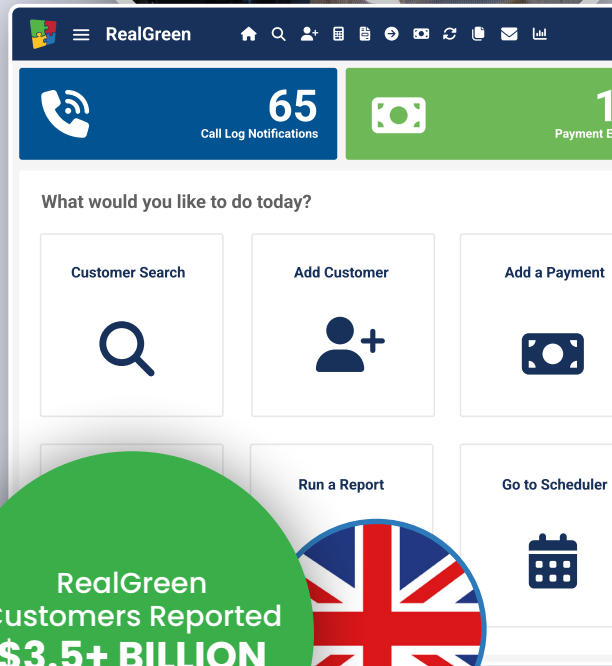




PRODUCT BROCHURE For the United Kingdom

Integrated Business Solutions Designed
to Help Green Industry Businesses Grow

**RealGreen is the REAL DEAL – often imitated,
NEVER DUPLICATED.** The first lawn software
to offer a full suite of built-in marketing and
growth tools, RealGreen is designed to help
YOU SAVE TIME, LABOUR AND MONEY.



RealGreen
Customers Reported
**\$3.5+ BILLION
LAST YEAR**



Software and Solutions to Grow Your Lawn Business

 Full CRM

 Customer Portal

 Dynamic Routing

 Mobile App

 Self-Service & Pay

 Payment Processing

 Scheduling & Work Orders

 Estimates & Digital Forms

 API Integrations

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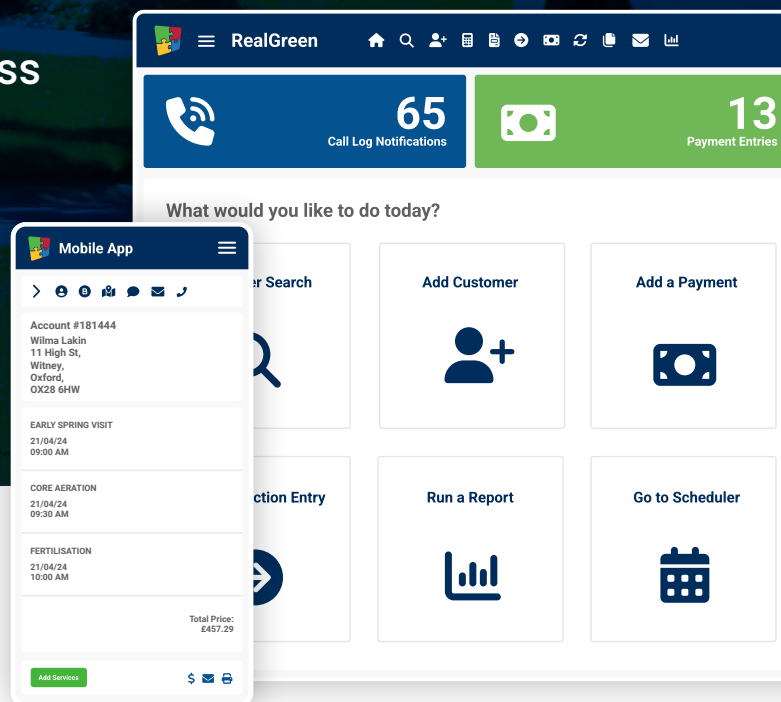


Service Assistant® 5

The Best Software for Your Business

Service Assistant® software streamlines your company's day-to-day tasks and marketing activities, giving you more time to grow your business.

Service Assistant® software automates your day-to-day tasks and back-office processes so you can do more with less staff.



How It Works

As a customer relationship management (CRM) software, Service Assistant® not only maintains customer records but also automates daily operations and even assists with your marketing campaigns. Available on any device at any time, Service Assistant is the leading software solution for the green industry.



