

CUSTOMER STORY

# ELITE GROUNDS

Elite Grounds Achieves  
Groundbreaking Increases in  
Accuracy and Productivity.

## INTRODUCTION

Elite Grounds is one of Utah's largest full-service maintenance and landscaping companies, offering a broad range of services to municipalities as well as commercial and high-end residential properties in Utah and Salt Lake Counties. Anticipating growth, Elite Grounds needed a more advanced visual tool to manage business expansion, gather precise measurements, and provide accurate quotes to customers. After several years of using low-resolution satellite imagery, the team turned to Nearmap to provide high resolution, frequently updated aerial imagery — enabling them to provide the best service possible to their clients.

Nearmap now supplies Elite Grounds with clear, timely captures to reduce on-site visits and enable remote property measurements. With Nearmap, Elite Grounds has reduced estimation time by 75 percent. Before Nearmap, Elite Grounds staff would hand-measure using a measuring wheel, allowing them to quote just a few commercial properties each day. Now the company is measuring far more efficiently— allowing their business to grow while saving them time, resources, and money.



**Elite Grounds L.C.**  
Solutions • Performance • Satisfaction

## COMPANY BIO

Elite Grounds, L.C., founded in 2003, lives its mission — providing customers with real solutions, professional performance, and complete satisfaction. The company offers an array of services such as landscape maintenance, landscape construction, sprinkler services, chemical services, snow and ice control, dormant pruning, holiday lights, and many more specialized services. Because of the booming population in the Salt Lake metro area, the Elite Grounds business has exploded — serving hundreds of clients within a 50-mile radius.

## BEFORE NEARMAP

### POOR-QUALITY, DATED IMAGERY

Before switching to Nearmap's high-res aerial imagery, Elite Grounds relied on satellite imagery from large mapping services that was often old, blurry, and lacking zoom capabilities. Satellite imagery is typically outdated and low resolution, which made it extremely difficult for the EG team to produce accurate bids without also visiting the client's service sites. Dated satellite imagery didn't include recently erected buildings and roads, and small property details like sprinklers and valve boxes were invisible at low resolution.

### LACK OF HISTORICAL IMAGERY AND VISIBILITY

Before Nearmap, the Elite Grounds team had no reliable way of viewing the same property in different seasonal conditions. If the team was referencing imagery captured in warmer months, tree coverage made it difficult to measure the property accurately.

## AFTER NEARMAP

Nearmap caught Elite Grounds System Manager Cameron Ashby's eye when he noticed its imagery in a landscaping magazine. Curious about how a commercial aerial imagery service could beat a free satellite imagery system, Ashby requested a Nearmap demo — and he was blown away.

By incorporating Nearmap into its operations, Elite Grounds now has access to clear, current imagery — a tool it can trust for its biggest projects. The staff no longer needs to spend a full day in the field to manually verify their measurements. The Elite team uses measurement tools within Nearmap's cloud-based platform, MapBrowser, to prepare bids from the office or from anywhere — saving significant amounts of time, resources, and money.

### SAVED TIME

"Nearmap saves our staff between six and 12 hours minimum per job. Eliminating time on site and preventing change orders has reduced job estimate time by about 75 percent," notes Ashby. "Above all, the increased accuracy of bids is the most critical factor to our customers and us. The time savings have also allowed us to bid on more projects than ever."

This has proven invaluable in larger projects. "This year we serviced and maintained all the small pocket parks in a large developing community association, which is a big undertaking. With Nearmap, we saved about two weeks of company time in just measuring all of the parks," said Ashby.

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Cameron Ashby,  
System Manager at Elite Grounds



**nearmap**

## ACCURATE MEASUREMENTS AND QUOTES

Nearmap captures its imagery at 2.8" GSD — much clearer than the best commercial satellite images. Nearmap updates imagery multiple times a year, keeping up with Utah's rapid growth and development. "With accurate, clear imagery, we can give the customer the most correct and fair quote," said Ashby. "There is no better marketing than a happy customer and a beautiful end product."

Ashby recounts a time when the team tested Nearmap's abilities against traditional on-site measuring. Both sets of measurements were within just feet of each other, but the team took four times as long to gather measurements in person.

With Nearmap imagery, the Elite Grounds team has access to up to four years of historical imagery. They can select imagery taken in the spring and fall, so foliage doesn't get in the way of measurements.

## ACCURATE INVENTORY AND RESOURCE DEPLOYMENT

During the winter season, warehousing and inventory can be a challenge for many landscaping and utility companies who string holiday lights on commercial and residential properties. The 3D line tool in MapBrowser helps the Elite team measure roof lines accurately, so they can order the appropriate quantity of light strands during the holidays, eliminating excess.

## CUSTOMER SERVICE

"Nearmap's customer service is unmatched. The development team came to our office for one to two hours to talk about features we would want to see in future software updates. They listened, and some of our ideas have been implemented. They really value our opinions," said Ashby.

"With the time and cost savings we've achieved through Nearmap, I only wish that we had implemented the imagery sooner. Working with Nearmap is a no-brainer."

# ABOUT NEARMAP.

We capture, manage, and deliver the most frequently updated location content in the world, allowing businesses and governments to explore their environment easily. With Nearmap, organisations unlock opportunities that consistently inform decision making and transform the way they work. Delivered within days of capture, our imagery is much higher resolution than satellite imagery and shows changes over time. Nearmap helps users save time and money, reduce site visits and make better informed decisions with current, clear imagery.

Nearmap is delivered through our web-based MapBrowser or accessed via third party applications.

[www.nearmap.com.au](http://www.nearmap.com.au)



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Cameron Ashby,  
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# AT A GLANCE

## CHALLENGES

- Business expansion created a strain on the ability to turn over quotes quickly with accuracy and precision. Elite Grounds needed a solution to help cut costs in the quoting process .
- Time constraints were a big challenge with reps only being able to quote a few commercial properties a day.
- Satellite imagery didn't depict seasonal conditions, it lacked clarity, and often was out of date

## SOLUTIONS

- By implementing Nearmap's cloud-based platform, Elite Grounds reduced project estimating time by as much as 75%. More importantly, the accuracy of their bidding increased.
- The ability to bid on more projects greatly improved thanks to the time saving—and cost cutting—benefits Nearmap's imagery provided.
- Access to clear, current imagery across seasons helped Elite Grounds plan more effectively in their measurements for quotes with the 3D line tool. This in turn helped them appropriately order materials for projects, reducing the burden on their inventory and warehouse.

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