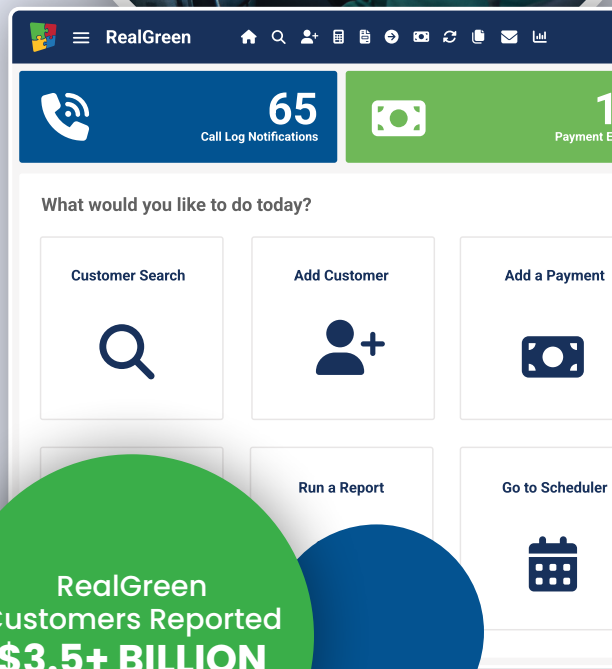




PRODUCT BROCHURE


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, LABOR 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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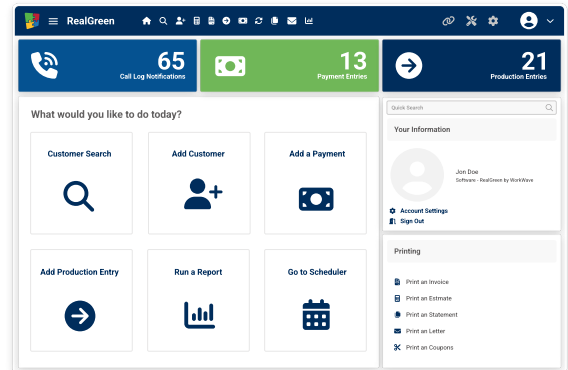
Service Assistant® 5

The Best Software to Simplify Your Business

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

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.



KEY FEATURES

- ✓ Remote access on any mobile device or desktop device
- ✓ Detailed customer information
- ✓ Schedule unlimited programs and services
- ✓ Full permanent account histories
- ✓ Detailed contact log (tracks all communications)
- ✓ Customized note fields
- ✓ User-defined call aheads
- ✓ Detailed property inventory (grass type, 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

Fully Integrated Solutions

- Automated Marketing Assistant®
- RealGreen Forms
- Customer Assistant® Website
- Measurement Assistant®
- Mobile Live®
- WorkWave Payment Processing
- Routing Assistant®
- ServiceBot™

Integrations and Partnerships

- Coalmarch
- Slingshot
- American Profit Recovery
- Captivated
- Linxup
- TCN/Global Connect
- Voice for Pest & Voice for Turf
- Waypoint Soil Testing
- and more!

WHY CHOOSE SERVICE ASSISTANT® TO SIMPLIFY YOUR BUSINESS

Detailed Customer Information

Quickly view customer information any time, 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 footage, 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. 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

Service Assistant allows you to schedule same day service and enables your technicians to add additional services while still on site! Also add new customers to an existing route – instantly. With turnby-turn voice navigation, technicians will stay on route and on time.

Easy Scheduling and Routing

Google intelligently adds each customer's standardized address information to Service Assistant's form, making customer entry fast and greatly reducing data entry errors.

Manage an average of
20% MORE CUSTOMERS
with Service Assistant.®

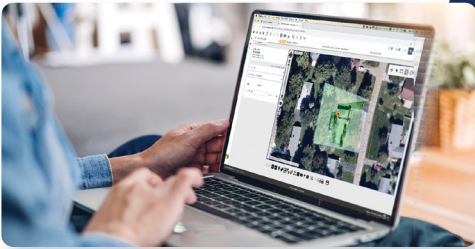
Measurement Assistant®

Save Time with Innovative Aerial Measurement Software

Create accurate estimates in just seconds without ever having to leave your office. Get quotes to your customers from anywhere, at any time, with this innovative tool.

