



Real Green Product Brochure

Integrated Business Solutions
Designed to Help Green
Industry Businesses Grow

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Manage and Grow Your Business with Real Green

**Streamline operations. Increase profits. Grow
your business. Boost customer satisfaction.**

Service Assistant and Real Green's entire suite of software solutions is built with your needs in mind.

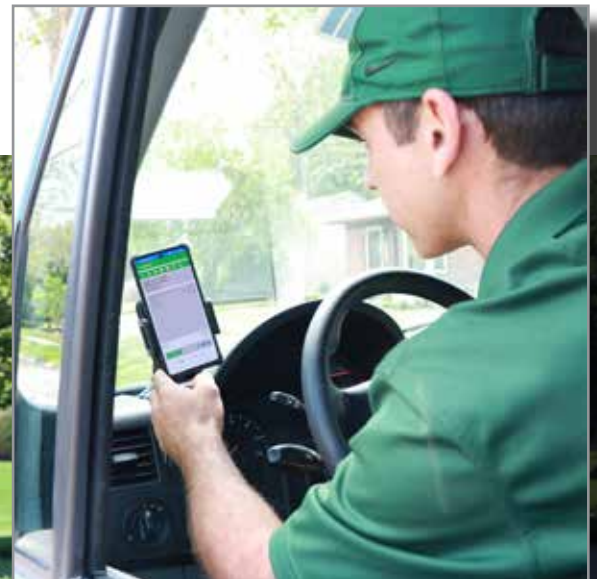
Our software was created by green industry professionals, for green industry professionals. We understand your business because that's where we started back in 1984. Almost 40 years and thousands of customers later, our goal remains the same: To provide you with the solutions you need to grow and manage your business.

Everything we create is designed to streamline your company's day-to-day tasks and marketing activities, saving you valuable time and money. Available on any device at any time, Service Assistant is the leading software solution for the green industry.



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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
- 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, common 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 without service interruptions

Integrated Solutions

- Automated Marketing Assistant®
- Customer Assistant® Website
- Measurement Assistant®
- Mobile Live®
- Real Green Payment Processing®
- Referral Assistant
- Routing Assistant®
- Lawnbot™

Integrated Partners

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

Service Assistant 5

The Best Software to Simplify Your Business

Why Choose Service Assistant

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.

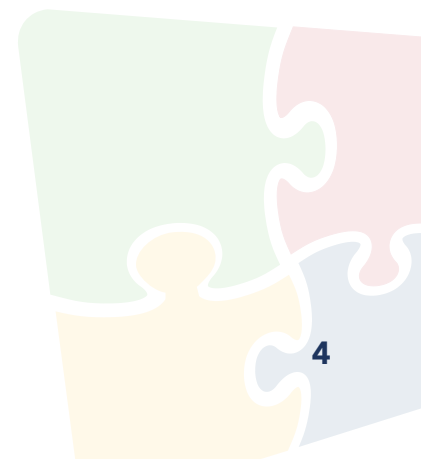
Easy Scheduling and Routing

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 turn-by-turn voice navigation, technicians will stay on route and on time.

Customer Entry Wizard

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

With Measurement Assistant®, create accurate estimates in just seconds without ever having to leave your office. Get quotes to your customers from anywhere, at any time, in any weather 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

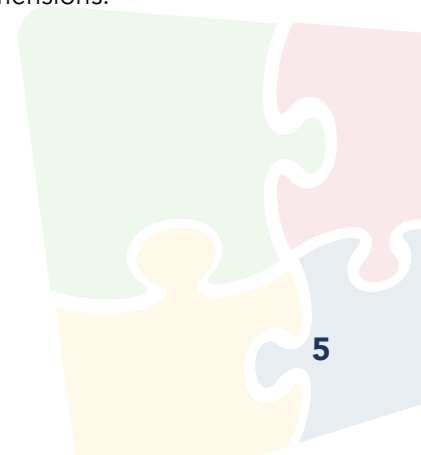
Measurement Assistant uses ALK maps, an interactive digital mapping system tailored specifically for mapping and truck routing. Accurately measure a property from the comfort of your office, in the field or from anywhere in the world and from any device. Within just a few clicks, add or subtract any 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 acquire new customers faster, 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.



Routing Assistant

Maximize Your Routes - Schedule More, Reduce Costs

Save miles, gas, time and money with Routing Assistant, the scheduling software that lets you quickly plan and optimize routes. Make every truck in your fleet as profitable as possible.

How It Works

Routing Assistant is an interactive routing and scheduling program that integrates with Service Assistant[®]. Create and schedule the most efficient routes possible with just a few clicks of your mouse!

