



TORO

BENEFIT FROM EXPANDED OFFERINGS

WHY ADDING IRRIGATION TO A LANDSCAPE BUSINESS JUST MAKES SENSE



When it comes to outdoor spaces, homeowners and businesses are investing in projects to extend their living spaces. In fact, a 2024 [Outdoor Trend Study](#) by Houzz found that irrigation ranked second – only behind lighting – when it came to outdoor system renovations homeowners were prioritizing. That means there's a lot of opportunity for landscape contractors to expand into the irrigation business.

Many landscape contractors already offer a variety of services. Adding irrigation can be a natural fit to expand. Picture this: You're working with a homeowner on a project, where you are installing a new patio and landscaping around the house; however, the irrigation system also needs some work. There are broken sprinklers and inefficient equipment, among other issues. What if you could jump in and service their irrigation system in addition to their landscape, and walk away with a bigger, more profitable job?

While it might be tempting to dive in and go after irrigation service and installation, for the best success, contractors should consider starting on the service side.

“Service is where so many opportunities lie for contractors looking to add irrigation to their business,” said Jay Guthy, regional business manager for Toro’s Precision Irrigation Business. “There is both demand and good margins in service, and it can provide consistent jobs even during slower economic times. If you’ve done the homework and determined you have the interest, skills, bandwidth, and resources to get into irrigation, service is the perfect place to start.”

WHY SHOULD CONTRACTORS ADD IRRIGATION TO THEIR BUSINESS?

If adding irrigation to their business is a good fit for a contractor, there are many reasons why it can be a benefit. First is the opportunity to increase revenue. Being able to upsell jobs already planned or booked can instantly increase the bottom line. And having a built-in customer base with existing landscaping clients makes it easier to find people who need irrigation help – no need to spend a lot of time searching for new clients when you can start with the ones you have!

Irrigation can also help diversify a landscape contractor’s offerings. Irrigation systems need continual service – from fixing and upgrading to performing maintenance. Plus, having more offerings makes for an easier, more efficient experience for clients. One contractor can provide multiple services rather than having to track down multiple professionals.

This continual interaction for multiple projects helps develop relationships – and trust – with clients. It’s not just a landscape install job and moving on to the next customer. Relationships offer opportunity for organic growth for more jobs down the road – [upgrading irrigation system components](#) and [regular maintenance](#), etc. Or starting with irrigation may be the foot in the door with a customer who then will turn to you again in the future for landscape needs. And, if you can help customers save water and money by making simple tweaks to their irrigation system, they’ll feel like you are on their team, meaning they will be quick to call you back when they need something down the road.





WHY SHOULD LANDSCAPE CONTRACTORS CHOOSE TORO IRRIGATION?

If you're getting into irrigation, choosing [Toro's expertise and precision irrigation lineup](#) sets you up for success.

Toro's precision irrigation products work together to ensure your customers' landscape is properly and efficiently irrigated. According to the United States Environmental Protection Agency, as much as 50% of water used for outdoor irrigation is lost or wasted due to overwatering, runoff or evaporation.

Toro products—like the [PSN+ Nozzles](#), [17MM Drip In Brown Surface Dripline](#) and more — provide solutions to save water and help reduce your customers' utility bills. Plus, many of Toro's water-saving products are compatible with any system and the company has been consistently recognized by the EPA with the WaterSense Excellence Award.

There are also many Toro resources available for contractors when they need assistance.

"When you have a problem – and you will – we'll be here to help you solve it," Guthy said. "Our commitment is that we'll be there to help investigate, troubleshoot and solve whatever you're facing to help you come out on top."

Along with regular 1:1 conversations with seasoned professionals, Toro also offers the [The Water Zone](#) podcast, which features industry experts discussing challenges and exploring topics pertaining to Earth's most vital resource. Toro also offers great educational content through videos and articles for your customers to learn more and understand their system.

With clients looking for tailored solutions, adding irrigation provides an opportunity to maximize sales potential and create comprehensive landscape solutions for customers. To learn more about adding precision irrigation to your business, contact Toro's customer resource team or visit [Toro.com](#).