HOW IT WORKS

Measurement Assistant® will increase efficiency and estimate accuracy. It is accessible online 24 hours a day, giving you the ability to create estimates anytime and in any weather condition.



KEY FEATURES

- ✓ High resolution aerial photography
- ✓ Click to add addresses to your marketing universe
- ✓ Designed for both residential and commercial properties
- ✓ Use data for custom customer document creation
- ✓ Automated calculations
- ✓ Clearly marked parcel boundaries
- ✓ Easy measurement resizing
- ✓ Dynamic move, delete, reshape measurement area
- ✓ Multiple address look-up
- ✓ Overhead and directional property views

Create Estimates 24/7

Create fast estimates with accurate pricing for potential customers by dynamically moving, deleting and reshaping measurement areas. Don't worry about rain or snow negatively affecting your business. Create estimates in any weather condition!

Property Estimations in Seconds

Measurement Assistant uses ALK maps, an interactive digital mapping system tailored specifically for mapping and truck routing. Accurately measure a property from the comfort of your office, in the field or from anywhere in the world and from any device. Within just a few clicks, add or subtract any part of the parcel for accuracy and then provide the customer with a quote. When you're done, save the information in Service Assistant®.

Acquire New Customers Quickly

Save time, effort and money when you don't have to drive out to new properties and create manual estimates — you'll be able to acquire new customers faster with the software, driving the cost per customer down.

Maintain Property Inventories

Record and easily access the details and attributes of each customer's property, including irrigation systems, turf types, property dimensions and building perimeter dimensions.

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 labor 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

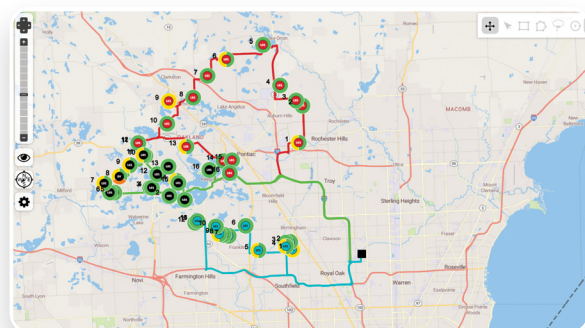
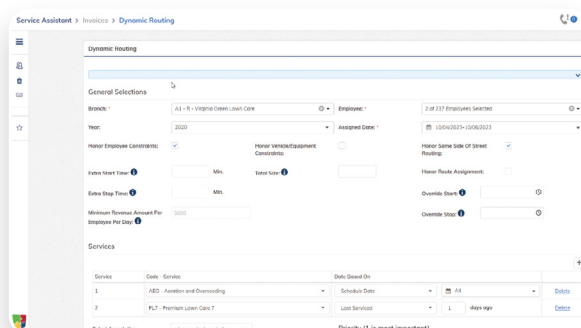


Engaged, satisfied techs



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.

WorkWave Payment Processing

All-Inclusive Approach to Payments

WorkWave Payment Processing is your trusted partner, dedicated to making payment processing simple, secure and worry-free for you and your customers.

Flat Rate Pricing

One flat rate for all credit card types, including American Express.

Stress Free Chargeback Management

Mitigate losses due to retrievals and chargebacks with a streamlined dispute management process, including automated email notifications.

Full Processing Transparency, No Hidden Costs

With no tiered pricing, chargeback holds or unnecessary fees for PCI compliance, batching or statements, WorkWave Payment Processing makes your cash flow more predictable.

Safeguard Online Payments

WorkWave Payment Processing is secure and PCI compliant. Give customers peace of mind and let them know payments are made with software designed to protect personal information.