Key Features

- Visual route designer
- Full Service Assistant integration
- Printable maps
- Driving directions
- Exclusive smart-map technology
- Report visualization maps
- Drag and drop route planning
- Active marketing data integration
- User-defined routes and territories
- Laser-sited geo-coding

Everything You Need in One Place

Customize routes to highlight information pertinent to each visit. Routing Assistant makes it easy to flag stops for new customers, past due customers, ASAP customers and customers that need extra care.

Quicker Route Planning

Quickly plan technician optimized routes for every estimate, job and service call. Free up hundreds of hours worth of manual route planning — allowing for more time with current and prospective customers.

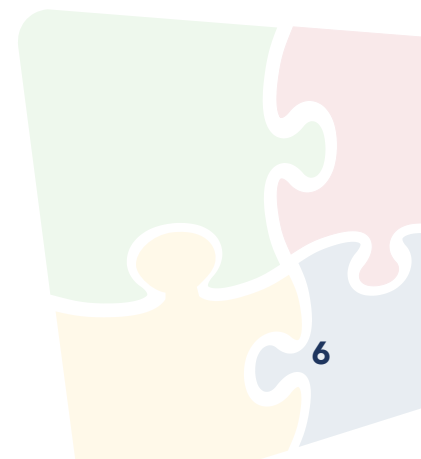
Extra Time for Prospecting

Routing Assistant helps easily pull marketing lists and gives techs the ability to conveniently drop off marketing materials to new prospects near current customer locations. Easily plan out a productive day of block marketing, helping to generate new leads quickly.

In-App Route & Schedule Changes

Adjust routes in-app using customer data and information stored in Service Assistant. More efficient and flexible route management makes your fleet faster and more profitable.

**Real Green Customers
Add 4 More Jobs Per Day
with Routing Assistant**



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.

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 time of application and auto-sync with Service Assistant, eliminating the need for manual service data entry in the office.

Sales & Payment Tools

Ensure customer data accuracy with company wide customer knowledge base. View customer history while in the field or 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®
- Optional referral 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

Real Green 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®.

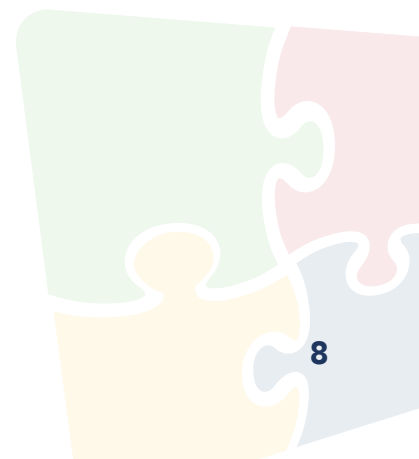
Built-In Marketing Logic

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.

**Real Green Customers
with CAW Have 12% More
Customers on Autopay**



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, easily and automatically 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, one-time 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 auto-generated 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, promote social media posts, share testimonials or even boost sales with a specific call to action.

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 about what they can do next.

Command Center®

Command Center® is an interactive all-in-one marketing dashboard that integrates with Real Green 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.

Real Green Payment Processing

All-Inclusive Approach to Payments

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

All-Inclusive, Flat Rate Pricing

Straightforward pricing means accepting credit cards including American Express.

Stress Free Chargeback Management

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

Eliminate Hidden or Unexpected Fees

No need to worry about fees for set up, monthly minimums, statements, tokenization, PCI compliance, chargeback, or batches.

Safeguard Online Payments

Real Green 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.

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,
Easy-to-Understand Billing



Integrated Payment
Processing



Convenient Online
Payment Portal



Straightforward,
Competitive Pricing

Referral Assistant

Grow Your Business with Loyal Customers

Make it easy for your best customers to refer you and get rewards!

How It Works

Happy customers are your strongest advocates – and potential customers take their recommendations seriously. In fact, referred customers are more likely to stick with your business. Referral Assistant brings the two together with an automated program that encourages happy customers to promote your business and rewards them for doing so.

By boosting your number of referrals, Referral Assistant will:

- Increase customer loyalty
- Increase your social reach
- Increase business growth
- Reduce your customer acquisition cost

Referral Program Promotions

We provide proven stock print and online promotions; however, you may promote your program any way you want to, as long as you do. These programs are only as successful as your marketing efforts.



Features & Promotions

Company to Customer Program

- Customer Assistant[®] Website
- Before & after service email links
- Custom invoices
- Direct mail campaigns
- Nature notes
- Postcards

Company to Associate Program

- Social media outreach
- Auto-populated before & after service emails
- Facebook, Twitter, Yahoo
- Printed coupons
- Automated marketing letter
- Custom invoices, coupons, & more

Lawnbot™:

Close More Sales 24/7/365

How It Works

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

Make Sales All the Time

Lawnbot helps you capture leads that you might otherwise lose by meeting your customers where they are, no matter where they are or when they're looking. 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

Lawnbot automates many of the difficult, time-consuming 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 Lawnbot'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.