Integrated Solutions

- Dynamic Routing®
- Automated Marketing Assistant®
- Customer Assistant® Website
- Mobile Live®
- Custom Digital Forms

Key Features

- Remote access on any mobile device or desktop
- Detailed customer information
- Schedule unlimited programs and services
- Full permanent account histories
- Detailed contact log (tracks all communications)
- Customised note fields
- User-defined call aheads
- Detailed property inventory (grass type, common pests, etc.)
- Specific service hold and cancel reasons
- Customer flag codes
- Account balance information
- Enhanced search engine
- Easy customer entry using
- Google APIs
- Automatic software updates without service interruptions

Why Choose Service Assistant

Detailed Customer Information

Quickly view customer information anytime, anywhere. Whether you want to access something as granular as the weather during the last time of service, or something general like how long they have been your customer, Service Assistant has the answer. With the call log feature, reference notes from previous calls or set follow-up reminders for a future date!

Document Management

Link all communications with the appropriate customer. Archive documents giving you added security. Easily track and retrieve data. Simply scan documents and link to the right account.

Payment Processing

Access quotes, billing and invoicing with one click of a button. Calculating the cost of service based on square meterage, grouping properties based on owner, and generating statements at the end of the month – it's all made easy with Service Assistant. You can even automate payment reminders based on the billing period. Just think of all the time your team could save!

Customer Notifications

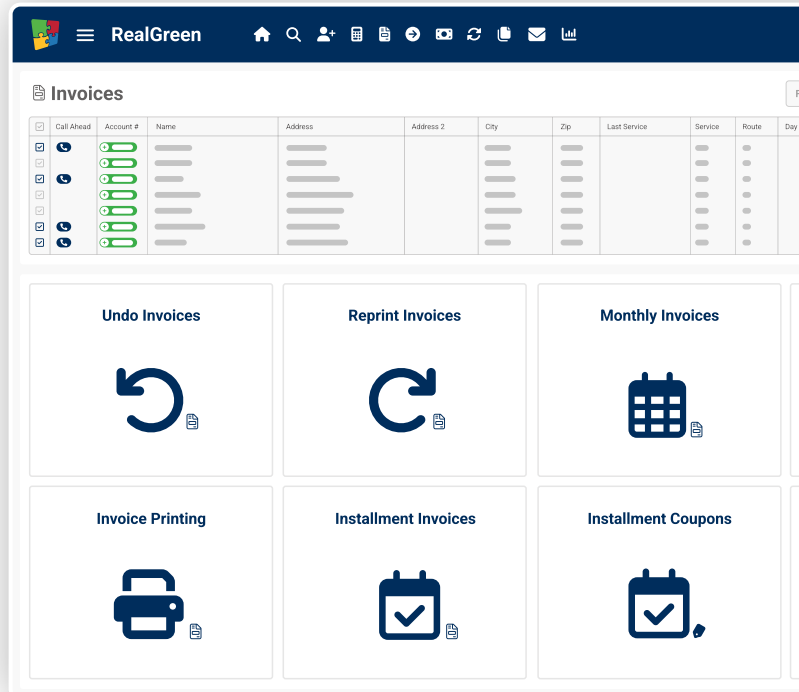
Save time – enter production data in the field. Can't get to the office? No worries...if you have our CRM software. Use Service Assistant to enter production while in the field. With our app, Mobile Live, technicians can access work orders and enter production directly from an Apple or Android device. You can adjust customer accounts or even enter payments right from your vehicle using a mobile device.

Easy Scheduling and Routing

Schedule same day service. Service Assistant is the field service business software that allows technicians to provide customers with "same day" service plus the ability to add additional services – on the spot! Also add new customers to an existing route – instantly. With turn-by-turn voice navigation, technicians will stay on route and on time.

Customer Entry Wizard

Customer entry is extremely fast, as Google intelligently returns the customer's postal standardised address information to Service Assistant's form. Greatly reducing the chance for incorrect customer information.



Dynamic Routing

Scheduling that Saves Time and Increases Revenue

Integrate. Automate. Accelerate. Build the most efficient routes – at the click of a button.

HOW IT WORKS

Schedule work in minutes. The first product of its kind designed specifically for the green industry, Dynamic Routing automates your back office process and builds efficient routes that honor your business rules.

Why Do You Need It?

Inefficient routes waste time and money. Building smart routes can take significant effort, especially when dealing with your business's complexities – technician skills, licensing and availability, vehicle capacity, traffic patterns, multiple service lines and more.