ADDED INTEGRATION & FUNCTIONALITY

- ✓ Fully integrated Credit Card and eCheck payments through SA5
- ✓ Credit Card and ACH Account Updater Technology
 - ↳ Minimize failed payments due to expired information with new account updater technology which can automatically update expired cards on file without contacting the customer
- ✓ ACH Verification Technology
 - ↳ Minimize returned ACH payments with an integrated verification tool that validates account information



**TRANSPARENT,
SIMPLE AND
CLEAR BILLING**



**INTEGRATED
PAYMENT
PROCESSING**



**CONVENIENT
ONLINE PAYMENT
PORTAL**



**UPFRONT AND
COMPETITIVE
PRICING**

ServiceBot™

Close More Sales 24/7/365

The AI-enabled chatbot meets customers where they are, when they're ready to buy, and guides them through closing the sale, including collecting payments and scheduling.

HOW IT WORKS

ServiceBot™ is a sales automation tool that works via an AI-enabled chatbot that lives on your company's website. When customers click on you ServiceBot™, it guides them through the quote and sales process with a brief text-based chat, then offers them personalized recommendations and closes with a fast, seamless checkout.

KEY FEATURES

- ✓ Completely branded to your business – your customers will see you, not ServiceBot
- ✓ Real-time pricing tables to ensure the most accurate quotes
- ✓ Optimized for mobile users
- ✓ Safe, secure payment acceptance
- ✓ Detailed dashboard lets you see all of your sales and lead data in real time
- ✓ Enables sales across 25 different service categories
- ✓ Generate great reviews with ReviewBot

Make Sales All the Time

Lawnbot helps you capture leads that you might otherwise lose by meeting your customers where they are. They get the instant satisfaction of a quote right when they're thinking about buying, and you get the reward of the sale.

Automate Your Sales Process

ServiceBot™ automates many of the difficult, timeconsuming parts of sales: Quick response to inbound leads, making sure each prospect gets a standard set of probing questions, recording contact information for every lead, sending an instant proposal along with the ability to buy and pay right away. Our chatbot can even handle common sales objections.

Accurate Measurements for Accurate Estimates

With ServiceBot™'s innovative measur.it tool, customers are able to trace their own property with their fingertip or mouse. The bot then uses that measurement to generate a price quote. An easy, ecommerce experience for your prospects.

Built-In Payments

ServiceBot™ lets you accept payments quickly and securely, then makes it easy and safe to retrieve customer payment data and integrate it into your existing payment processing solution.

Seamlessly Integrates with Service Assistant® 5

ServiceBot™'s integration with SA5 makes everything even easier. When a lead engages with your ServiceBot™, all of the information they share is captured and funneled into SA5 for your future use. No manual input necessary.

Print Marketing Services

Make Sure Your Brand Outshines the Competition

RealGreen pairs cutting edge digital technology with traditional print standards. The result: Uncompromising quality.

HOW IT WORKS

If it can be printed, we can create it. Our clients choose Real Green for fresh ideas, quality print products, embroidered apparel, giveaway items, trade show or POS displays, signage and posting signs. Our team's creative brains are revved up and ready to turn your ideas into vibrant, results-driven reality.

Forms

We'll create customized Service Assistant® forms for your company. Ask about our forms processing and mailing services, too.

Inserts

Make every envelope count with custom inserts that promote your services.

Lawn Signs & Regulatory Signs

Our regulatory sign experts spend countless hours researching state and local requirements to make sure your posting signs are regulation-ready. Each sign order includes the step stakes, so they are ready for use as soon as they arrive.

Postcards

We can create and send a direct mail postcard campaign for you with low setup and processing rates. Actual postage rates apply.

Flyers, Folders, and More

Whatever you need, chances are we can create and print it.



Cut Through the Clutter with the Right Data

HOW IT WORKS

KEY FEATURES

- ## Fall Cleanup

A force full of leaves is overwhelming for most homeowners. It would take a lot of time and effort to get rid of all your leaves. You can take advantage of a highly trained and experienced team of professionals to take care of your leaves and branches. Contact us today to get the best price possible. Leaves that will make you say "Get Green".

Get Green

Snow Management

We are able to provide winter services for all of our customers' needs. Sidewalks, driveways, and more.

TAKE BACK YOUR YARD!



Get Your 1st
Mosquito Application
FREE*



Mosquitoes carry disease. Take action now and keep your family safe all season long.