Key Features:

- Completely branded to your business – your customers will see you, not Lawnbot
- 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
- Generate great reviews with Reviewbot
- Enables sales across 25 different service categories
- Service Assistant® 5 Integration

Built-In Payments

Lawnbot 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.

Integrates with Service Assistant 5

Lawnbot's seamless integration with SA5 makes everything even easier. When a lead engages with your Lawnbot, 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

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

How We Work

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.

Apparel & Giveaways

We'll imprint or embroider your logo on just about anything you want.

Direct Mail & List Data Services

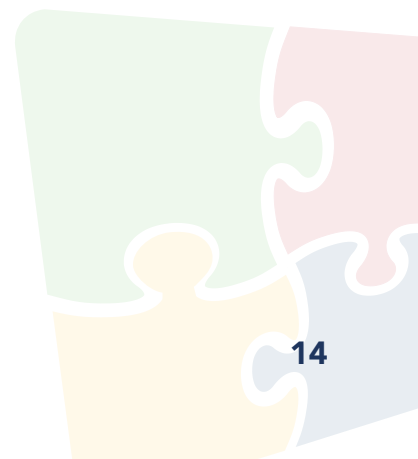
Cut Through the Clutter with the Right Data

Real Green Marketing can help you with all your mail processing needs, including custom design. We are approved by the United States Postal Service for data processing and address standardization, and are members of the Direct Marketing Association.

How We Work

Real Green targets your direct mail, purifies your data, adds the right people to your marketing lists, creates, mails and tracks your postcards, marketing letters, prepaids, invoices – basically anything you can stuff in a mailbox. All this service is supported by a team knowledgeable in your industry and dedicated to helping you grow. In fact, we are obsessed with growing your business! It's our mission.

- Targeted marketing data
- New homeowner lists
- Matches with landline users
- Management of cancels and rejections
- List management and cleanup
- No mail lists required
- No mailing permits required
- No hidden costs or fees (all processing fees and costs are explained to you in detail)
- No USPS paperwork required (we do it for you)
- No USPS drop off required (let us do the legwork)



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, Real Green Solutions provides the most comprehensive suite of business solutions for the Green Industry.

At Real Green, 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. Here's a look at just a few of our partners and the amazing innovations they can deliver to you.

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.

BioGreen

BioGreen USA has been a leader in developing and manufacturing soil amending fertilizers since its inception in 2005, featuring their line of natural bio-based products. These complete macro-nutrient and micro-nutrient packages for turf, bedding plants, trees and shrubs. BioGreen's liquid fertilizer, plant nutrients and soil amendments are blended in BioGreen's Greensboro, Georgia facility. Each product is formulated to feed plants, improve soil fertility and build topsoil.

Captivated

Say goodbye to voicemail and unread emails. 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. Leverage website lead generation tools as well as video chat to better serve your customers.

Linxup

Need help managing or monitoring your fleet in the field? Linxup provides real-time truck data on any web-enabled device. Linxup allows owners to see data on any vehicle's location, drive log, operator behavior, fuel costs, and maintenance needs. Need to know when assets leave designated areas? Linxup can do that too.

TCN/Global Connect

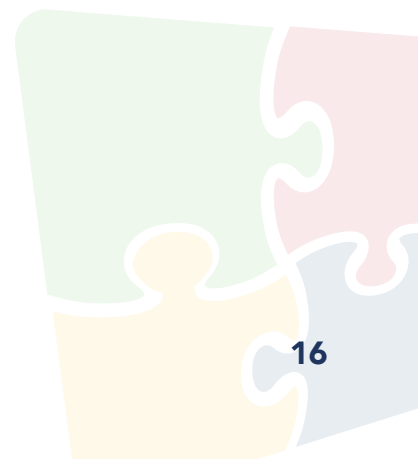
Reach thousands of contacts with personalized messages in just minutes using TCN/Global Connect, the leading provider of web-based voice messaging. Get unsurpassed calling speed and capacity without any capital outlay. Conduct a communication campaign at any time, from any location – all you need is a phone 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. We are a complete systems integrator, and our solutions are active in hundreds of pest management offices nationwide. Our support team spans the country with data centers on both coasts and resources deployed in several states. Seamless integration with Real Green makes it faster and easier to connect with customers 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 Service Assistant 5.





Manage and Grow with Real Green

Your Success is Our Obsession

Whether you're in the lawn care, landscaping, pest control or arbor care industries, we have the right software and marketing services designed to work the way you do.

Real Green's Service Assistant software streamlines your company's day-to-day tasks and marketing activities, giving you more time to grow your business. Available on any device at any time, Service Assistant® is the leading software solution for the green industry.



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