Texas Turf Management Uncovers The Hidden Costs of Doing Business

Company: Texas Turf Management

Industry: Landscape

Fleet Size: 15

Contacts: Nolan Butterfras, Owner

Background

Texas Turf Management is a full-service commercial landscaping company in Houston, Texas specializing in customized maintenance plans and irrigation installation. With an acute attention to detail, craftsmanship, and customer service, Texas Turf Management has been operating for over 15 years and now maintains a fleet of 15 vehicles.

Fleet Intelligence for Your Business

Visit www.gpsinsight.com or call 866-477-4321
Business Challenge

When maintaining a fleet of 15 vehicles, remembering when a vehicle needs maintenance – even something as simple as an oil change – becomes a challenge. Nolan Butterfras, owner of Texas Turf Management, provides some insight on their methods of tracking vehicle maintenance, “We would have a little board inside the office that we would write the miles and an approximate date on. It wasn’t very accurate record keeping because we only wrote it down if we remembered to even look.” Texas Turf Management needed a better solution to prevent missing important services to keep their fleet on the road. Not keeping up with preventative maintenance increases the chances of costly repairs which limit the amount of work that can be done while the vehicle is out of commission.

The challenges of running a landscaping business, or any business for that matter, can often present themselves in a variety of ways. Outside of maintenance, there were many issues that Nolan was unaware of with regard to his fleet. High tollway fees, increased gas usage, equipment and vehicle theft, and unwarranted insurance claims are all challenges a business owner can easily assume are just part of doing business. Nolan would soon discover that these are costs which can be reduced, or avoided altogether, through the use of GPS Insight vehicle tracking.
How it was solved

Over the course of six months, Texas Turf Management reviewed a number of different vehicle tracking options. After having witnessed the benefits a local nursery had seen when they implemented GPS Insight vehicle tracking to their fleet, Nolan and Texas Turf Management decided GPS Insight was the solution for them. The key factor in their decision was the ability to track maintenance and setup recurring, automated maintenance reminders. The cost of repairing a vehicle is substantially more when preventative maintenance is not performed. For example, the average cost of an engine replacement can easily exceed $5,000 while the cost of a year’s worth of oil changes will cost $120. “Sometimes we’d be like ‘oh my goodness we need to check that’ and we go over there and check the vehicle and it’s 2,000 miles overdue for an oil change,” says Nolan about his previous vehicle maintenance processes. “Now we simply receive an alert any time an oil change or tire rotation are due. It’s as easy as it can get.”

Nolan has also discovered more benefits from the solution. Using GPS tracking, Texas Turf Management was able to see that some of their drivers were unnecessarily taking tollway roads to jobsites. “It’s almost as if that was the only way they knew how to get to the job, even if they were backtracking, or just around the corner, they would get on the tollway.” Since putting a stop to this behavior through routing intelligence, Texas Turf has been able to save over $900 per month in tollway fees just by avoiding EZTAG tollways around the metro Houston area.

“We’re still learning daily of all the things GPS tracking can do for us. We initially got into it just for the maintenance aspect of it and then learned daily of the tracking, the scheduling, almost everything that you can think of in a service business with employees in company vehicles that are on the road of how you can save money, so you would almost have to ask me where on each line item because GPS Insight is saving us across the board; time and money.”

Nolan Butterfras
Owner, Texas Turf Management
The savings didn't stop there for Texas Turf Management. Three days before Christmas in 2015, a driver called in to the dispatch office to report a stolen vehicle. The equipment on the vehicle consisted of 4 blowers, a John Deere mower, a hedge trimmer and other valuable pieces that combined with the vehicle would in total cost upwards of $70,000. As soon as the report came into dispatch, Houston Police were alerted and with the assistance of Texas Turf Management using GPS vehicle tracking, both at a desktop and through the mobile app, were quickly able to recover the stolen equipment. Aside from the equipment value, Texas Turf Management would save time and money in no longer having to deal with a drawn out insurance claim.

Texas Turf Management would quickly learn the pitfalls of insurance claims as they would be the target of an erroneous hit and run claim. Nolan tells the story best:

"We had an insurance company call and say our guys were involved in a hit and run with an exact time and date. Lawyers were involved on their side and everything. Once they gave me the time and location, the license plate and description of the vehicle, I was on the phone with the lawyer of the accusing party. I simply logged into GPS Insight, clicked that truck, put that time and day in the history, brought the truck up and it was 31 miles away and hadn't been on that side of town in weeks. Sent report right there to the lawyer. The claim was dropped."

Sample Vehicle History Report

Fleet Intelligence for Your Business

Visit www.gpsinsight.com or call 866-477-4321
The unknown costs of running a business can be uncovered with a robust GPS vehicle tracking solution. GPS Insight was able to help Nolan and Texas Turf Management reduce these costs and will continue to help them discover more opportunities to improve their fleet management.

How Texas Turf Management believes GPS Insight can help other delivery companies like yours:

- Automate service reminders to ensure up-to-date maintenance for your vehicles
- Uncover the hidden costs of doing business and proactively reduce them
- Quickly recover costly equipment from theft

Request a Demo

Fleet Intelligence for Your Business

Visit www.gpsinsight.com or call 866-477-4321