



Landscaping that starts with a measurement

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

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.

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.

01

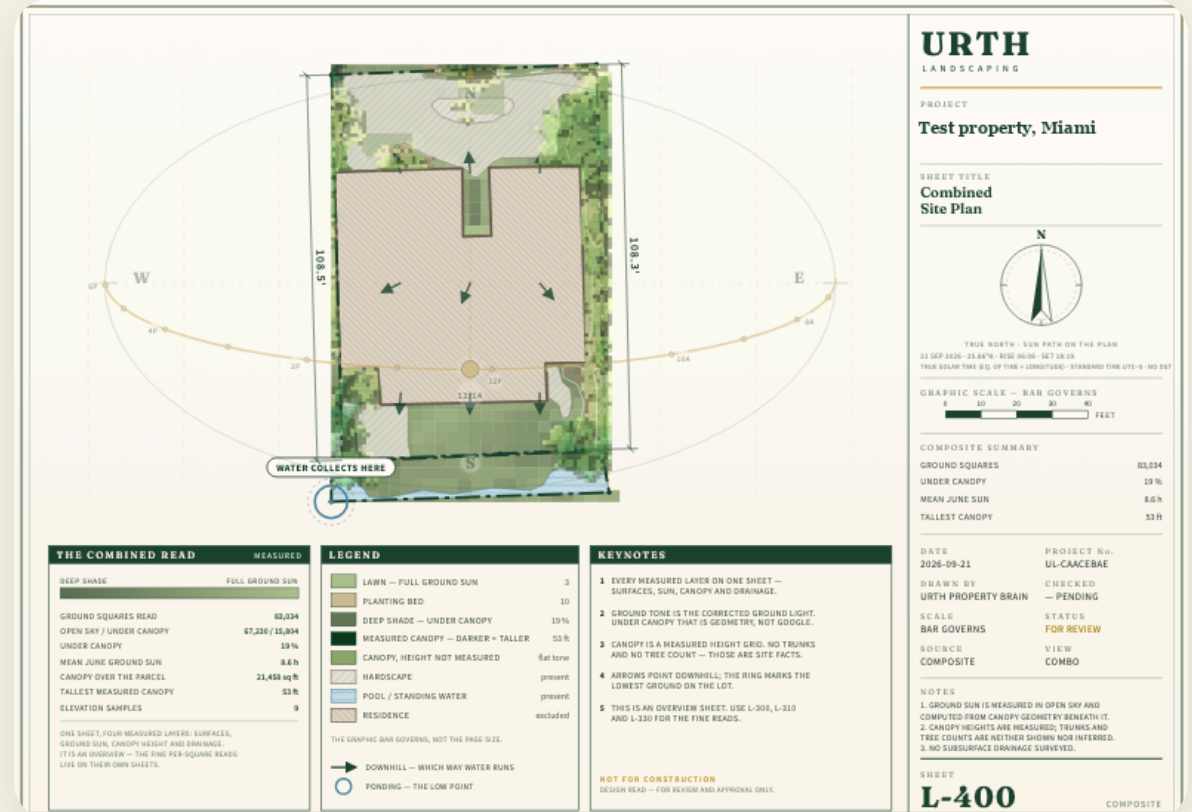
What we built

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

The Brain

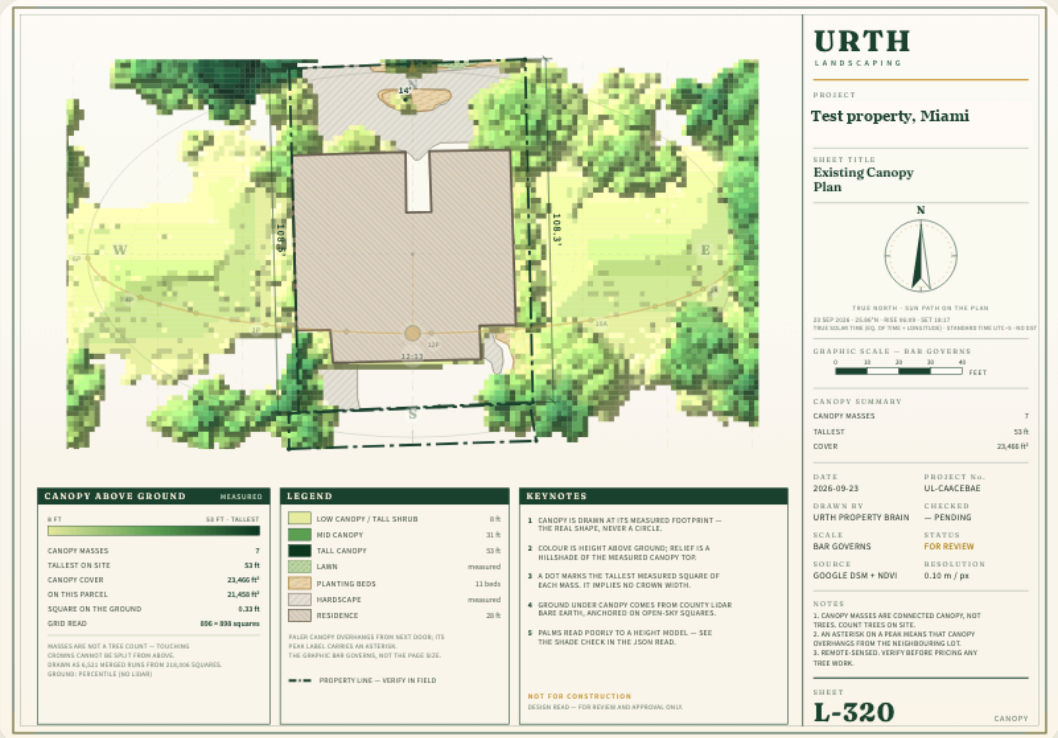
