



Landscaping that starts with a measurement

Commercial landscaping for South Florida, built on our own property intelligence and our own operating system.

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Landscaping that starts with a measurement

Thank you for the time. This is who Urth is, what we have built so far, the market we are going after, and what we are looking for in a partner.

The one idea to leave with: before we price or plant anything, we measure the property. Everything else in this deck comes from that.

Who we are

A South Florida landscaping company, built from the property up

What we do

- Landscape maintenance
- Planting and installation
- Hardscaping
- Irrigation and drainage
- Exterior lighting
- Tree care

Who we serve

Homeowner and condominium associations, property managers, general contractors, real estate developers, hotels and resorts, retail and shopping centres, convenience stores and gas stations, fast food, auto dealerships, industrial and logistics, healthcare, education and public facilities.

Miami-Dade first; Broward, Palm Beach and the northern Keys next.

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A South Florida landscaping company, built from the property up

Urth Landscaping is a commercial landscaping company for South Florida. The services are the ones on our website: maintenance, planting and installation, hardscape, irrigation and drainage, lighting and tree care.

The clients are the organisations that run properties: associations, their managers, builders and developers, and commercial owners. We start in Miami-Dade.

What makes us different is not the list of services; it is how we see and run each property, which is the next part.

The problem

Most landscaping in South Florida is still priced by eye

Quotes are guesses

Areas are paced off or estimated from a drive-by. Sun, shade and drainage are rarely measured, so plants are chosen for the catalogue, not the spot.

Prices are informal

Plant prices come by phone and on paper. Scope, extras and reports differ from one crew to the next and from one property to the next.

Managers get too little

Property managers ask for one contact, reports they can hand to a board, and credentials they can check. Few landscapers give them that.

What we have seen in the trade and in our research; we do not claim a survey.

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Most landscaping in South Florida is still priced by eye

Three things we keep running into. First, quotes are guesses: nobody measures the lot, the sun or where water sits, so the plan and the price are approximate.

Second, the supply side is informal. Nurseries price by conversation, and every crew does the job a little differently.

Third, the people who hire landscapers for many properties, the managers, want one accountable contact and reporting they can hand to their boards. That is our opening.

01

What we built

The Brain, Blender, LaunchPad and the site visit, and our own operating layer on top.

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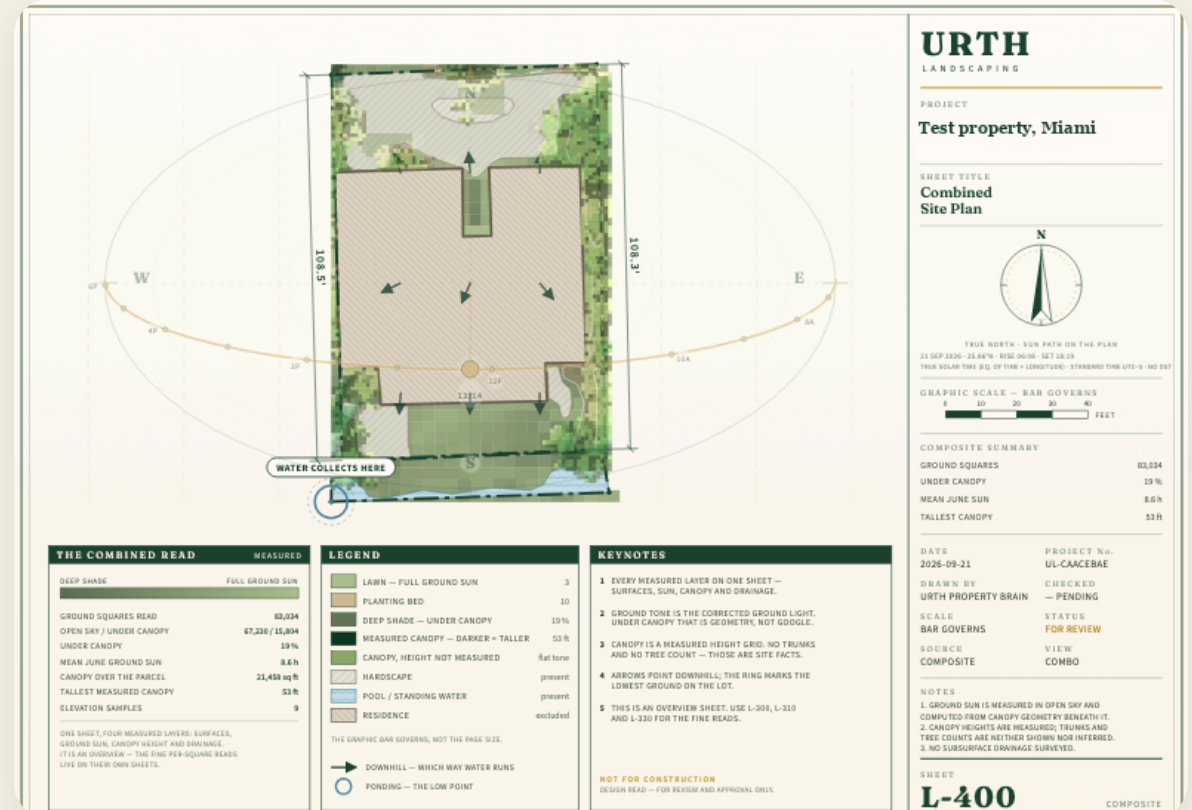
What we built

