

Bayside Lawn & Landscape

October 26, 2026

Two high-priority items for Bayside Lawn & Landscape warrant action this week.

INTELLIGENCE SIGNALS

WHAT'S MOVING IN THE MARKET

 **GreenRoute Lawn (new)** Google Business Profile listing (reviews)

A new lawn company listed nearby, offering mowing plus pest and weed treatment

A new business, GreenRoute Lawn, appeared on Google Maps 3 miles from you this week, listing mowing, fertilizing and weed and pest treatment as one monthly plan. It has two reviews so far and no website yet.

→ **Action:** Nothing to do yet. Watch whether it gathers reviews over the next month. If customers start asking you about bundled treatment, decide whether to add it yourself or partner with a licensed applicator rather than buy equipment and licensing up front.

Sources: Google Business Profile listing (reviews)

Don't need market news? [Switch it off](#) (or any other section) in your account settings.

HIGH PRIORITY

 **Gulf Coast Green Lawn Co.** Competitor's website (prices / specials page)

New "first mow free" offer for weekly plans signed this month

Gulf Coast Green Lawn Co. added a homepage banner and door-hanger offer this week: the first mow is free for anyone who signs up for a weekly plan before the end of the month. Their posted weekly price for a standard lot did not change. The offer is aimed at new customers only.

→ **Action:** No need to copy it. A free first cut mostly pulls in people who shop on price and leave at the next promo. If you want something for new customers, make it narrow and about what you do well, for example a free edging and bed clean-up with a season plan, and track whether those customers stay. Tell your current customers nothing changes for them.

Sources: Competitor's website (prices / specials page)

 **Sunline Landscaping** Job posting (Indeed)

Hiring four crew members and a crew lead, "\$2/hr above market"

Sunline Landscaping posted four mowing-crew openings and one crew-lead opening on Indeed and their own site this week, advertising pay "\$2 an hour above market" and a weekly bonus for zero-callback weeks. A rival hiring this many at once is usually adding a route or replacing crews that left.

→ **Action:** Your crews are your capacity, so this matters more than their prices. Check in with your crew leads this week: are they being contacted? If you can, name what keeps people with you (steady hours in the rainy season, fuel card, equipment that works). If Sunline is adding a route, expect more of their trucks in your neighborhoods in a few weeks.

Sources: Job posting (Indeed)

● MEDIUM PRIORITY

● 📌 **Palmetto Pro Lawn** Google Business Profile listing (reviews)

New reviews complain about skipped weeks and nobody answering the phone

Palmetto Pro Lawn picked up five 1- and 2-star Google reviews in the last ten days. Four say the crew skipped a week without notice; three say calls and texts went unanswered. Two reviewers say they are "looking for a new company."

→ **Action:** Reliability is what their customers are unhappy about. If you text customers before a rain delay or a skipped week, say so plainly on your Google profile and quote form ("we text you if weather moves your day"). If your routes in their area have room, that is where a few new customers may come from.

Sources: Google Business Profile listing (reviews)

● 🌐 **Gulf Coast Green Lawn Co.** Competitor's website

Added an online instant quote by address and lot size

🌐 ON THEIR SITE

Gulf Coast Green Lawn Co. added an "instant quote" page: enter an address, it measures the lot from satellite imagery and shows a weekly and bi-weekly price on the spot, with online sign-up. Before, their site only had a contact form.

→ **Action:** Homeowners comparing companies on a phone will notice who answers fastest. You don't need the same tool. Check how long a quote request takes you to answer today; a same-day reply or a simple price range on your site for a typical lot may be enough.

Sources: Competitor's website

🗣️ What customers are saying

We read 58 of Bayside Lawn & Landscape's Google reviews and 241 reviews of 5 competitors — a sample, not their totals. We read each business's newest reviews plus its 10 lowest- and 10 highest-rated, so strong opinions are over-represented on purpose. This is what reviewers volunteered, not a survey.

What your customers praise

- **shows up on the same day every week** · 11 of the 58 we read
"Same day every week like clockwork, and they text if rain pushes it"
- **clean edges and cleanup** · 8 of the 58 we read

What your customers complain about

- **slow to answer a quote request** · 4 of the 58 we read
"Great crew but it took a week to get a price"

What your website leads with — and whether reviewers mention it

- Locally owned · mentioned in 4 of 58 reviews
- No contracts · mentioned in 3 of 58 reviews

Gripe Gap™ — where you may have an edge

Your reviewers praise something that competitors' customers complain about. "Possible" means the competitor side rests mostly on their lowest-rated reviews, which we read on purpose.

Reliability — 11 of your reviews praise shows up on the same day every week; 9 reviews at 2 competitors (Palmetto Pro Lawn, Sunline Landscaping) complain about skipped weeks without notice, 7 of them from their lowest-rated.

Your reviewer: "Same day every week like clockwork, and they text if rain pushes it"

→ If that matches what you see, say it where people compare you — your Google Business Profile and your website. Don't name or knock the competitor. Ask a few customers first whether it's why they chose you.

Not an edge yet

- **Speed:** customers complain about slow to answer a quote request at 1 competitor, and 4 of your reviews raise slow to answer a quote request too.

Competitor by competitor — what their customers complain about

Palmetto Pro Lawn · 4.0★ · 132 reviews · we read 30

skipped weeks without notice (6) — *"They just did not show up two weeks in a row and never called"*; phone and texts go unanswered (4)

Sunline Landscaping · 4.4★ · 64 reviews · we read 30

slow to answer a quote request (6); skipped weeks without notice (3)

Gulf Coast Green Lawn Co. · 4.6★ · 45 reviews · we read 28

clippings left on the driveway (3)

What competitors' customers praise

- **easy online sign-up** · 5 reviews across 1 competitor

Replies to reviews

You replied to 14 of your last 20 reviews (2 of 2 rated 3★ or lower). The typical competitor replies to 40%.

Worth asking your next few customers

- What made you pick us over the other lawn companies you looked at?
- If we texted you before every rain delay, would that matter to you?

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