RealGreen®
by WORKWAVE®

PARTNER WITH THE MARKET LEADER

SA5 Dashboard

65 Call Log Notifications

$ 13 Payment Entries

What Would You Like to Do Today?

Customer Search

Add Customer

Add a Payment

a Report

Go to Scheduler

Customer Details
Quick Search

Your Information
John Will
Software

Account
Sign Ou

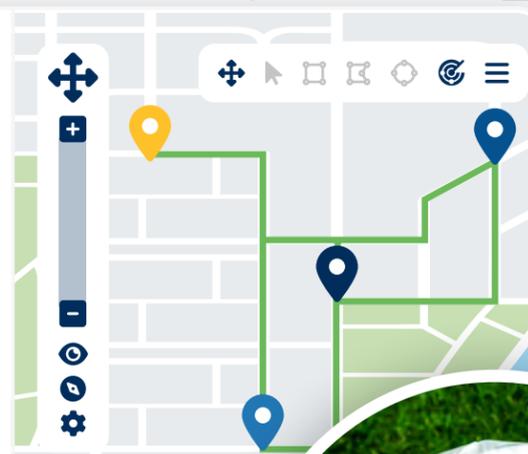**Printing**
Print an Invoice
Print an Estimate
Print a Statement

Optimize

Date Assigned:
10/26/24

Route:
Matt C 10/26/24

Dynamic Routing

1 L01 Hoffman, Dave
1403 Stover Lane
Size: 0

3 L01 Anderson, Bill
14 Toll Street
Size: 3

2 L01 Sommers, Kim
2230 State Lane
Size: 4

4 L01 Williams, Joe
87 Bridge Ave
Size: 2

WHO
WE ARE

RealGreen is the go-to software partner for green industry businesses that want to

GROW SMARTER, NOT HARDER.

We help you save time, cut labor costs and streamline operations, all while driving real revenue growth. Because we started as a lawn care company, we speak your language; this is no one-size-fits-all software. Field-tested and future-ready, we are the original software purpose-built for lawn, giving you everything you need in one place instead of juggling multiple systems.

TOGETHER WE SUCCEED

Your success is our success.

Having spent more than 40 years working with the biggest names and fastest growing companies in the business, we know the green industry inside and out. We're not just handing you software; we're partnering with you to solve real problems. When you combine your field expertise with our technology, you get solutions that actually work for your business. We're here to help you turn everyday challenges into opportunities for growth.

SPECIALIZATIONS

Every sector of the green industry has its own unique challenges. That's why we've built tools designed to address the specific needs of your business, whether you're managing fertilization programs, maintaining lawns, designing landscapes, caring for trees or installing irrigation systems.

LAWN MAINTENANCE

Built for Recurring Service Businesses

Lawn maintenance businesses rely on RealGreen to keep crews productive and customers happy.

Keep your mowing and maintenance crews on schedule with tools designed for subscription-based businesses. You'll have everything you need to manage customer expectations, track crew productivity and deliver consistent quality across every property.

- ✓ Schedule recurring services with automated routing
- ✓ Track crew productivity across all properties
- ✓ Manage service frequency and seasonal adjustments
- ✓ Monitor quality standards and customer satisfaction
- ✓ Handle weather delays and service rescheduling efficiently

LANDSCAPING

Complete Project Management From Design to Installation

RealGreen helps landscaping businesses deliver projects on time and on budget.

From the first design consultation to final installation, manage every detail of your landscape projects. See labor costs, material expenses and timelines in one place. Our tools are designed to scale with your business.

- ✅ Track inventory levels and chemical usage in real-time
- ✅ Ensure regulatory compliance with detailed application records
- ✅ Build optimized routes that maximize stops per day
- ✅ Monitor technician licensing and certifications automatically
- ✅ Generate accurate service records for every application

ARBOR CARE

Specialized Tracking for Tree Care Professionals

Arborists trust RealGreen to manage the detailed records that quality tree care requires.

Tree care requires specialized tracking, and we've built the tools to match. Inventory tree health, schedule treatments and keep detailed records for every client. It's the level of detail arborists need to provide proactive care and keep customers happy.