Four pieces, all working today as software, and all tested on real properties: the Brain, Blender, the site visit on top of LaunchPad, and our own operating layer.

The Brain

We measure a property from the sky before we set foot on it

- The lot, the house, lawn, beds and hard surfaces, to the foot
- Sun through the year for every planting bed
- Tree canopy and its height
- Where water runs and where it collects
- County records: storeys, pool, year built



The combined site plan the Brain draws for a test property in Miami. Screenshot from our live app.

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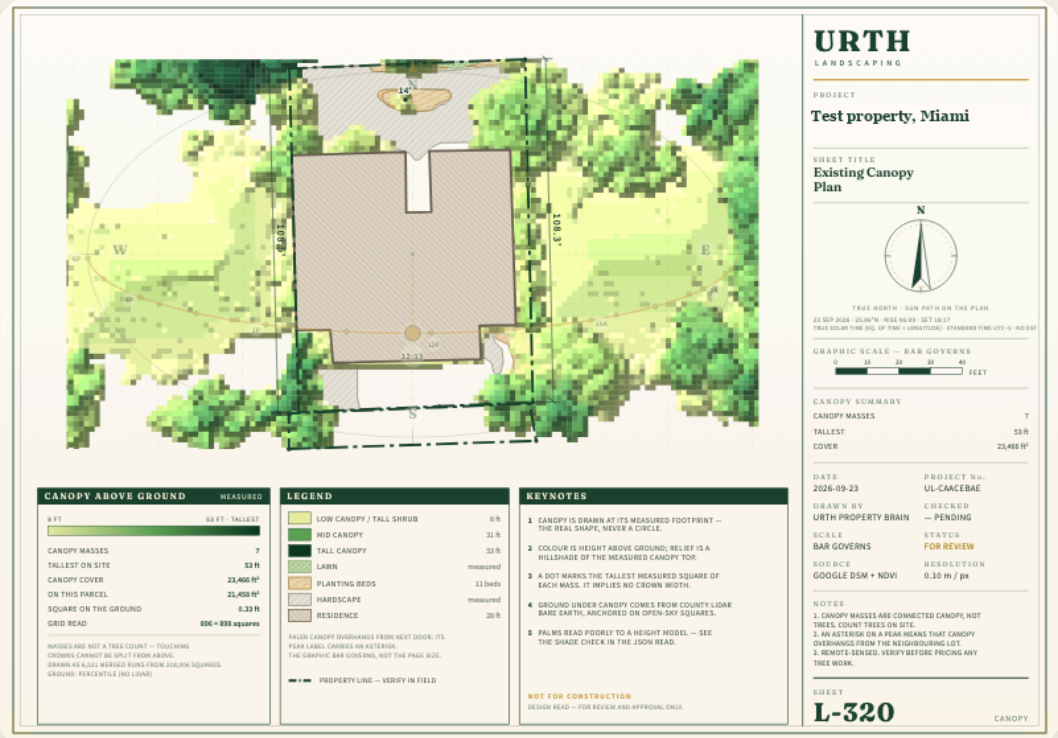
We measure a property from the sky before we set foot on it

The Brain is our property intelligence. Give it an address and it reads aerial measurements, solar data, surface heights and the county's property records, and draws one site plan.