We measure a property from the sky before we set foot on it

- 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.

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



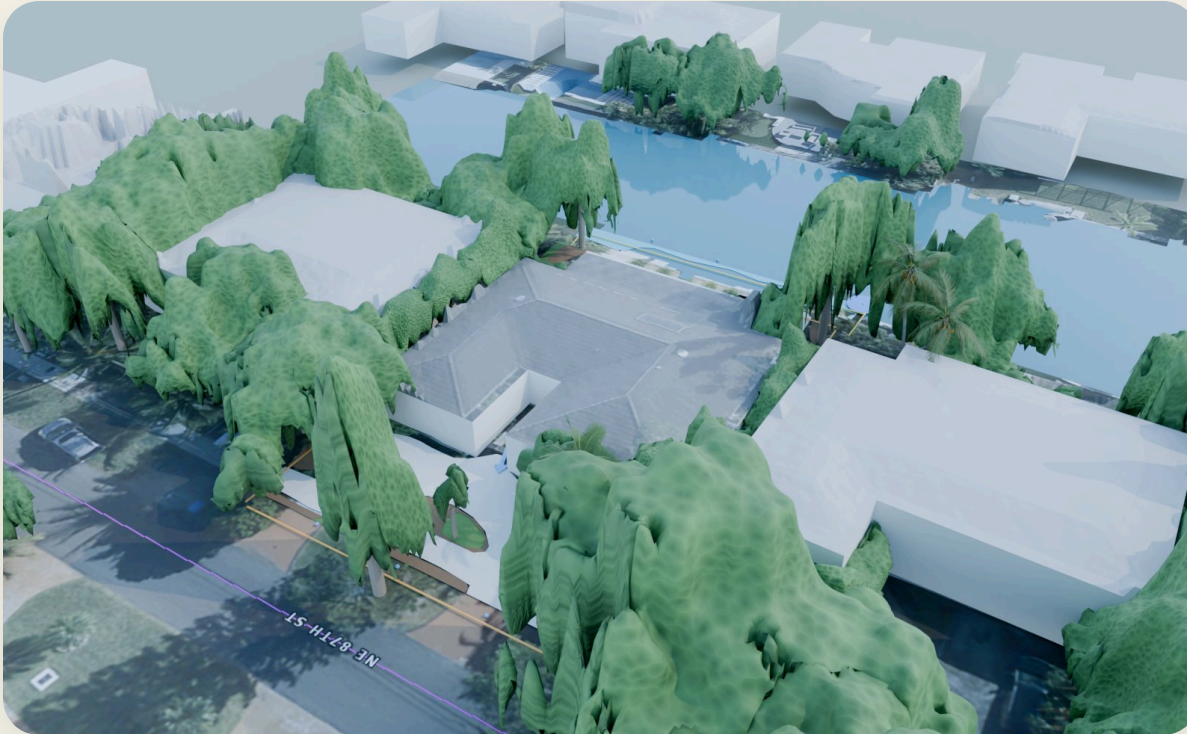
The canopy sheet for the same property: tree canopy found in surface heights, shaded by height. Screenshot from our live app.