- ✅ Maintain detailed tree health inventories for every property
- ✅ Schedule seasonal treatments and maintenance services
- ✅ Document tree conditions with photos and detailed notes
- ✅ Generate comprehensive care plans for long-term client relationships

IRRIGATION

Complete Solutions for Irrigation Specialists

RealGreen gives irrigation specialists the tools to manage installations, maintenance and repairs efficiently.

Handle everything from seasonal start-ups to emergency repairs with software built for irrigation specialists. Track parts, manage labor and streamline your billing process. Whether it's installation, maintenance or system audits, we've got you covered.

- ✔ Manage seasonal start-ups and winterization schedules
- ✔ Track irrigation parts inventory and usage
- ✔ Schedule maintenance visits and emergency repairs
- ✔ Generate accurate billing for labor and materials

FERTILIZATION

Specialized Tools for Chemical Application Programs

RealGreen gives fertilization businesses the precision tracking they need to stay compliant and profitable.

Stay on top of your chemical applications with tools that track every detail — from inventory management to service records. Our software helps you deliver accurate applications, maintain compliance and build denser routes that boost your bottom line.
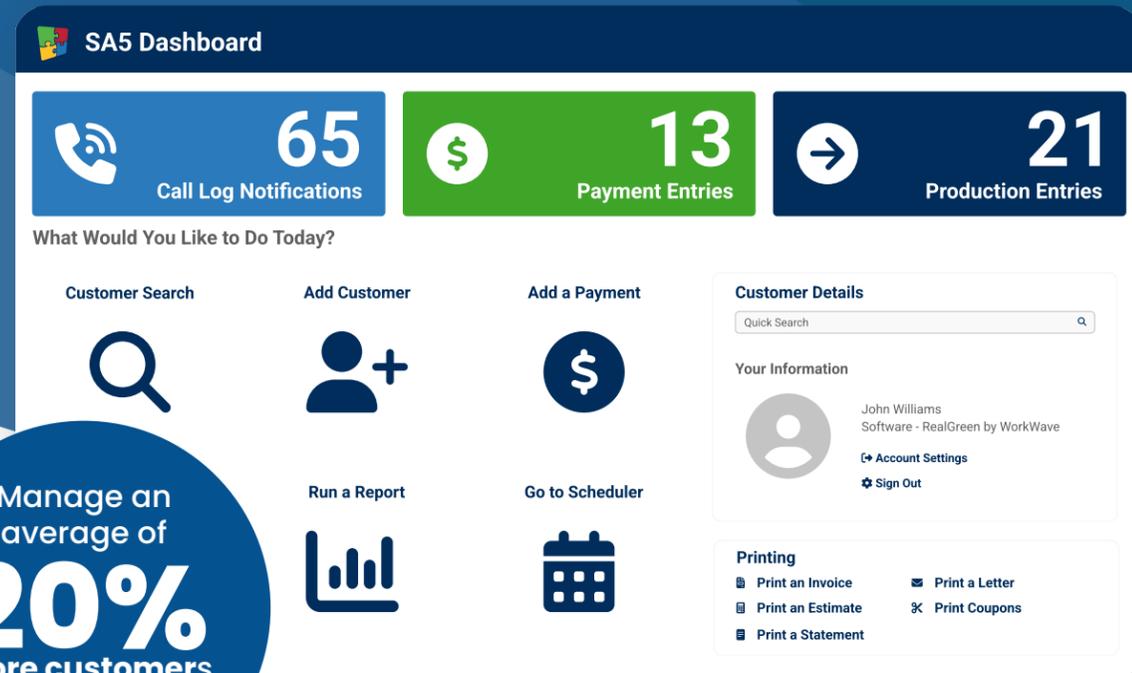
- ✔ Track inventory levels and chemical usage in real-time
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- ✔ Generate accurate service records for every application