It tells us the size of every area we would maintain, how many hours of sun each bed gets, where the tree canopy is and how tall it is, and which way water runs.

The county records matter: they tell us things a satellite cannot, like the number of storeys and the pool.

Every bed gets its own sun reading, so plants fit the spot



The canopy sheet for the same property: tree canopy found in surface heights, shaded by height. Screenshot from our live app.

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Every bed gets its own sun reading, so plants fit the spot

This is a real reading from one of our test properties. Eight beds, from 80 percent full sun down to none. A full-sun shrub in bed seven will sulk; a shade plant in bed one will burn.

On the right, the canopy the Brain found: every tree around the house, coloured by height. That is what shades the beds.

These readings are measurements from public solar and height data. We still confirm them on site; they are the starting point, not the final word.



Blender

The property in 3D, with real sun and real shadows

Built by our own scripts from the laser survey, LaunchPad and county records. Plants are stand-ins sized from the laser; species come later.

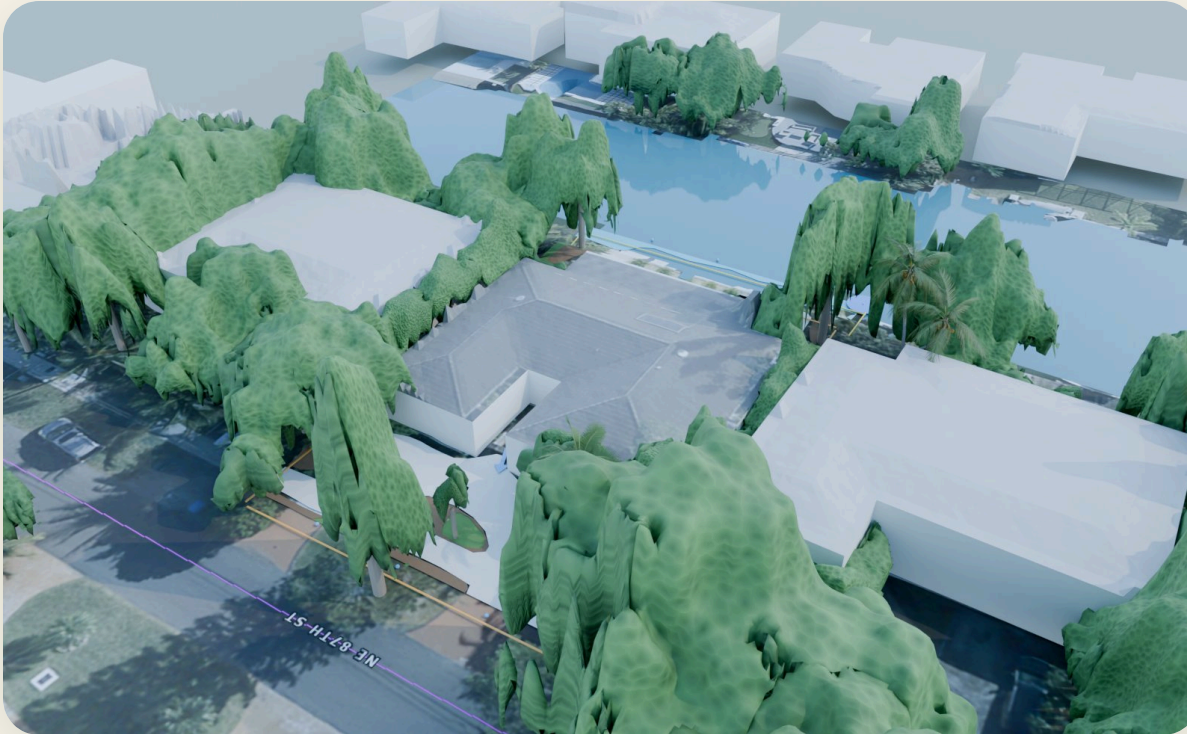
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The property in 3D, with real sun and real shadows

This is Blender, the open-source 3D software, driven by our own scripts. It takes the county's laser survey of the ground and trees, the LaunchPad measurements and the county records, and builds the property in 3D.

