



**RealGreen®**  
by WORKWAVE™

Why 4everGreen is All-In on  
**REALGREEN MOBILE 2.0**



## ABOUT 4EVERGREEN

New England-based 4everGreen was founded in 2013 and offers a comprehensive portfolio of services, including lawn care, mosquito and perimeter pest control, aeration, and overseeding. They service 2,800 accounts across Massachusetts and Rhode Island. They have been a RealGreen customer since 2017.

**Industry:** Lawn Care Services & Fertilization, Perimeter Pest Control

**Areas Serviced:** Greater New England Area

### The Challenge:

- Experienced recurring technical issues with RealGreen's Mobile Live app that began negatively affecting field operations

### The Solution:

- Switched to RealGreen Mobile 2.0

### The Value:

- Significant operational improvements in their field operations with quicker speed, no more downtime or offline interruptions
- Minimal training needed
- Transitioned to paperless workflows



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## THE PROBLEM

After founding 4everGreen, Mike Mansour used Service Autopilot to manage his growing business. By 2017, limitations in communication and automation capabilities prompted a switch to RealGreen. While RealGreen's Mobile Live app served the company well during a period of significant growth, recurring technical issues began affecting field operations:

- ✓ Technicians frequently encountered login issues
- ✓ System timeouts required constant re-authentication
- ✓ Printing challenges interrupted workflow
- ✓ Tech limitations hindered further efficiency gains

As 4everGreen continued expanding, these inefficiencies were costing valuable time across their operation, wasting up to 25 minutes per technician per week — which adds up to a significant loss of productivity over the course of a season.



## THE SOLUTION

After participating in product roadmap discussions at RealGreen's Beyond Service User Conference, Mansour became excited about the potential of the company's upcoming Mobile 2.0 platform. His team trialed the new platform for a couple of weeks at the end of the previous season before fully implementing it for their current season's operations.



## THE RESULTS

Mansour says the transition from Mobile Live to RealGreen Mobile 2.0 was remarkably smooth. "We pretty much just said, 'Here you go, guys.' As soon as we turned it on, we just downloaded it and went for it. It was that easy to use." Even new technicians adapted quickly, he adds, saying that even employees with limited field experience were "100% comfortable" working with it.

"Obviously, it's a new platform, so you're going to have to figure out where things are, but once you do that, it's right there," notes Mansour. "It's right in front of you. And I think that's just going to speed up your technicians over the course of every day." He adds that his team has already seen significant operational improvements with RealGreen Mobile 2.0, including:

- ✔ **Enhanced Speed:** The most immediately noticeable improvement has been the platform's significantly faster performance
- ✔ **Elimination of Downtime:** No more login issues that previously frustrated technicians
- ✔ **Offline Functionality:** Reliable operation even in areas with poor connectivity
- ✔ **Simplified Training:** New technicians can become proficient with minimal instruction
- ✔ **Paperless Operations:** Encouraged the positive transition to more efficient paperless workflows

Mansour says that the switch to RealGreen Mobile 2.0 is a move toward supporting his company's continued growth trajectory. While still early in the implementation, Mansour is optimistic about RealGreen Mobile's future capabilities. The company is looking forward to upcoming feature releases and continued platform improvements. "Obviously, there are still things being built, and they're going to continue to get better every couple of weeks as they release things," concludes Mansour. "I love it, and I think it's going to be even better when it's 100%."