Get a **FREE** Lawn Application
with purchase of full lawn care program

- 
- Lawn Care**
- 6 Step Program
 - Weed Control
 - Fertilization
- We Also Offer:**
- Guaranteed Grub Control
 - Violet & Nutsedge Control
 - Insect Control
- Other Services**
- Lawn Renovation
 - Power Seeding
 - Core Aeration
 - Over Seeding
 - Rea & Tick Program
 - Mosquito Control
 - Tree & Shrub Program

Advance LawnCare

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Providing
Excellence in
Lawn Care for
22 Years!

Locally Owned & Operated



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PAID
RGS

A Better Approach To Pest Control



\$35 OFF*
Initial Service for
Pest Control or
Lawn Service

123-456-7890 • www.strykerpest.com

DATA LIST SERVICES

Marketing Data that Reflects Your Ideal Customer Demographic

We help you determine your “ideal customer,” then match marketing data to them. This ensures you're not paying for list records that you can't use, are not relevant, or will never convert into a transaction.

New Homeowner Lists

Over 400,000 people in the U.S. move every week. If you aren't adding new homeowner data to your marketing lists, you're missing the best sales opportunity available. When people move to a new area, they may need services that you provide and may likely purchase from the first company that reaches them. Let that company be yours.

First Connect

People still use landlines - make sure you're reaching them. We get a 25-35% match rate – unparalleled in the industry! When these potential purchasers move into your area, find out and reach out with a First Connect list.

Cancel & Reject Listing Verification

Want to send a cancel/reject letter, but it's been awhile? If you have cancels/rejects in your system 12 months or older, you should have them verified. They may have canceled or rejected your service because they were moving. Ensure they're still where you think they are with Cancel and Reject Listing Verification service.

List Cleansing

Nothing wastes your budget like dirty data. Whether you're mailing to your customers or marketing lists, minimize spend while maximizing results by sending to a clean list. People love it when they receive mail addressed to them and not someone who lived in their house 12 years ago. They're more likely to respond too. We take care of all that by making sure all your records are up to date and postal ready.

Every Door Direct Mail

EDDM helps you reach every household in your market or new market area. You can search which areas you want to target and let us know, let us suggest the area best for you or we can research them together – along with demographic filters such as age, income, home ownership and more to reach your ideal customer.

IT'S AS EASY AS 1-2-3-4

1. We generate a Customer Profile Report based on your current customers in Service Assistant.
2. We generate Target Marketing Count Reports by segment decile (segments determined by your current customer data from Service Assistant).
3. You choose the segments you want to obtain data for.
4. We obtain the data records and upload to your Service Assistant. You start marketing with targeted data for your area.

Our Partnerships & Integrations

Together with our partners, RealGreen Solutions provides the most comprehensive suite of business solutions for the Green Industry. We make it a point to partner with fellow innovators and we're always expanding our portfolio to include products and services that will help you grow.

American Profit Recovery (APR)

American Profit Recovery (APR) has developed a proven system of third-party debt resolution with a flat, low-fee solution and cutting-edge, client-controlled technology. With its flat-fee collections system and a respectful approach with customers, APR can help keep your company on top of cash flow, free up valuable staff time and keep relationships with customers and patients intact.

Applause

Applause is a financial incentive app that helps your employees make more money, get paid faster and be even more motivated to do great work. With Applause, your employees have another reason to show up each day and do their absolute best.

Coalmarch

Coalmarch's data-driven digital marketing platform is designed for field service businesses like yours – proven to help expand your audience, engage potential customers where and when it counts, and close leads faster and more efficiently.

Captivated

Are you still forcing your customers to call you? Give them the option to text you on your business landline. Text from any filtered report in Service Assistant® and drive quick, professional communication with your customers.

Linuxup

Need help managing or monitoring your fleet in the field? Linuxup provides real-time truck data on any web-enabled device. Linuxup allows owners to see data on any vehicle's location, drive log, operator behavior, fuel costs, and maintenance needs.

TCN/Global Connect

Reach thousands of contacts with personalized messages in just minutes using TCN/Global Connect, the leading provider of web-based voice messaging. Get unsurpassed calling speed and capacity without any capital outlay. Conduct a communication campaign at any time, from any location – all you need is a phone, tablet or web-enabled device!