This is a test property in Miami at four in the afternoon, with the real sun position. The neighbours are simple blocks. The palms and trees are stand-ins sized to what the laser measured; picking the species comes later.

A client sees their own property, not a catalogue picture. A builder sees the finished grade and planting before the crew arrives.



Work in progress: the canopy rebuilt from the shapes the Brain measured, afternoon sun. Local render, 23 September.

Brain and Blender

One property, one answer

The 3D view and the site report must agree. The Brain is the reference; Blender is being matched to it, big to small:

- the canopy as the Brain measured it
- then trees and palms in general
- then species, then small plants

Stage one of this work is done; the matching is under way. We show it as it is.

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One property, one answer

We hold ourselves to one rule: the 3D picture and the measured report cannot disagree. Today the Brain is the more accurate of the two, so Blender is being matched to it.

We go from big to small: first the canopy exactly as the Brain measured it, then trees and palms, then species. This picture is that work in progress.

We are showing it honestly: it is not finished, and the comparison of sun hours between the two is still being checked.

LaunchPad and the site visit

The visit fills in what the sky cannot see

LaunchPad, an outside measuring service, traces the lot, the house, lawn, beds and hard surfaces. On site, our capture tool adds the rest on the same plan:

- photos pinned to where we stand
- trees, palms and hedges; species in a space
- drains, standing water, the irrigation controller



The site-visit tool on a test property's LaunchPad plan. Screenshot from our live app.

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The visit fills in what the sky cannot see

LaunchPad is a measuring service we use. It traces the property and we can add our own layers to it, like trees and hedges.

The site visit is where we confirm and add what matters: a photo pinned to where we stood, the trees and palms, drains and where water sits, the irrigation controller. Everything goes onto the same plan, fast, while we talk with the client.

Flat Miami means where a drain sits matters more than the slope, so we record positions, not guesses.