SERVICE ASSISTANT 5

The Best Software to Simplify Your Business

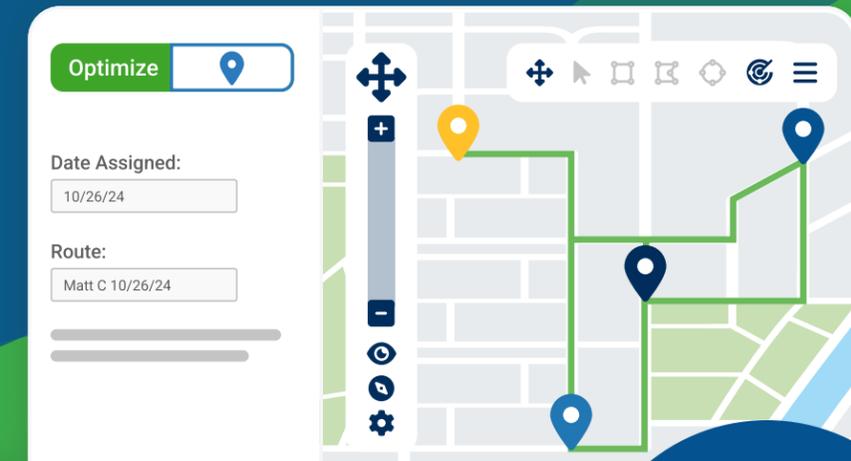**SA5 Dashboard**

65 Call Log Notifications	13 Payment Entries	21 Production Entries

What Would You Like to Do Today?

- Customer Search
- Add Customer
- Add a Payment
- Run a Report
- Go to Scheduler

Customer Details

Quick Search

Your Information

John Williams
Software - RealGreen by WorkWave
Account Settings
Sign Out

Printing
- Print an Invoice
- Print an Estimate
- Print a Statement
- Print a Letter
- Print Coupons

Manage an average of 20% more customers without adding staff.

Service Assistant 5 is your all-in-one CRM built specifically for green industry businesses. It handles your customer records, automates daily tasks and powers your marketing — all accessible from any device, anywhere. This is the software that helps you spend less time on paperwork and more time growing your business.

- ✅ Keep your operations running smoothly with automated daily workflows
- ✅ Access updated, complete customer histories and detailed account information
- ✅ Schedule smarter with built-in intelligent routing that maximizes efficiency
- ✅ Work from anywhere with full mobile and desktop access
- ✅ Connect seamlessly with the entire suite of RealGreen tools

DYNAMIC ROUTING

Optimized Scheduling for Greater Efficiency and Profitability

Optimize

Date Assigned:
10/26/24

Route:
Matt C 10/26/24

Dynamic Routing

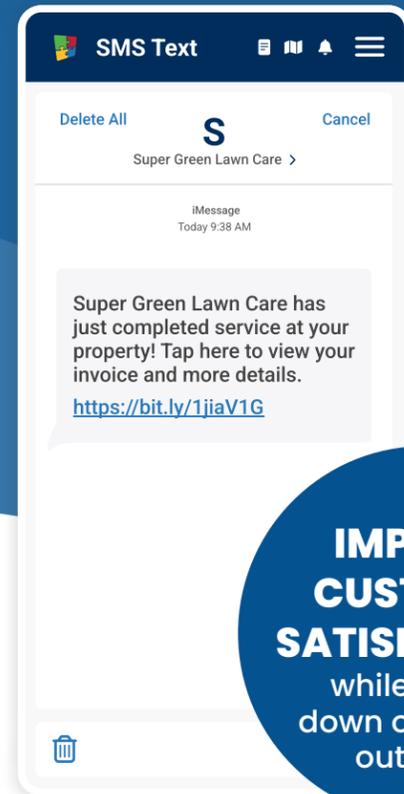| 1 | L01 | Hoffman, Dave 1403 Stover Lane Size: 0 | 3 | L01 | Anderson, Bill 14 Toll Street Size: 3 |
| 2 | L01 | Sommers, Kim 2230 State Lane Size: 4 | 4 | L01 | Williams, Joe 87 Bridge Ave Size: 2 |

BUILD MULTIPLE OPTIMIZED ROUTES with a single click. It's that simple.

Dynamic Routing does the heavy lifting of route planning for you. Instead of spending hours on scheduling, you get optimized routes in minutes. The system factors in technician skills, licensing requirements and your specific business rules to build routes that actually make sense. Less drive time, lower fuel costs and more stops per day: that's what efficient routing delivers.

- ✅ Let smart algorithms handle the route planning
- ✅ Cut fuel costs and reduce time on the road
- ✅ Match the right technician to every job based on licensing and skills
- ✅ Eliminate hours of manual scheduling work
- ✅ Generate more profitable routes that increase daily revenue

CUSTOMER NOTIFICATIONS

Enhance Customer Engagement With Automated Communication

IMPROVE CUSTOMER SATISFACTION while cutting down on manual outreach.