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.



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.

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.

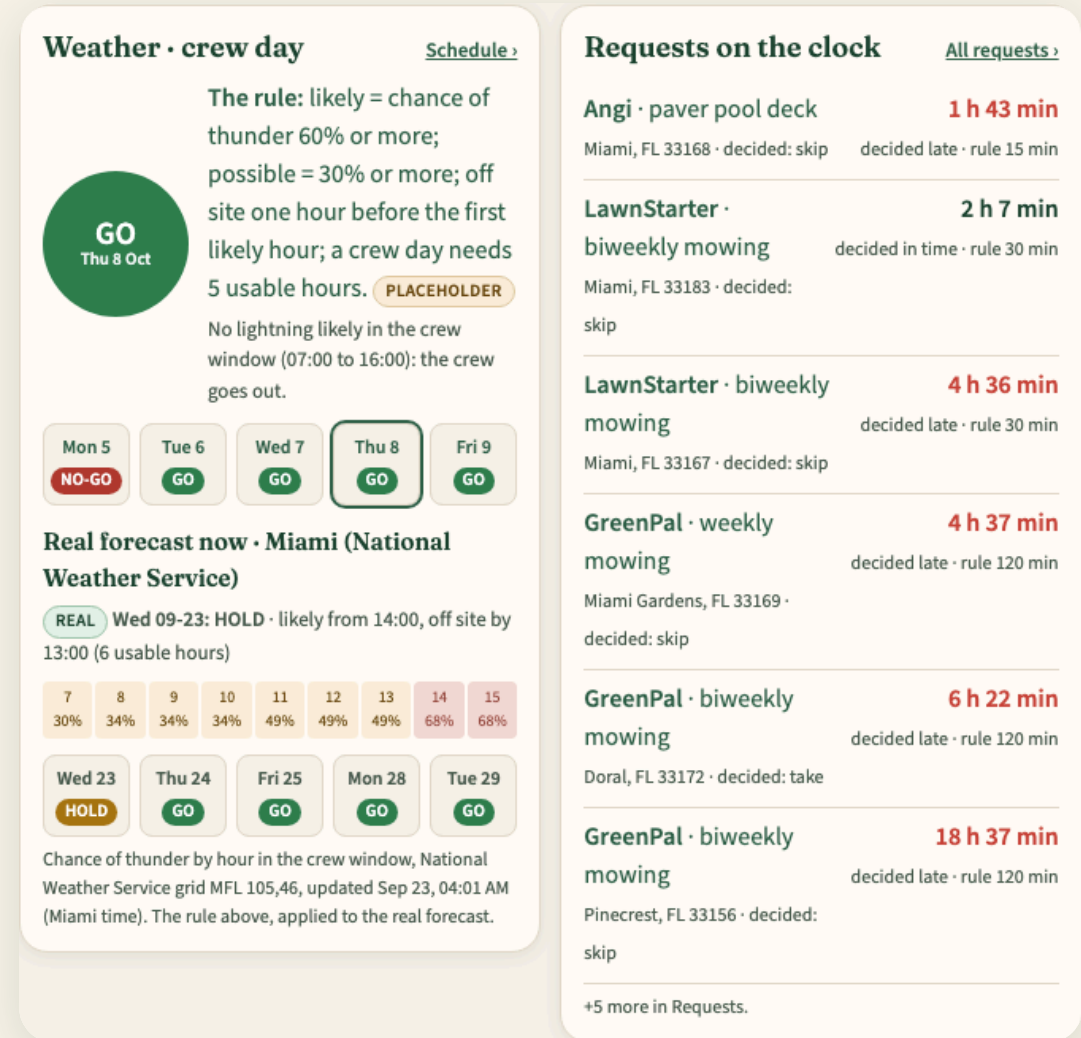
Our own operating layer

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.