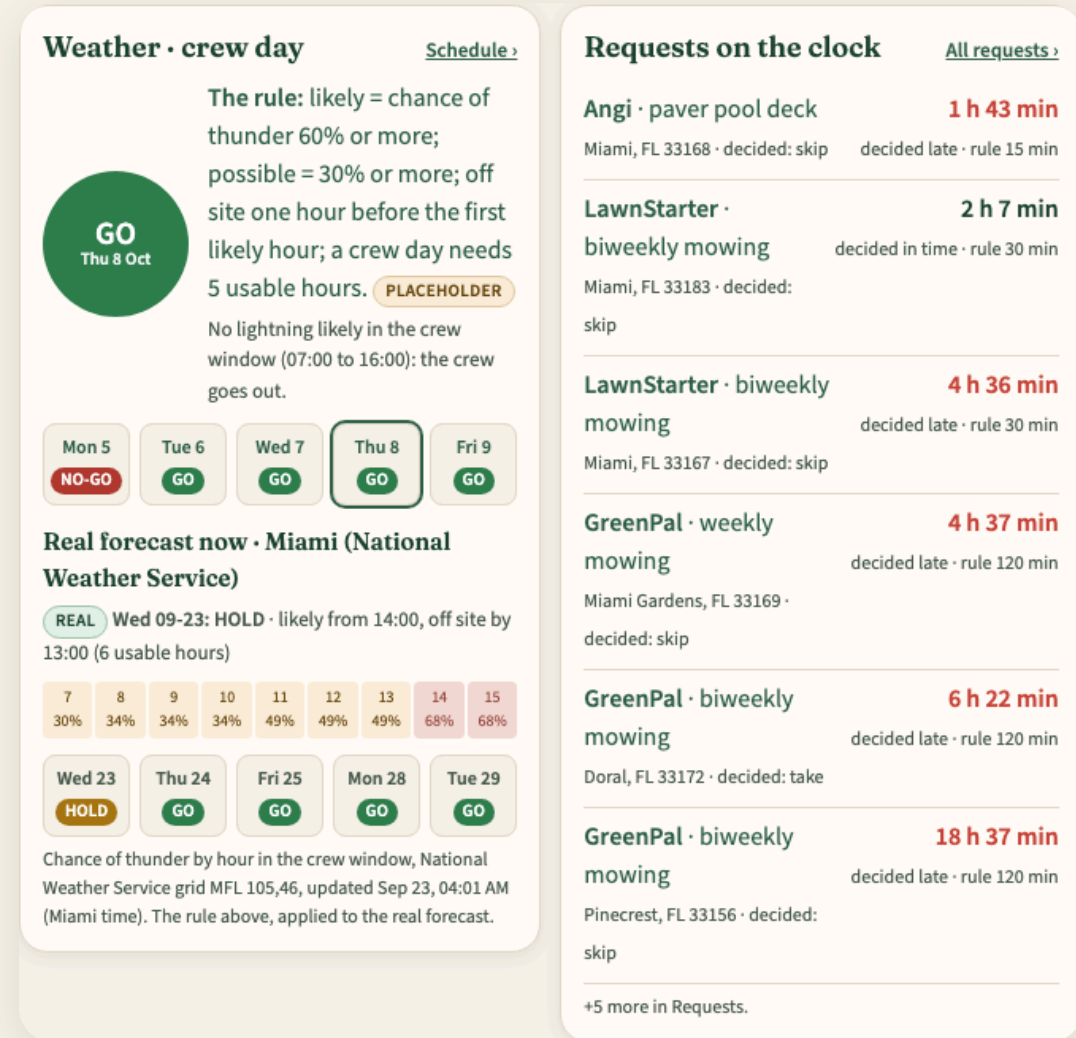
Our own operating layer

Our own Jobber, with our measurements on top

Requests, quotes, schedule, crew days, jobs, suppliers, equipment, invoices and money in one system around the property record.

On top of it, our own measures: the weather go or no-go for every crew day, leads on the clock, measured area per job, profit by job and by segment.

Whether we start on an off-the-shelf tool or on our own is not decided; the measurements and the reporting are ours.



The Today screen of our operating layer, running on simulated work. Screenshot from our app.

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Our own Jobber, with our measurements on top

Tools like Jobber and Housecall Pro run most small landscaping companies. They are decent at scheduling and invoicing and weak at costing each job. We are building our own layer: the same basics, organised around the property record the Brain builds.

On top we add what those tools do not have: the lightning rule that decides whether a crew goes out, a clock on every lead, the measured area of every job, and the profit of each job.

Whether we start on one of those tools or on our own is not decided. Our measurements and reporting sit on top either way.

The market in numbers

18,011

community associations in Miami-Dade, Broward, Palm Beach and the northern Keys, rebuilt from public records

Sources: Miami-Dade County community association registry; Florida Department of Business and Professional Regulation condominium, cooperative and management-firm files (19 and 23 September 2026); the four counties' parcel maps. Pulled 23 September 2026.

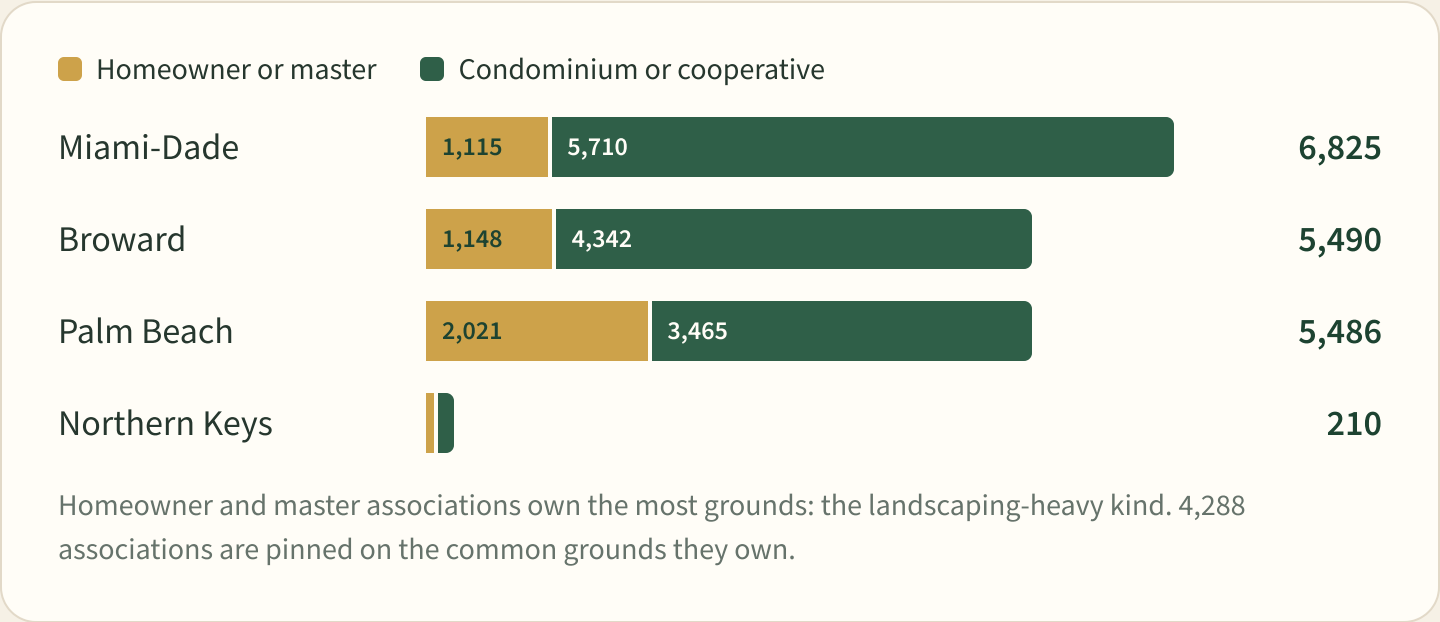
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We rebuilt the list of every community association in our four counties from the public records: the county registry, the state's condominium files and the counties' parcel maps. Eighteen thousand and eleven.