Customer Notifications takes manual communication off your plate. Instead of calling or emailing customers individually, you can automate service reminders, payment alerts and follow-ups. Your customers stay informed, your team saves time and everyone gets the professional, consistent communication that builds trust.

- ✅ Automate service reminders (including service not performed), payment notifications, credit card expiration notifications, service follow-ups and more
- ✅ Keep customers happy with proactive updates they actually appreciate
- ✅ Reduce no-shows and late payments with timely reminders
- ✅ Free up your team from repetitive phone calls and emails
- ✅ Filter and create unique notifications for different branches of your business
- ✅ Customize messages to fit each customer's preferences and service needs

AUTOMATED MARKETING ASSISTANT

Streamline Communication and Boost Marketing Performance

BUILD MULTIPLE OPTIMIZED ROUTES with a single click. *It's that simple.*

Automated Marketing Assistant works directly with Service Assistant and your Customer Assistant Website to handle marketing communications without the manual work. Set it up once and it automatically sends personalized emails and letters to customers, prospects, and past clients. You'll see exactly what's working through real-time analytics, so you can focus on growth instead of administrative tasks.

- ✅ Choose from over fifty pre-built emails and letters for common scenarios
- ✅ Track campaign performance in real-time with built-in analytics
- ✅ Set it once and let automation do the work — no daily management required
- ✅ Run targeted campaigns based on actual customer data
- ✅ Coordinate print marketing with your digital marketing campaigns
- ✅ Sync automatically with Service Assistant and Customer Assistant Websites

CUSTOMER ASSISTANT WEBSITE

Empower Customers With Secure, Online Account Management

Make a Payment

Outstanding Invoices				Account Balance: $53.00	
Service	CH/Invoice #	Date	Charges	Amount Paid	Balance
Lawn Care	387192	8/23/24	$53.00	$0.00	$53.00

Billing and Account Information

Payment Method	Credit Card
Cardholder Name	Lou Wrigley
	Card Number
	381
Year	08/28
	$53.00

Cancel   Process

Businesses with Customer Assistant Websites see 12% higher autopay enrollment.

Customer Assistant Website gives your customers 24/7 access to manage their accounts, request services and make payments, all branded to your business. It connects directly to Service Assistant, so every update happens in real-time without manual data entry. Your customers get the convenience they expect, and you get fewer phone calls and faster payments.

- ✓ Give customers round-the-clock access from any device
- ✓ Accept payments, set up auto-pay and offer prepayment incentives
- ✓ Customize the site to match your brand and showcase your services
- ✓ Send automated reminders for overdue balances to speed up collections
- ✓ Sync instantly with Service Assistant and suggest upsells based on customer data

SERVICEBOT

Accelerate Sales With a 24/7/365 Chatbot

ServiceBot

Chats	Leads	Sales	Revenue
142	44	38	$9784

Sales Breakdown		Service Type	Quoted	Sold

Never miss a sale again with SERVICEBOT WORKING 24/7

ServiceBot is a sophisticated sales tool that lives on your website and converts visitors into paying customers, all without your team lifting a finger. It engages prospects, provides instant quotes, schedules services and even processes payments. Available 24/7, ServiceBot captures leads and closes sales while you sleep, then syncs everything back to Service Assistant automatically.

- ✓ Let your ServiceBot handle the entire sales process from quote to payment
- ✓ Provide instant, accurate pricing tailored to each customer's needs
- ✓ Close sales on the spot with scheduling and secure payment processing
- ✓ Sync all customer data automatically with Service Assistant
- ✓ Capture leads and close deals around the clock, even outside business hours

