BOOKED WORK PRO / FREE FIELDBOOK

Price the whole visit

Crew time, travel, overhead and margin—with a worked visit and a printable review worksheet.



METHOD + WORKED EXAMPLE + PRINTABLE WORKSHEETS

8 pages / Lawn care business edition / October 2026

Price the work that actually happens.

Use a repeatable visit model, then check it against real properties and records.

1 / Observe before setting the price

Record named areas, access, included work and the current condition. Separate a normal recurring visit from initial overgrowth, leaf cleanup or other extras. Unknown work needs assessment, not an invisible allowance.

2 / Choose one time basis

Elapsed crew minutes are clock time. Person-hours total each worker's time. Two workers spending 60 minutes on the property and 20 minutes traveling use 80 elapsed minutes and 160 person-minutes. Do not multiply by crew size twice.

3 / Keep costs visible

Include the loaded labor basis, equipment allowance, disposal assumptions and overhead allocation you actually intend to cover. Avoid counting the same fuel, transport or equipment expense in more than one category.

A model is only as complete as its inputs.

The FREE mowing estimator is a planning model, not a local market-rate recommendation or guarantee of profit. Use actual visit records and review omitted expenses before relying on a price.

A fictional visit, from minutes to price.

Invented numbers explain the method. They are not recommended production rates, labor rates or customer prices.

Mowing / trimming and edging	**45 / 15 minutes**
Allocated travel / crew	**20 minutes / 2 workers**
Loaded labor basis	**$22 per person-hour**
Labor: 80 / 60 × 2 × $22	**$58.67**
Equipment: 1 production-hour × $12	**$12.00**
Direct modeled cost, before overhead	**$70.67**
Cost / 0.85 (15% overhead share)	**$83.14**
Cost / 0.75 (25% target margin)	**$110.85**

Why the arithmetic matters

The estimator calculates with full precision before rounding. Overhead here is a share of total cost, not a markup on direct cost. Target margin is a share of selling price. Adding 25% to cost does not produce a 25% margin.

Compare weekly and biweekly assumptions.

A different visit interval can mean a different amount of production work.

Observe the work, not a universal surcharge

Review comparable properties and note additional passes, growth, clipping handling and access. Keep ordinary service separate from exceptional cleanup. A multiplier is an assumption you should be able to explain, not a substitute for a property assessment.

Know what the estimator changes

The biweekly multiplier changes production time. Travel and disposal remain separate inputs. If those assumptions also change for your operation, review them directly. Equipment accrues during production in this particular model.

My normal visit basis

Which records support the proposed mowing, trimming and travel minutes?

My interval comparison

What changes with a longer interval, and what still needs verification?

Check route fit before adding the stop.

A price can look workable while the route day has no realistic space left.

Fictional working day	**480 minutes**
Daily fixed activity	**45 minutes**
Reserve for delays	**45 minutes**
Time for stops	**390 minutes**
Service + travel per stop	**45 + 15 = 60 minutes**
Whole stops that fit	**6 stops; 30 minutes left**
At 55 service + 15 travel minutes	**5 whole stops**

Capacity still needs a real-world check

The route tool does not map addresses or optimize driving. Review geography, access, equipment and customer windows. Crew size changes person-hours; it does not create more elapsed time for a single crew.

My visit pricing worksheet.

Use one property and one clearly stated service. Leave unknowns visible for review.

Property and included service

Named areas, frequency, standard visit and exclusions.

Production, travel and crew basis

Elapsed mowing ___ min; trim/edge ___ min; travel ___ min; crew ___.

Costs and price assumptions

Loaded labor $___/person-hour; equipment $___/production-hour; disposal $___. Overhead share ___%; target margin ___%.

Review before quoting

What needs site verification, customer clarification or accounting review?

Compare the first real visits.

Use the same categories in the estimate and actual record.

Estimated versus actual time

Mowing ___ / ___; trimming ___ / ___; travel ___ / ___.

Reason for any material difference

Separate access, scope misunderstanding, unusual growth, equipment and estimate assumptions.

Decision and owner

Keep, clarify scope, revise assumptions or review route fit. Who follows up and when?

Customer record to update

Current scope version, actual price arrangement and approved changes.

Keep the method. Use your own details.

All companion tools and field guides are FREE to use without an account.

Use the matching tools

Mowing price estimator: bookedworkpro.com/resources/lawn-care/mowing-estimator
Service scope: bookedworkpro.com/free-tools/lawn-service-scope
Route capacity: bookedworkpro.com/free-tools/lawn-route-capacity
Season plan: bookedworkpro.com/free-tools/lawn-season-plan

Follow the complete fictional example

bookedworkpro.com/resources/lawn-care/sample-service
Review visit costs, recurring scope, four completed visits and a partial-payment receipt. The example is not an actual customer project, a recommended rate or an approved agreement.

Read the detailed field guides

bookedworkpro.com/resources/lawn-care
Find original guides on recurring scope, rain and access, route-time review and seasonal cleanup, plus the honest Google reviews guide.

Limits and responsible use

Business planning and communication guidance only. Not a turf diagnosis, treatment instruction, route optimizer, tax calculation or legally reviewed contract. Use actual property conditions, equipment instructions, applicable requirements and appropriate professional advice. Website photography is illustrative.

Original Booked Work Pro edition / October 2026. Browser tools prepare local planning results and documents; your team remains responsible for assessment, approval, scheduling, production and collection.