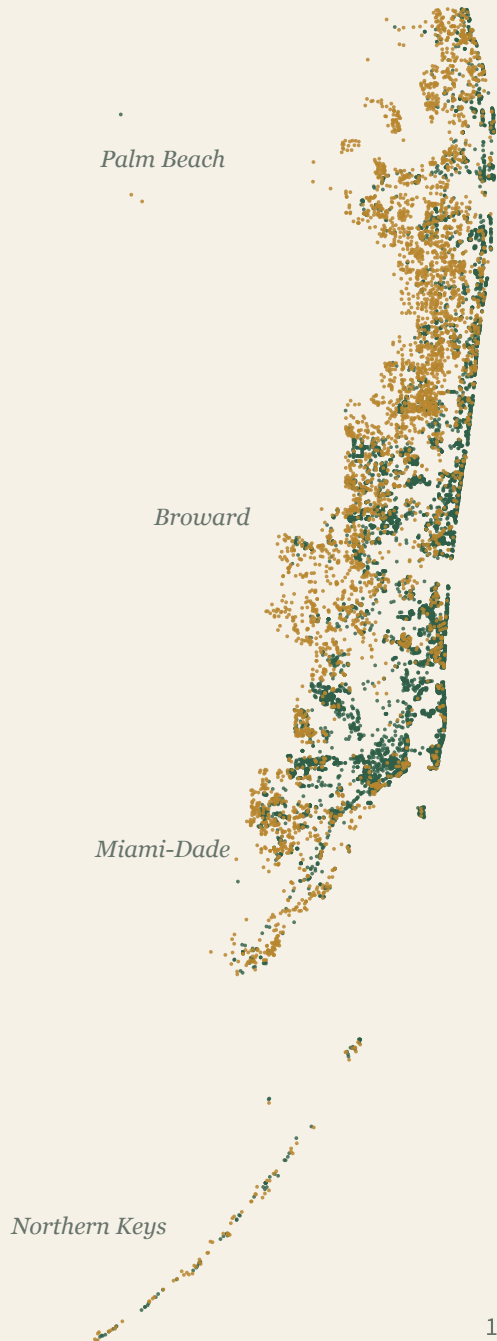
Every one of them has grounds, an entrance or a pool deck that someone maintains. That is our core market.

Where they are

Associations by county and type



Map: 14,123 associations with a located position (on their grounds, county matched or at their street address); 3,888 placed only by zip code or not located are left off. Same sources as the previous slide.



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Associations by county and type

Here is how they split. Condominiums are the majority, mostly towers along the coast with little ground each. The gold ones, homeowner and master associations, own the grounds: lawns, entrances, lakes. Those are the landscaping-heavy contracts.

Palm Beach has the most of those; Miami-Dade, our home county, has more than eleven hundred.