WAVELYTICS - DATA FACTORY

AI-Ready Data Foundation

WORKWAVE CLOUD DATA LAYER

Data Lake

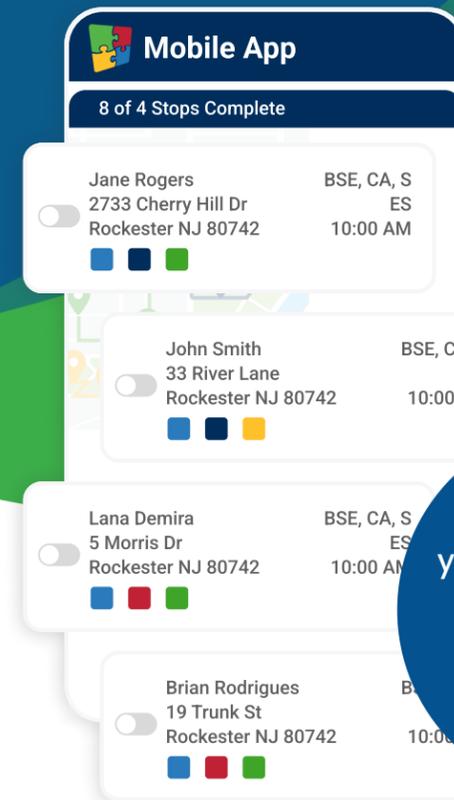Cloud Transformation Platform

Platform Powered Snowfla

REDUCE in-house engineering costs by **80%** with Data Factory.

Data Factory is a packaged, curated data warehouse that streamlines data pipeline management by delivering a ready-to-use, highly organized, accurate and scalable data platform.

- ✓ Accelerate time to market
- ✓ Analytics and AI-ready
- ✓ Continuous maintenance and updates
- ✓ Built with industry best practices

REALGREEN MOBILE

Your Entire Business, From Anywhere

Mobile App

8 of 4 Stops Complete

Jane Rogers	BSE, CA, S
2733 Cherry Hill Dr	ES
Rockester NJ 80742	10:00 AM

John Smith	BSE, CA, S
33 River Lane	ES
Rockester NJ 80742	10:00 AM

Lana Demira	BSE, CA, S
5 Morris Dr	ES
Rockester NJ 80742	10:00 AM

Brian Rodrigues	B
19 Trunk St	
Rockester NJ 80742	10:0

MANAGE your business from **THE PALM OF YOUR HAND** with RealGreen Mobile.

RealGreen Mobile puts your entire business in your technicians' hands. Whether they're in the field or back at the office, they have real-time access to customer information, job details and routing. They can create estimates, collect payments and update service records on the spot — no more callbacks or delays. Everything syncs instantly with Service Assistant to keep your whole operation running smoothly.

- ✓ Access current customer history and job information from anywhere
- ✓ Create estimates, process payments and add services in the field, even when offline
- ✓ English and Spanish-language versions available
- ✓ Track vehicles and analyze routes with built-in reporting
- ✓ Sync instantly with Service Assistant for company-wide accuracy
- ✓ Use voice-to-text and mobile printing to work faster

PRINT MARKETING

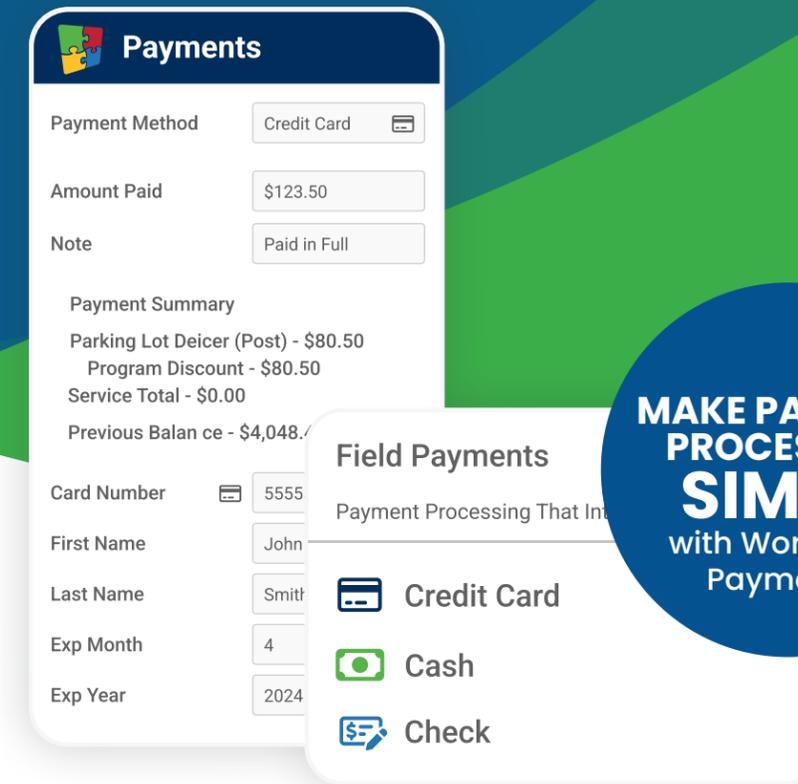## Effective Print Materials That Elevate Your Brand

