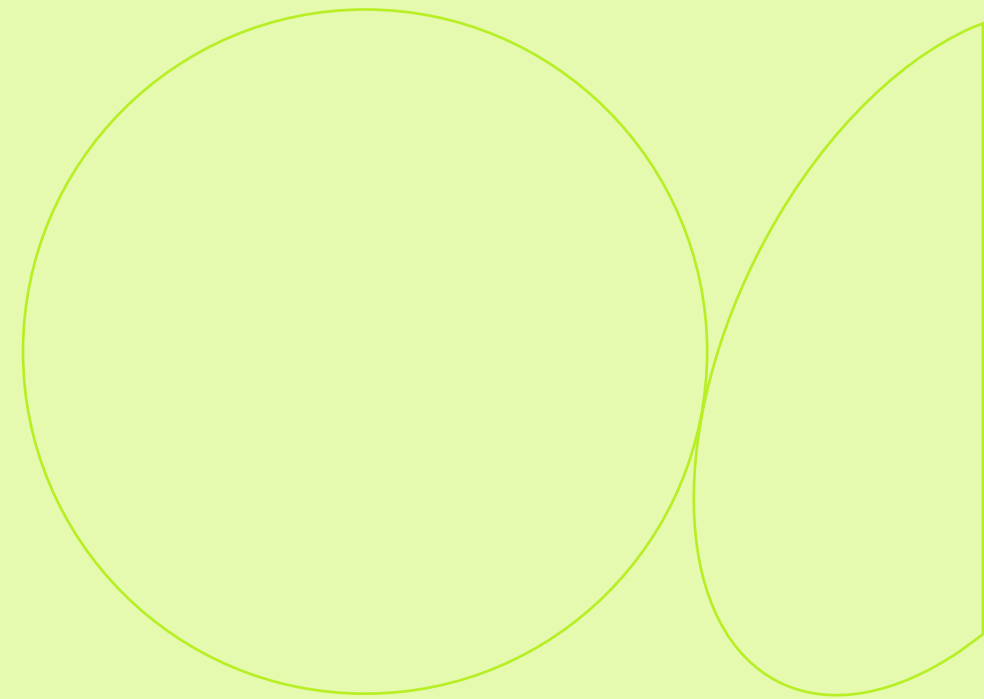


# Stage 4 Survival Guide for Landscapers

Essential strategies to thrive in challenging landscaping  
conditions

# Stage 4 Survival Strategies



# Strategic Service Diversification



## **Expand Dry Landscaping Services**

Offer services like hardscaping, cleanup, and rainwater collection that do not require irrigation during water restrictions.

## **Drought-Tolerant Plant Makeovers**

Use drought-tolerant or low-water plants to create sustainable landscapes that comply with watering restrictions.

## **Invest in Water Hauling Equipment**

Equip with water hauling and pumping tools to provide supplemental watering using non-potable sources.

## **Enhance Business Resilience**

Diversify services and prepare logistics to maintain service quality and client trust during drought conditions.





# Financial and Pricing Adjustments

## **Water-Related Pricing Models**

Landscapers can use Water Inclusive or Non-potable Logistics pricing models to manage water costs transparently and strategically.

## **Warranty Updates and Liability Protection**

Updating warranty clauses to void guarantees if clients refuse water-hauling surcharges protects businesses from liability during restrictions.

## **Cash-Flow Buffering and Discounts**

Proactively reducing expenditures during low-revenue periods and offering discounts for delayed or no-water projects helps maintain consistent income.



# Operations and Logistics Optimization

## **Route Optimization**

Optimizing routes based on water refill points minimizes wasted time and fuel, enhancing team productivity.

## **Strategic Scheduling**

Scheduling projects to avoid restricted watering zones or focusing on dry work maintains workflow during limitations.

## **Off-Peak Water Hauling**

Hauling water during off-peak hours reduces congestion and downtime, ensuring readiness for work hours.

# Contracts and Liability Protections

## Force Majeure Clauses

Include clauses specifying government water bans as force majeure to protect landscapers from breach-of-contract claims.

## Survival Disclaimer

Insert disclaimers informing clients of potential plant stress or loss during drought conditions to limit liability.

## Client Acknowledgment

Require client signatures to confirm understanding of risks and optional supplemental watering agreements.

## Risk Management Benefits

Contracts with clear terms enhance transparency, reduce disputes, and allow landscapers to operate confidently.



# Marketing as a Water-Wise Provider



## **Building Customer Trust**

Using Water-Wise badges signals compliance and environmental responsibility, reassuring customers of professional practices.

## **Transparent Water Usage**

Jobsite signage about recycled or non-potable water use reduces neighbor concerns and showcases ethical landscaping.

## **Community Education**

Free guides on garden care during restrictions engage customers and establish authority in the local market.

## **Brand Differentiation**

Blending compliance, education, and transparency strengthens brand loyalty under restrictive environmental conditions.

