

# Competitive Analysis

Brand	Program Price (includes Revive or supplement)	% Difference with Swingle	Price Per App	Pre-pay discount	Revive or Supplement	Aerate	Promotions and Information	# of Visits	Pest Control (per year)
<b>3500 square foot average</b>									
FitTurf (3500 sq ft)	\$270	26% less	\$45	10%	Hydrowet included	\$45	Said would beat competitors prices by 10%	6	\$221 (4 apps)
Mountain High (3500 sq ft)	\$285	37% less	\$48	3%	\$45.00	\$49	Said they would throw in "freebies" if we committed.	6	\$275 (5 apps)
Lawn Pros (3500 sq ft)	\$385	8% more	\$65	15% by 1/31, 10% after	Included in prgm	Included in prgm	Includes sprinkler start up, maintenance, winterization	6	NO
Lawn Doctor (3500 sq ft)	\$258	37% less	\$43	5%	NA	\$49	Half price for first app for new customers. Said would match competitors rates.	6	\$260 (4 apps)
True Green (3500 sq ft)	\$400	12% more	\$57	10%	NA	\$129 and overseed	\$30 off the first app for new customers.	7	NO
Swingle (3500 sq ft)	\$354		\$59	3%	\$59	\$62		6	\$300 (4 apps)
Swingle (3500 sq ft) with 23%	\$273		\$45	3%	\$59	\$62		6	\$300 (4 apps)
<b>5200 square foot average</b>									
FitTurf (5200 sq ft)	\$390	5% less	\$65	10%	Hydrowet included	\$65	Said would beat competitors prices by 10%	6	\$260 (4 apps)
Mountain High (5200 sq ft)	\$465	12% more	\$78	3%	\$45.00	\$90	Said they would throw in "freebies" if we committed.	6	\$275 (5 apps)
Lawn Pros (5200 sq ft)	\$385	6% less	\$65	15% by 1/31, 10% after	Included in prgm	Included in prgm	Includes sprinkler start up, maintenance, winterization	6	NO
Lawn Doctor (5200 sq ft)	\$380	8% less	\$63	5%	NA	\$100	Half price for first app for new customers. Said would match competitors rates.	6	\$260 (4 apps)
True Green (5200 sq ft)	\$560	30% more	\$80	10%	NA	\$159 and overseed	\$30 off the first app for new customers.	7	NO
Swingle (5200 sq ft)	\$412		\$69	3%	\$69	\$75		6	\$300 (4 apps)