038, or email hello@orvxai.com. We answer it.

The landscaper who's booked in July isn't lucky. He messaged his past clients in April.