The map on the right is every association we could place, drawn from our own tool.

The market in numbers

Who buys landscaping by the property

756

management companies answer for
6,823 of the associations

State management-firm and condominium files

13,877

active general, building and residential
contractors in the three big counties

State contractor licence file

190

houses demolished and rebuilt in
Miami-Dade county permits in two
years; 121 more in Coconut Grove since
2022

Miami-Dade and City of Miami permits

135

lots in one Coconut Grove zip code that
look bought to redevelop

State tax roll and sales files; our own screen

264

associations registered in Miami-Dade
in the last year

County registry against a September 2025 copy

750

open retail gas stations in Miami-Dade
alone, grouped by operator

State storage-tank register

All pulled or computed from free public data on 23 September 2026. Contractor count covers Miami-Dade, Broward and Palm Beach.

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Who buys landscaping by the property

Behind the associations sit 756 management companies; one relationship with a manager can open many properties. That is why managers are our first audience.

Builders are the second. Permits show which of the nearly fourteen thousand licensed contractors are actually building now, and the county's teardowns show where new houses, and new landscapes, are coming.

And the website's other client classes each have a free list; gas stations, for example, come grouped by operator, so one yes can cover many sites.

Two longer horizons

Public work, and owners getting ready to retire

Government

Road and park landscaping is let in public

State road contracts, county parks and school grounds are awarded in the open, with their winners named. Offering crews to the current winners as a subcontractor is realistic first; bidding directly comes with references, certification and bonding.

The retiring-owner thesis

Many landscaping businesses will change hands

About 2.3 million small businesses in the United States are owned by baby boomers preparing to retire. More than 4.1 million Americans turn 65 each year through 2027. Buying well-run local companies is part of how we plan to grow.

Government: Florida Department of Transportation District 4 and 6 lettings; Miami-Dade County and Broward school board awards (public). Thesis: Project Equity, "2.3 million small businesses owned by aging boomers" (project-equity.org); Alliance for Lifetime Income, Peak 65 (protectedincome.org); US Census Bureau, by 2030 all baby boomers will be 65 or older (census.gov).

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Public work, and owners getting ready to retire

Two longer horizons. Government landscaping is public: the contracts and who won them are published. The realistic first step is to be the extra crew for a company that already holds a contract.

And the macro thesis: a generation of owners is retiring. Millions of small businesses, many of them landscaping companies, will change hands in the next few years. Acquiring good local companies is part of our plan, with the same measurement discipline applied to each one.

02

How we win work, and how we run it

A commercial engine that finds the right properties, and a simulated operation that proves the day before we run it for real.

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How we win work, and how we run it

Now the business side: how we find the work, and how we run it.

The commercial engine: one chain for every kind of client



Client	Where the names come from	When it is "now"	What we bring
Associations and their managers	County registry, state condominium files, parcel maps	Budget season; a new board or manager	A one-page community evaluation from the aerial and a walk
General contractors	State licences ranked by active permits	A permit nearing final inspection	A prequalification packet and unit prices
Developers	Tax roll sales, demolition permits	A sale, then a demolition, then a new-house permit	Planting-plan value engineering, installation, maintenance
Commercial sites	Tax roll land uses, state registers	A new tenant, operator or remodel	A multi-site route price with a photo report per visit

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The commercial engine: one chain for every kind of client

