

From Loans to Lawns

Grow your lending portfolio and nurture community connections with landscaping loans.

The landscaping market is a resilient and evergreen segment that remains hardy despite market fluctuations due to consistent need. Lawn and garden tools are also often costly, requiring strong and convenient financing solutions for consumers.

Considering landscaping loans in your portfolio? Let's dig up the benefits.



Did you know?

Americans collectively invest an estimated **\$40 billion** every year on landscaping.¹

The root of the opportunity

The landscaping industry nurtures a continual need for homeowners, one that recurrently sprouts up from the ground. Here's why the industry is primed for community-centered financing options through embedded lending.

Single-family home construction rose 40% from 2023 to 2024.

With new home builds rising, there is naturally a greater need for residential equipment purchases.² This drives a growing need for equipment borrowing options as homeowners look to maintain new properties.

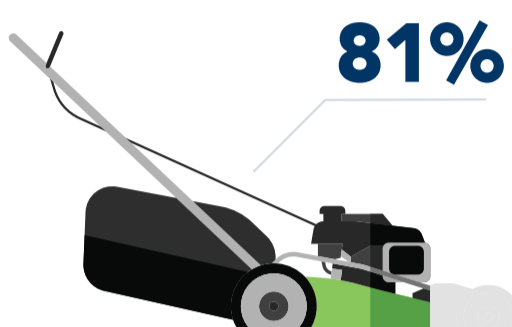
40%



Approximately 81% of Americans reside on a property with a lawn.

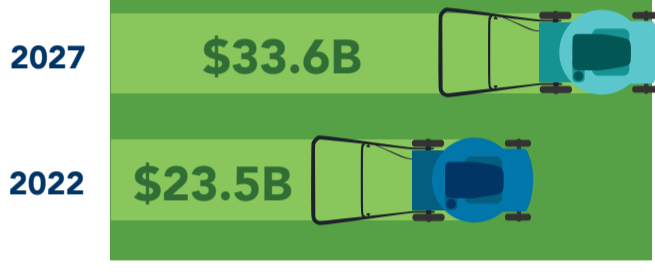
Americans are in constant need of lawn care materials and services, continually fueling the demand for equipment.³ For many regions, landscaping needs also often follow a predictable seasonal pattern—offering lenders insight into demand forecasts.

81%



The global lawn mower market is projected to reach USD 33.6 billion by 2027.

The increasing interest in electronic mowers, coupled with the ongoing expansion of residential areas, has consistently fueled the growth of the lawn mower market. With a predicted CAGR of 7.4%, the lawn mower market presents an opportunity for lenders to tap into a consistently growing segment.³



Mow money, mow problems...

The cost of landscaping

Homeowners looking to tackle their own lawn care have to invest in expensive upkeep and pricey equipment—one of the most critical being lawn mowers. The average cost of a lawn mower can range from **\$386 to \$2,547** depending on the size and capabilities of the tool.⁵ For many homeowners, **fair financing is the best way to afford much-needed lawn equipment.**

To better understand cost breakdown, below is the average cost of common landscaping equipment:^{5,6,7}

GAS PUSH MOWER

\$188-\$431

ELECTRIC PUSH MOWER

\$108-\$836

GAS SELF-PROPELLED MOWER

\$260-\$2K

ROBOT MOWER

\$665-\$17K

ZERO-TURN MOWER

\$2.7K-\$9.9K

LAWN TRACTOR

\$1.6K-\$4.4K

LEAF BLOWER

\$90-\$390

HEDGE TRIMMER

\$200-\$600

EDGER

\$50-\$700



The lending landscape

Why should financial institutions offer lawn and garden borrowing options through embedded lending?



Good for local business

Supporting local landscaping businesses and institution's community ties, while also creating opportunities to cultivate future depositors among merchants and borrowers that enjoy a positive lending experience.



Predictable and repeatable demand

Lawn and garden borrowings offer repeat business, as borrowers in this segment typically need regular maintenance, seasonal updates, and ongoing landscaping needs—providing ample opportunities for repeat financing.



Diverse equipment costs

This segment offers a variety of financing needs—from high-cost residential landscaping equipment to personal lawn mowers. This gives lenders the option to offer various sized loans based on their portfolio goals.

Looking to boost your institution's "green bank" standing?

Offering loans for battery-powered or electric eco-friendly lawn equipment could qualify your institution for federal incentive funds.



Add landscaping loans to your portfolio with LoanStar

Take advantage of the landscaping segment with LoanStar's MerchantLinQ platform. Configurable to your institution's borrowers, and merchants alike—MerchantLinQ enables integrated point-of-sale embedded financing backed by lenders and offered through local businesses.

Support your community, diversify your portfolio, and discover new opportunities with lawn and garden loans.

For more information, contact us at lenders@loanstartech.com.



1. <https://gdnux.org/lawn-care-statistics/>
 2. <https://www.housingwire.com/articles/housing-starts-rise-on-falling-mortgage-rates/>
 3. <https://www.marketsandmarkets.com/Market-Reports/robotic-lawn-mower-market-52805135.html>
 4. <https://lawnlove.com/blog/lawn-mower-cost/>
 5. <https://www.lawnstarter.com/blog/cost/leaf-blower-price/>
 6. <https://www.lawnstarter.com/blog/cost/hedge-trimming-price/>
 7. <https://www.homedepot.com/b/Outdoors-Outdoor-Power-Equipment-Trimmers-Edgers-Edgers/N-5yc1v2bxgd>