STAND OUT from the competition with professional RealGreen Print Marketing

RealGreen combines digital precision with quality print craftsmanship to create materials that make your brand stand out. We produce fully customized marketing pieces that look professional and get results, from lawn signs to attention-grabbing postcards. Whether you need materials for a trade show or everyday marketing, we deliver print that works as hard as you do.

- ✅ Design custom materials that represent your brand the right way
- ✅ Stay compliant with high-quality lawn signs and regulatory materials
- ✅ Order postcards, flyers and trade show displays built for impact
- ✅ Get the best of creative design and modern printing technology
- ✅ Achieve your marketing goals with print solutions that deliver results

WORKWAVE PAYMENTS

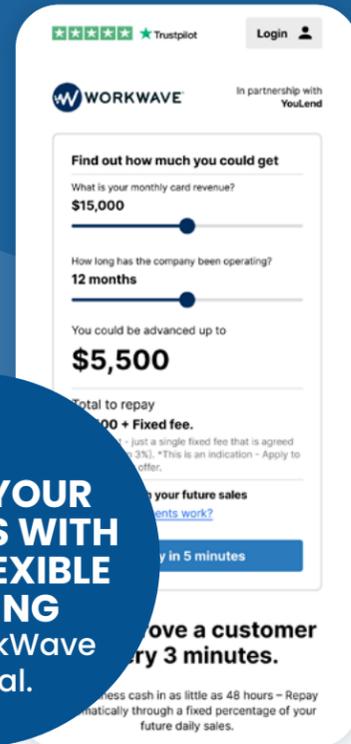## Simplified Payment Solutions for Your Business

MAKE PAYMENT PROCESSING SIMPLE with WorkWave Payments.

WorkWave Payments gives you transparent, flat-rate pricing with no surprises. You'll know exactly what you're paying, with no hidden fees or complicated tier structures. It connects directly to Service Assistant 5 for real-time updates, so you're never manually entering transaction data. For businesses running on recurring services and subscriptions, WorkWave Payments automates the entire billing cycle — charging customers on schedule without manual intervention. Plus, automated dispute management handles chargebacks for you, letting you focus on running your business instead of chasing payments.

- ✅ Pay a simple flat rate with complete transparency — no hidden fees
- ✅ Process payments securely with PCI-compliant technology
- ✅ Handle disputes automatically to reduce chargebacks and admin work
- ✅ See every transaction in Service Assistant in real-time
- ✅ Update expired cards automatically to keep payments flowing

WORKWAVE CAPITAL

Unlock the Funding You Need for Sustainable Growth

For illustration purposes only.

GROW YOUR BUSINESS WITH FAST, FLEXIBLE FUNDING from WorkWave Capital.
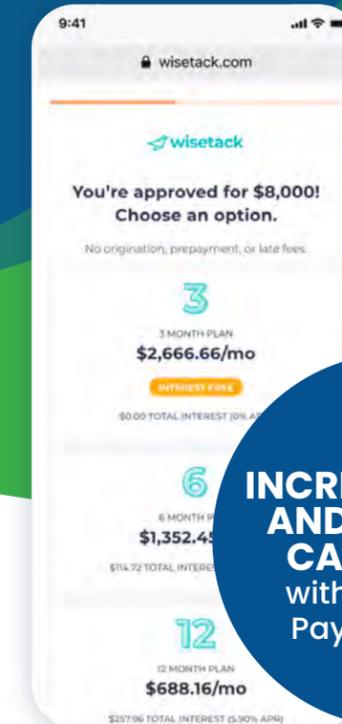
WorkWave Capital understands the green industry's unique financial needs. Use your funding for whatever you need, whether that's buying new equipment, managing seasonal cash flow swings or covering unexpected expenses. We offer fast, flexible funding on terms that make sense. No complicated applications or endless waiting, just straightforward financing built for businesses like yours.