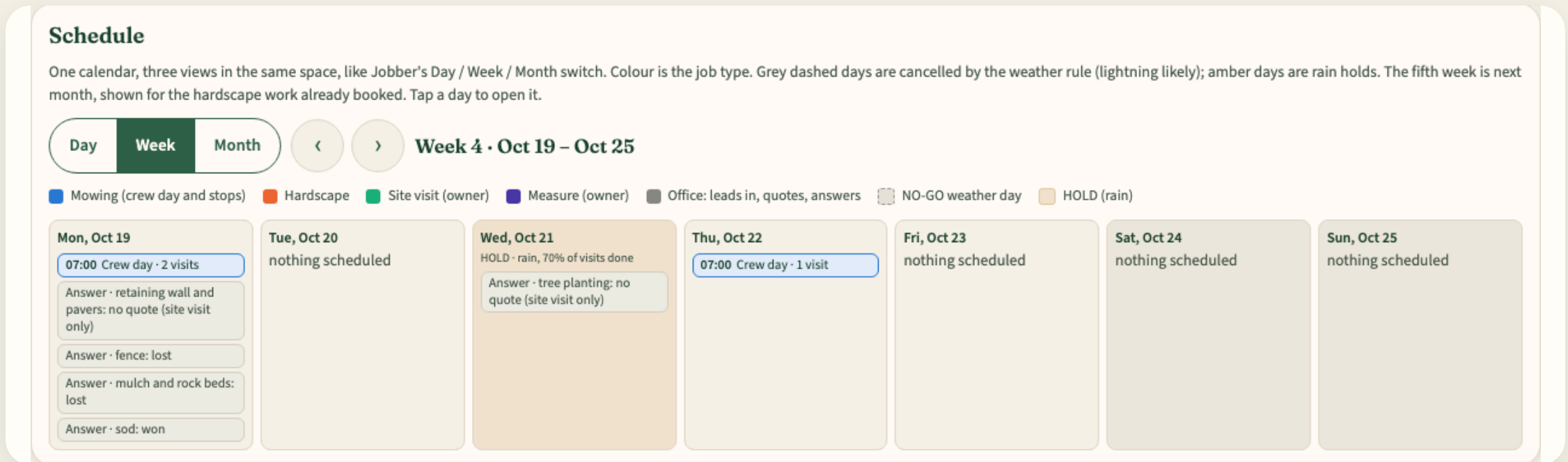
Every kind of client goes through the same four steps. Where the names come from; the signal that says now is the time; what we hand them, which is always a measured look at their own property; and who we contact first.

For associations the signal is the budget season or a new board. For builders it is a permit getting close to its final inspection, because landscape is one of the last trades before the certificate of occupancy.

No outreach has been made yet; this is the plan and the data behind it.

How we run it

We run the business in simulation before we run it for real



A simulated week: crew days, site visits, a rain hold and client answers. Screenshot from our live app.

Leads in the platforms' real formats, on real map positions and real road routes.

A lightning rule for every crew day, applied to the real National Weather Service forecast.

Every assumption is a control: move one and the whole month recomputes, with an export to Excel.

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We run the business in simulation before we run it for real

Before we hire a crew, we run the company in simulation: a month of leads in the formats the lead platforms really send, placed on the map, routed on real roads, scheduled, worked and invoiced.

The weather rule is applied to the real forecast: if lightning is likely in the crew window, the crew stays home, because sending a crew out costs money.

Every assumption is a control. The numbers are placeholders; the point is that the system works end to end before it carries real clients.

Where we are now

A company being built by simulation, said plainly

Real today

- Urth Landscaping LLC, formed in 2026, with its Miami-Dade business tax account
- The Brain, the site-visit tool and the operating layer, live as our own apps
- The four-county association data, rebuilt from public records
- The Blender 3D kit, stage one, on three test properties

Not yet

- No crews, no employees, no equipment
- No clients and no jobs; every operation shown is simulated
- Licences being studied; none held yet
- No outreach made to any company named in our data

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A company being built by simulation, said plainly

We want to be exact about where we are. The company exists and the software is real and working. The data is real.

There are no crews, no employees, no equipment and no clients yet. Everything operational you have seen runs on simulated work. We are studying for the licences now.

That is why we are talking to partners now: to start with the right first properties and the right people.

What we look for in a partner

Partners who run, build or supply properties

Property managers

One or two pilot communities, written success criteria, a monthly report for the board. We earn the rest of the portfolio.

General contractors

A place on the bid list for landscape and irrigation. A partner holding a general contractor licence would open larger project work to us.

Designers, nurseries, specialists

Landscape architects and designers whose plans we install exactly; nurseries willing to share prices; irrigation, lighting and paving subcontractors.

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Partners who run, build or supply properties

What we are looking for. From property managers: a small pilot with clear success criteria, and the chance to earn more.

From builders: a place on the bid list. A partner who holds a general contractor licence would let us reach project work we cannot bid on alone.

And the people around the work: designers whose plans we install exactly, nurseries, and the specialist subcontractors we work with.



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Thank you. Here is how to reach me. I would welcome a follow-up on your own properties: we can measure one before we meet again.