The market in numbers

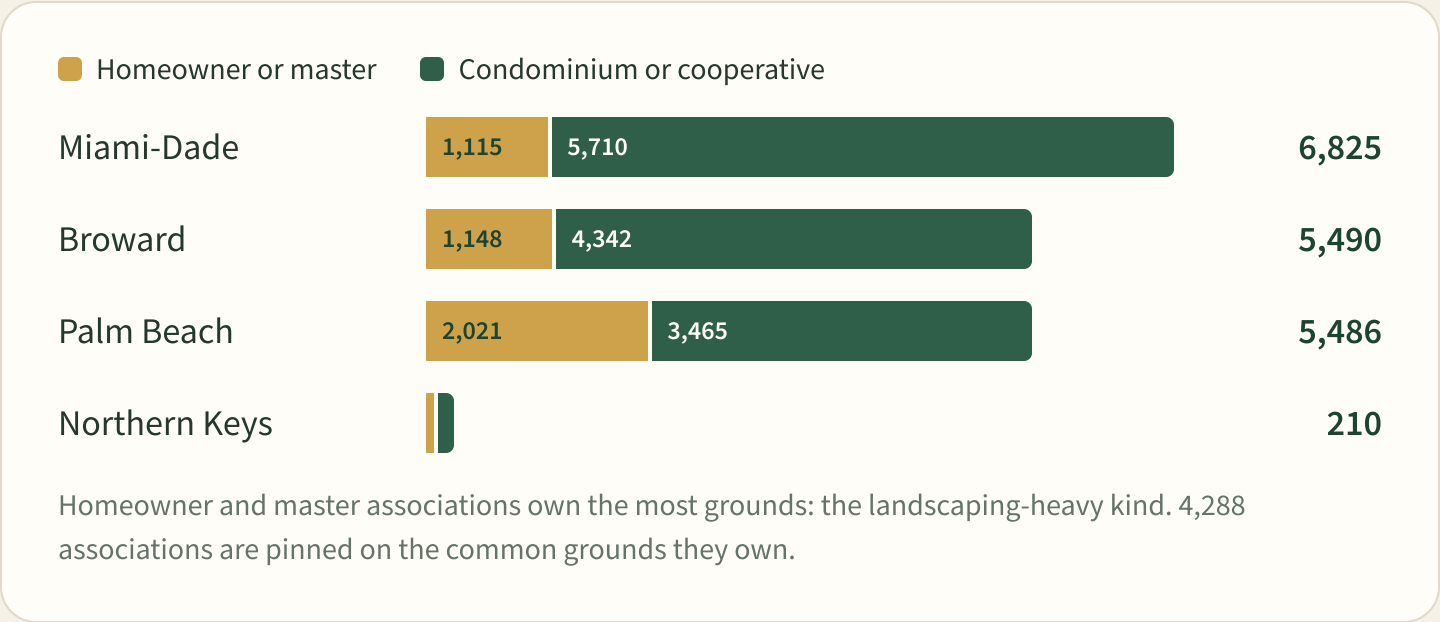
18,011

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

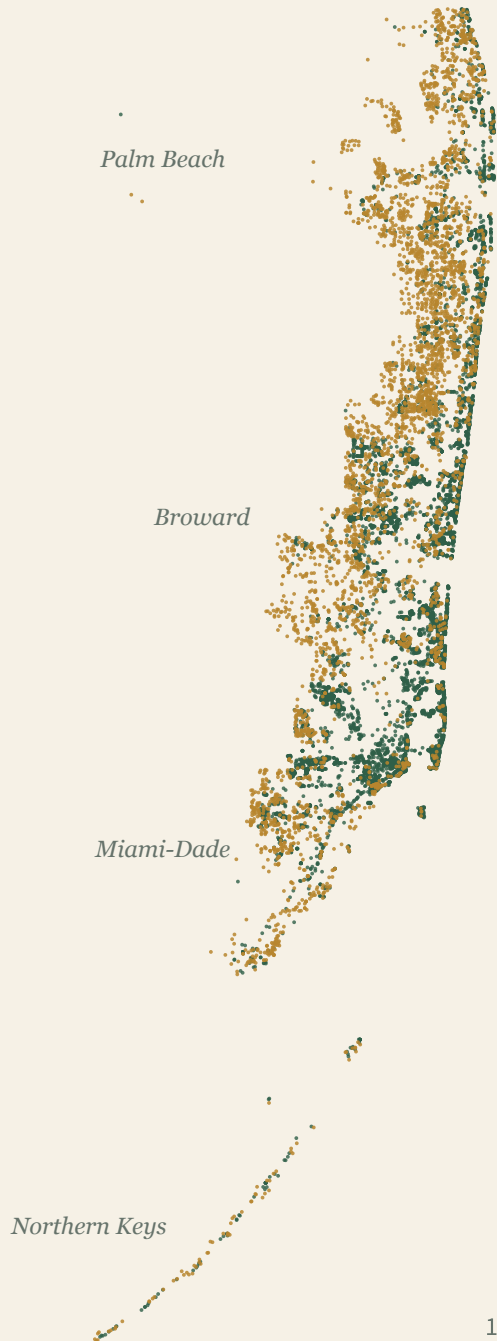
Sources: Miami-Dade County community association registry; Florida Department of Business and Professional Regulation condominium, cooperative and management-firm files (19 and 23 September 2026); the four counties' parcel maps. Pulled 23 September 2026.

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.



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.

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).

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.

The commercial engine: one chain for every kind of client



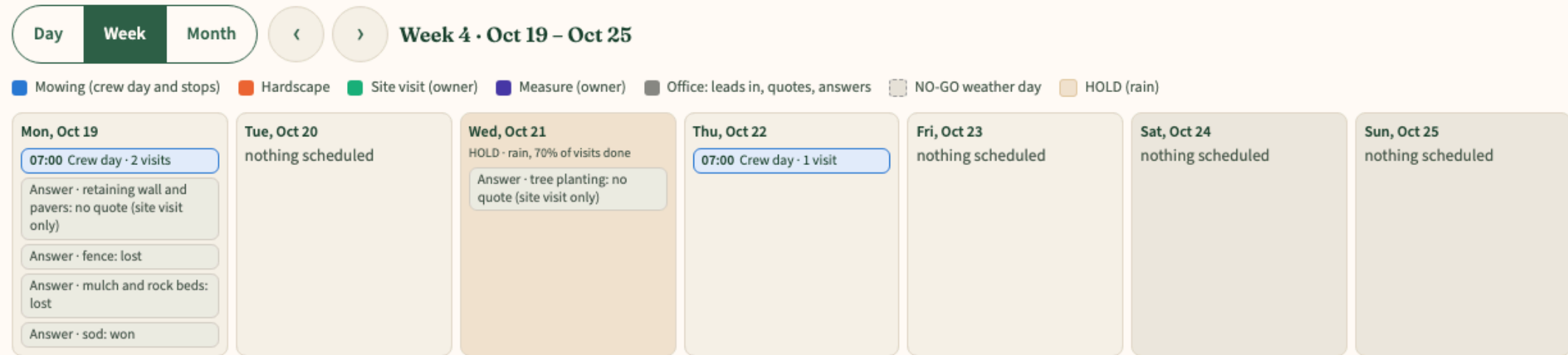
Client	Where the names come from	When it is "now"	What we bring
Associations and their managers	County registry, state condominium files, parcel maps	Budget season; a new board or manager	A one-page community evaluation from the aerial and a walk
General contractors	State licences ranked by active permits	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

How we run it

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

Schedule

One calendar, three views in the same space, like Jobber's Day / Week / Month switch. Colour is the job type. Grey dashed days are cancelled by the weather rule (lightning likely); amber days are rain holds. The fifth week is next month, shown for the hardscape work already booked. Tap a day to open it.



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.

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

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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