- ✅ Get funding quickly with flexible terms designed for your industry
- ✅ Invest in equipment and expansion without depleting cash reserves
- ✅ Smooth out seasonal ups and downs with reliable access to capital
- ✅ Enjoy competitive rates and transparent terms with no surprises
- ✅ Integrate with WorkWave solutions for unified financial management

WORKWAVE PAY OVER TIME

Flexible Payment Solutions That Drive Results

For illustration purposes only.

INCREASE SALES AND IMPROVE CASH FLOW with WorkWave Pay Over Time.
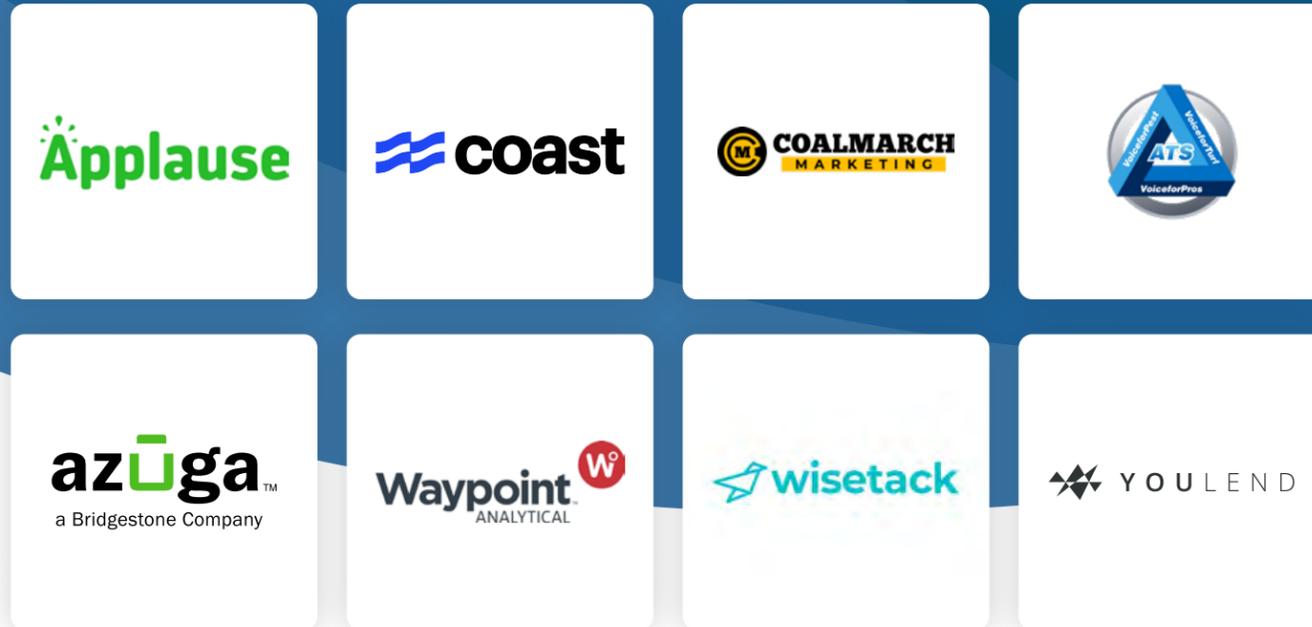
WorkWave Pay Over Time makes it easier for customers to say yes to bigger projects. By offering payment plans, you remove the financial barrier that prevents customers from giving the go-ahead for more expensive services. You get paid upfront while they pay over time; it's a win-win that improves your cash flow and increases your close rate.

- ✅ Offer payment plans that make large projects affordable for customers
- ✅ Get paid upfront while customers pay in installments
- ✅ Close more sales by making premium services accessible
- ✅ Improve customer satisfaction with flexible, modern payment options
- ✅ Integrate with WorkWave solutions for easy financial management

