

LANDSCAPE

End of Season Letter

WHAT AN END-OF-SEASON LETTER IS USED FOR:

A letter is crucial for summarizing the season's accomplishments, expressing gratitude for the client's business, and building repeat business. It strengthens client relationships and ensures engagement during the off-season.



EVERY END-OF-SEASON LETTER SHOULD INCLUDE:

GRATITUDE AND APPRECIATION:

Sincere thank you to the client

SUMMARY OF ACCOMPLISHMENTS:

Key projects and achievements from the season

CALL TO ACTION:

Encourage clients to book early for the next season

DOWNLOAD THE TEMPLATE

Maximize the impact of your seasonal communication with a template that helps you craft effective and professional correspondence that not only reflects your company's achievements and gratitude but also sets the groundwork for ongoing client relationships and future projects.

[Your Company Logo]

Date

Client's Name

Client's Address

Dear [Client's Name],

As we wrap up another thriving season and autumn leaves start to fall, we don't want to "leaf" you without extending our thanks to you for choosing [Your Company Name] as your landscaping partner.

Your trust in our services has been instrumental in our blossoming success this season.

This year, we had the pleasure of enhancing the beauty and functionality of your property with [specific project or service]. We're proud to have been part of these transformations and are eager to share more about our work in [your community] in our upcoming newsletter.

Looking ahead, we've planted the seeds of exciting new services like [upcoming service] and exclusive promotions to prune the cost of landscaping for our loyal clients like you. We believe these additions will meet your unique landscaping needs and enhance our partnerships.

Your feedback is invaluable. We strive to exceed our client's expectations and would love to hear how we can improve or what we did well. As a token of our appreciation, we're offering a [discount/offer] on your next booking or a chance to win [incentive].

As a reminder, we offer various off-season services, including [snow and ice removal, seasonal lighting installation, etc.] with priority scheduling for our existing customers.

We're already planning for the next season, and we invite you to book your preferred services early to secure your spot in our schedule. Plus, don't forget our referral program—recommend us to a friend, and both of you will enjoy [referral incentive].

We look forward to growing our partnership and are excited about making the next season even more successful. Thank you once again for your valued business and trust.

Please don't hesitate to contact us at [Your Contact Information] with any requests or questions.

Warm regards,

[Your Signature]

[Your Name]

[Your Position]