Voice for Pest & Voice for Turf

Voice for Pest is the pest management industry leader in designing and implementing unparalleled integrated voice solutions for PCO's of any size from coast to coast. Seamless integration with RealGreen makes it faster and easier to connect with customers and prospects and maximize sales opportunities.

Waypoint Analytical

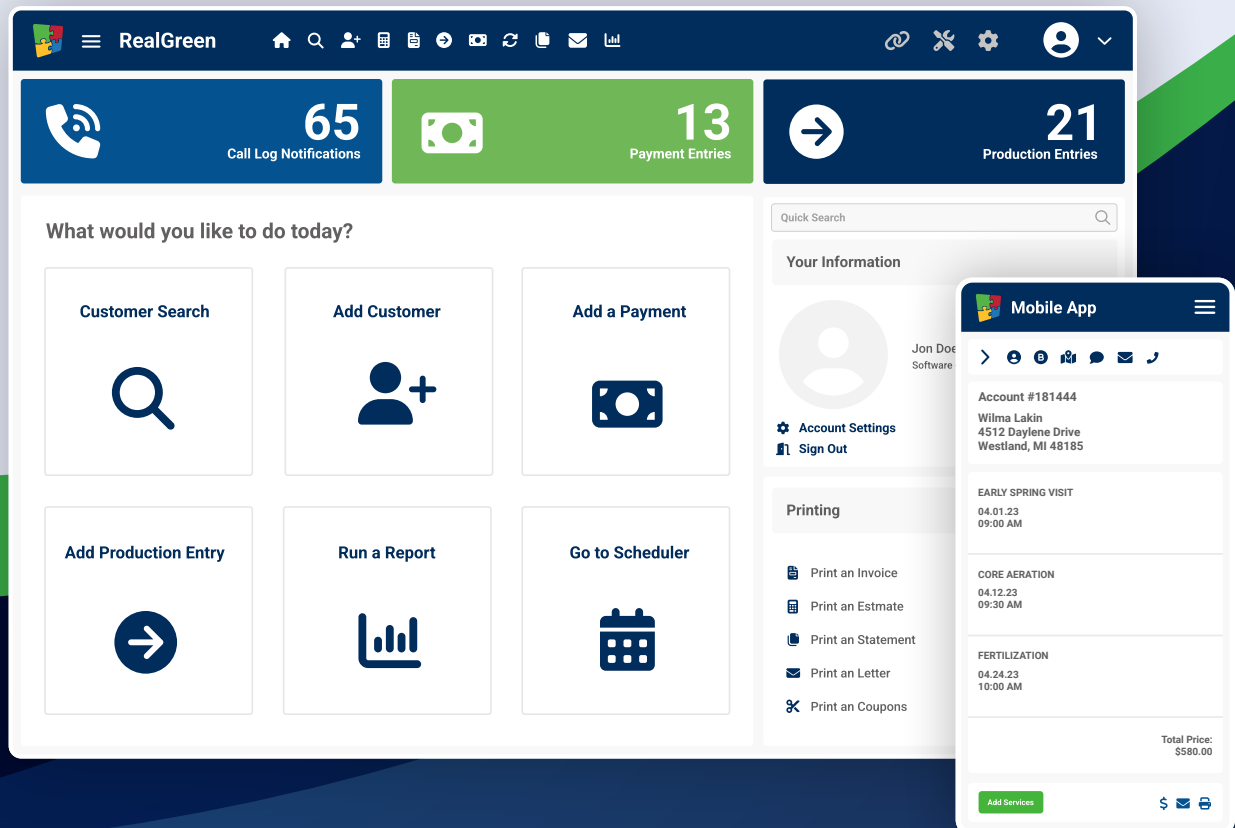
Providing accurate soil testing is one way to show your customers that you are good stewards of the environment, promoting healthy soil and personalized lawn care plans – as well as being a potentially lucrative additional revenue stream. One of the largest agricultural laboratory groups in the United States, Waypoint Analytical offers fast turnaround, rigorous quality control and seamless integration with SA5.



RealGreen[®]
by WORKWAVE[®]

Often imitated. **NEVER DUPLICATED.**

REALGREEN WAS BUILT FOR THE BEST IN LAWN.



VISIT REALGREEN.COM