PARTNERSHIPS AND INTEGRATIONS

Unlock Comprehensive Growth Through Strategic Connection

Applause

coast

COALMARCH MARKETING

ATS VoiceforPros

azuga a Bridgestone Company

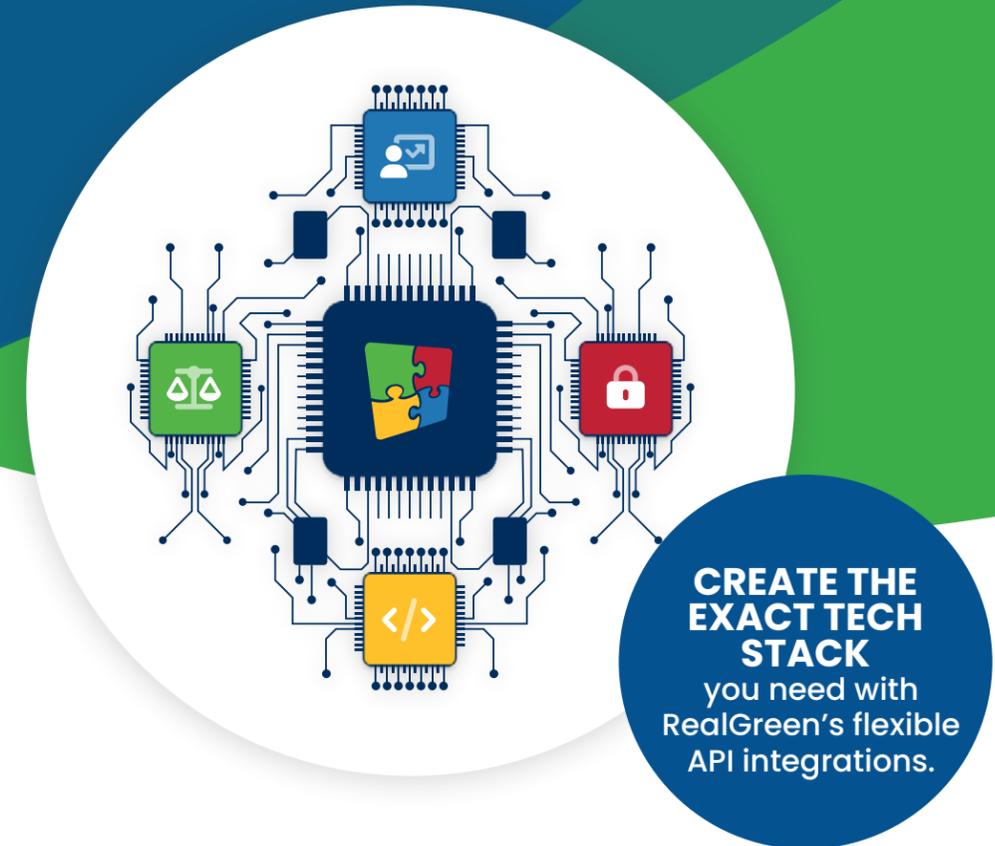**Waypoint** ANALYTICAL

wisetack

YOULEND

TOGETHER WITH OUR PARTNERS,
RealGreen delivers the most complete business solution for the green industry.

RealGreen works with industry-leading partners to give you more capabilities without the complexity. These integrations connect you to specialized tools and services that extend what you can do, all from within your existing workflow. Whether you need specific functionality or want to expand your service offerings, our partner ecosystem has you covered.

- ✅ Connect with leading industry tools and technology platforms
- ✅ Add new capabilities through proven partner solutions
- ✅ Work more efficiently with connected, unified workflows
- ✅ Access specialized services that complement your core business
- ✅ Support growth and innovation through strategic technology partnerships

API INTEGRATIONS

Connect and Customize Your Tech Ecosystem

CREATE THE EXACT TECH STACK you need with RealGreen's flexible API integrations.

RealGreen's API integrations let you connect your core software to the external tools you already use. Instead of manually moving data between systems, these integrations handle it automatically, saving time and eliminating errors. Build a technology ecosystem that fits your exact needs with developer-friendly tools and clear documentation.

- ✅ Share data automatically between platforms to eliminate manual entry
- ✅ Expand functionality by connecting securely with external tools
- ✅ Streamline workflows to boost operational efficiency
- ✅ Access comprehensive documentation that makes implementation easy
- ✅ Build custom integrations tailored to your specific requirement

RealGreen®
by WORKWAVE®

FIELD-TESTED, FUTURE READY

Find out more about how RealGreen's software and solutions can help **YOUR BUSINESS.**

Visit

SA5 Dashboard

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