

## Case Study: Driving Operational Growth, System Innovation & Multi-Million Dollar Bidding at JFV Landscaping

**Company:** JFV Landscaping Service Inc.

**Role:** Director of Business Development & Operations

**Industry:** Residential & Commercial Landscaping

**Timeframe:** 2025

**Tools Used:** Jobber, QuickBooks, HubSpot, Google Workspace, Asana, Canva

### The Challenge

JFV Landscaping, a small yet ambitious landscaping company, had an existing online presence but lacked the **internal systems and structure** needed to support long-term growth and high-volume project management. While the team was delivering quality work, sales had plateaued, internal communication was informal, and client follow-ups were inconsistent.

The company had not yet explored **commercial bidding**, and its operations relied heavily on manual coordination, with minimal integration between financial tracking, client communication, and project scheduling.

JFV needed someone to build from the inside out: **boost revenue, optimize internal systems, document repeatable processes**, and strategically **enter the commercial bidding space** to unlock new revenue streams.

### My Role & Approach

#### Revenue & Client Retention

- Increased monthly sales average from **\$7,500 to over \$12,000** – a **60% growth** – by refining service offerings, client follow-up systems, and upgrading marketing assets
- Re-engaged previously lost clients through professional outreach, streamlined service scheduling, and stronger deliverables
- Developed **SOPs** for client communication, issue resolution, and repeatable service processes to ensure brand consistency

#### Commercial Contract Bidding

- Spearheaded **17 commercial job bids**, totaling over **\$7.5 million**, covering municipal and site-specific contract scopes
- Performed detailed bid document analysis, site visits, estimate preparation, and sourced necessary partnerships (e.g., traffic control, environmental testers)
- Produced full, compliant **bid packages**, obtaining **bid bonds**, aligning with municipal requirements, and managing communication with procurement departments

## System & Digital Transformation

- Created the company's **professional website** from scratch to support SEO, service education, and lead generation
- Migrated internal systems from Gmail to **custom domain email accounts**, improving client perception and brand authority
- Introduced **Jobber** for service scheduling and job tracking, and trained team members on **QuickBooks** and **HubSpot**, enabling CRM and financial management adoption
- Developed a **Google Sheets-based lookup system** to reduce data errors and improve efficiency during client onboarding and internal migrations

## Project Design & Field Execution

- Designed and estimated full-scope landscaping projects including **backyard renovations and patio installations**, overseeing sourcing, cost estimating, and project delivery
- Edited and managed all job site photography for internal documentation and marketing use

## Results

- **60% average increase in monthly sales**
- **\$7.5M in commercial bids submitted**, positioning JFV as a future-ready competitor
- **Retained lost clients** through quality service and improved communication
- **Trained team on core platforms**, building digital fluency across operations
- **Created 5+ SOPs**, increasing consistency, reducing miscommunication, and improving scalability
- **Established JFV's digital presence** with a new website and professional branding

## What This Project Taught Me

At JFV Landscaping, I learned that transformation at the small-business level requires equal parts strategy and execution. I stepped into roles across sales, operations, project design, and public bidding—proving that with the right systems and structures, even a local landscaping company can scale like a high-performing firm.