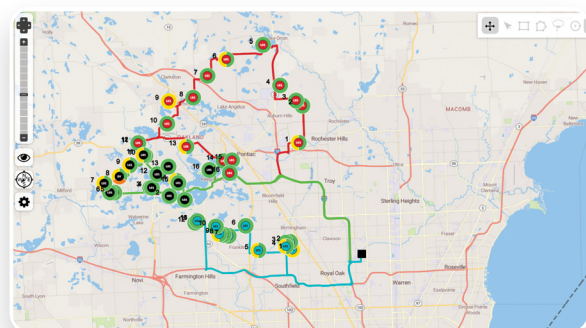
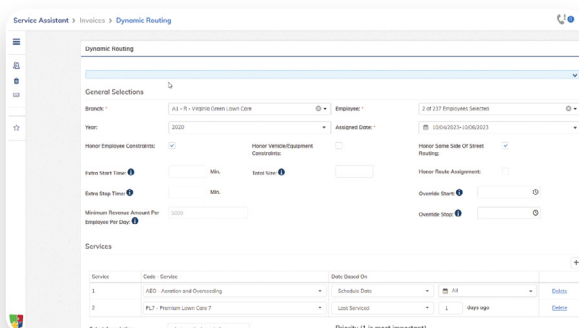
With Dynamic Routing, you can solve these problems with the click of a button and generate smart routes in minutes.

- ✓ Configure constraints and stop priority
- ✓ Simplify route planning using a proprietary algorithm
- ✓ Reduce risk by ensuring routes honor business rules and configured constraints
- ✓ Allows planners the flexibility to fine-tune routes after automation
- ✓ Save back office and in-field time, money and labour with the most efficient routes possible

KEY BENEFITS

-  Increased revenue and more profitable stops
-  Decreased costs and fuel
-  Savings on back office hours and labor
-  Engaged, satisfied techs
-  Integrated with Service Assistant® 5

Build Routes in Minutes



Mobile Live

Get Anytime Access to Information — in the Office or in-Field

Mobile Live® is the best field service mobile app for the green industry.
Run your entire business from the palm of your hand!

HOW IT WORKS

Mobile Live® is your business on your time. Give yourself and your field technicians the power of remote data syncs, mobile routing, scheduling, in-field estimates and the ability to accept PCI compliant, data encrypted in-field payments and more. Mobile Live® helps you make smarter decisions that save time and money.

KEY FEATURES

- ✓ In-field upsells, payments & estimates
- ✓ Live truck tracking & passive tracking
- ✓ Turn-by-turn navigation & GPS
- ✓ Precise geocoding
- ✓ Production updates & work orders
- ✓ Instant new service additions
- ✓ Time clock with service start/stop time recorded
- ✓ Call log
- ✓ Day-end syncing and reporting
- ✓ Customer account information
- ✓ Voice-activated text entry
- ✓ Wifi synchronization
- ✓ Property condition images & notes
- ✓ Product(s) used notation
- ✓ Weather conditions synced with local station includes wind direction, speed and pH value
- ✓ Customer receipt generation
- ✓ Mobile printing

Production Entry

Save time with data collection at the time of application and auto-sync with SA5, eliminating the need for manual entry.

Sales & Payment Tools

Ensure customer data accuracy with company wide customer knowledge base. View customer history and send alerts/reminders in real time.

Live Dispatching & Tracking

View where your vehicles are in an instant — any time of day on any device. Get full route reporting and analysis and assign service calls.

Communication

Communicate clearly with your customers using voice-to-text or type a note on the communication screen. Use quick text to build and construct company approved communications.

Work Orders

Simple to use and maintain work orders. Automatic time tracking so all hours are captured and billed. Detailed records for each job.

Service Stations

Service Stations is the category of services requiring visits to a specific item on a property that you check for activity, product, conditions, location (GPS) or to scan a barcode.

Customer Assistant® Websites

Online Customer Account Software to Help Manage Your Business

Customer Assistant® Websites makes it easy for your customers to connect with you, request service, ask questions, make payments and more.

HOW IT WORKS

Customer Assistant® Websites sync with Service Assistant® to bring your business online 24/7. Let your customers manage their own accounts at their own convenience.



KEY FEATURES

- ✓ PCI compliant
- ✓ Online payments
- ✓ Auto-pay and prepay sign-up and processing
- ✓ Automatic account past due reminders
- ✓ Online service orders, changes and cancellation
- ✓ Custom service upsells based on current services
- ✓ Optional online automated referral program
- ✓ Optional automated customer communications with Automated Marketing Assistant®

Helpful Reminders

Even the best customers sometimes need a gentle reminder of a past-due bill. Customer Assistant® Websites offer past due payment reminder pop-ups to help keep receivables down.

Unique Website Customization

RealGreen professionals custom tailor each site, so yours will reflect your company's branding, offers, packaged services, pricing and more. And we can train your staff on how to change, update and maintain your Customer Assistant® Website's control dashboard in Service Assistant®.

Built-In Marketing Logic

Information gathered from the field can be used to generate offers specific to each of your customers' needs. This built-in marketing logic can be used for everything from offering specials to sending estimate requests.

Secure, Easy Payment Options

Offer your customers pre-pay and autopay incentives along with one-time payments. Increase revenue with custom upsell offers based on each customer's interaction with your site and their current services. All payments are safe, secure and PCI compliant.

RealGreen customers with CAW
HAVE 12% MORE CUSTOMERS
on autopay than those without.

Automated Marketing Assistant

Save Valuable Time with Automated Email Software

Automated Marketing Assistant® seamlessly integrates with Service Assistant® and Customer Assistant® Websites to effortlessly connect with customers.

HOW IT WORKS

Automated Marketing Assistant® removes the burden of communicating to customers, prospects and lost customers with friendly and informative auto-generated emails and letters. These communications effectively and easily say what you don't always have time to.

KEY FEATURES

- ✓ 50+ auto-generated emails and letters
- ✓ One-time setup in CAW dashboard
- ✓ Real-time analytics and activity feed in Command Center®
- ✓ Auto-sync with CAW, Service Assistant® and Command Center®
- ✓ Easy custom and customization features
- ✓ Auto-pay, prepay and one-time bill pay links in each email
- ✓ Monitor campaign performance from one easy-to-use dashboard

Easy, One-Step Setup

This easy-to-use program only requires a quick, onetime setup in Automated Marketing Assistant® and uses data synchronization between Service Assistant® and Customer Assistant® Websites to make the process as seamless as possible.

Auto-Generated Emails based on Triggers

Say goodbye to manually sending emails one at a time. All emails and letters sent to customers are autogenerated and mailed based on triggers gathered from daily data input by production, office and sales teams – making life significantly easier.

Multi-Purpose Emails

Use emails to promote to your customers! Easily maximize your marketing efforts – introduce a referral program, share testimonials or even boost sales with a specific call to action. This automated software works in the background so that have more time to service new leads.

Alert Customers to Conditions

After-service emails make it easy to inform your customers about the conditions found during service – including helpful links for more information and advice of what they can do next.

Command Center®

Command Center® is an interactive all-in-one marketing dashboard that integrates with RealGreen products. With the Command Center®, we've developed a scalable marketing solution that allows you to set up and track marketing campaigns. This flexibility allows you to send emails, manage your listings and reputation, listen to phone calls, and much more.

RealGreen Forms

Digital Forms Right From Service Assistant® 5

SA5 users can create and send custom, signable PDFs to customers for proposals, contracts and more – without having to use a third-party application.

HOW IT WORKS

RealGreen Forms makes it easy to create sleek, professional documents directly in SA5.



KEY FEATURES

- ✓ Create and standardize the exact documents you need
- ✓ Automatically pre-fill customer-specific information
- ✓ Digitally capture employee and customer signatures
- ✓ Track all documents directly with Form Tracker
- ✓ Streamline your processes

Streamline Your Forms Process

Skip the clunky third-party forms apps and create exactly what you need without having to leave Service Assistant®. There are lawn care and maintenance proposals, contracts, surveys, checklists and more.

Forms as Professional as You Are

No more sloppy, hard-to-read, easy-to-ignore handwritten forms. RealGreen Forms lets you quickly create documents that look and feel professional, while making it easy for your staff and your customers to follow up.

Better Customer Experience

Digitally customize and complete detailed forms, estimates, contracts and more with advanced data mapping that pulls from your SA5 database. Customers can sign any time, anywhere.

More Efficient Workflows

With Forms, you can accept signed contracts and track every form from draft to completed status. Set up the documents you need in the Form Manager, then easily add customer-specific information. Right in SA5, your entire team can have visibility into all outstanding forms and quickly take action – editing, completing, downloading, emailing, sending or resending notifications.



RealGreen[®]
by WORKWAVE[®]

Often imitated. **NEVER DUPLICATED.**

REALGREEN WAS BUILT FOR THE BEST IN LAWN.

Map Options

Date: 10/08/24

Employee	£	Miles
HFD	£126.62	68.25
JRD	£1047.69	30.02
ELS	£101.79	20.42

Production £: £12,426.02
Completed £: £12,426.02
Incomplete £: £0.00
of Vehicles: 14
Miles Driven: 519.71

Mobile App

Account #181273
Robin Burrows
25 Victoria Road
Aston BIRMINGHAM
B6 5EU

Services

Sentricon Install Service	£834.16
Work Order	£25.00
Lawn Care Program	£70.00
Grub Control	£25.00
Flea and Tick Control Program	£50.00
Total:	£1,004.16

VISIT REALGREEN.COM

Add Services