

PROFESSIONAL LANDSCAPE INDUSTRY MYTH BUSTERS

MYTH #1 LANDSCAPING IS JUST SUMMER WORK

>> TRUTH: Landscaping offers full-time, year-round careers with opportunities to grow into leadership, management, or even business ownership.

My career in landscaping began over a decade ago, starting as a crew leader and progressing through roles including Enhancement Supervisor and Account Manager to my current position as Branch Manager. I oversee all operations, from client satisfaction to financial performance, while fostering a drive, ownership, and client-first mentality in my team. I remain committed to growth and believe success comes from financial strength, client service, and delivering top-tier landscaping with pride and consistency.

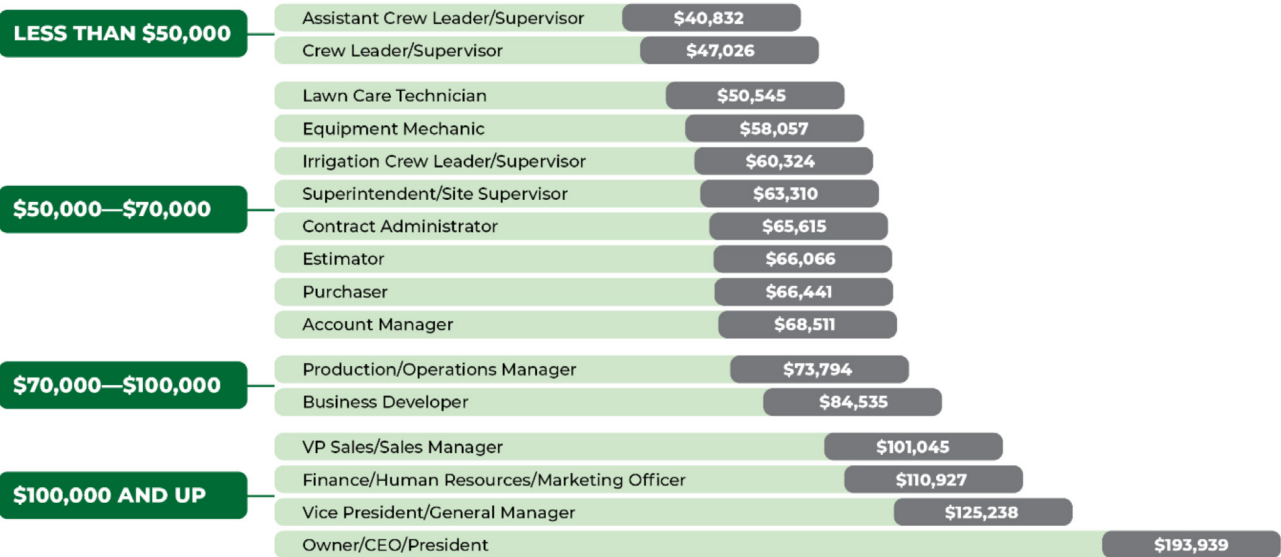
—Matthew Ridgway, Landscape Workshop



MYTH #2 IT DOESN'T PAY WELL

>> TRUTH: Starting wages can reach \$18–\$22/hour with rapid growth. Skilled technicians, designers, and managers often earn \$60K–\$100K+ annually with full benefits.

AVERAGE SALARY RANGES PER YEAR BY ROLE



Information provided is based on 2024 NALP Compensation & Benefits Report. Compensation ranges provided are for general guidance only and may vary based on factors including, but not limited to, geographic location and company size.

MYTH #3 IT'S JUST PHYSICAL LABOR

>> TRUTH: Landscape professionals use technology, science, and creativity daily. From smart irrigation systems to landscape design software, this is a skilled and evolving trade.

I never understood how much opportunity and how many career paths existed in the professional landscape and lawn care industry. From working for a landscape company, a vendor who supports the industry, and winding up on the tech side of it, I've walked many amazing career paths and held many titles within this industry. —Jon Gohl, Aspire



MYTH #4 YOU DON'T NEED ANY TRAINING

>> TRUTH: There are many training pathways into the profession—including college programs, apprenticeships, and certifications that lead to respected, high-paying jobs.

The National Association of Landscape Professionals (NALP) proudly sponsors the U.S. Department of Labor-registered Landscape Management Apprenticeship Program, which connects job seekers with professional employers to provide hands-on training and career development in the landscape industry. In addition, hundreds of two- and four-year collegiate programs across the country offer specialized landscape and horticulture education to prepare the next generation of professionals. Whether you decide to pursue college after graduation or enter the workforce right away, there are resources available to support your career growth.

Check out our Landscape Industry Careers site to explore education and training pathways at landscapeindustrycareers.org

MYTH #5 IT'S NOT A REAL PROFESSION

>> TRUTH: Landscaping is a \$153B+ industry with over 1 million passionate employees. Landscape professionals improve public health, protect natural resources, and build vibrant communities.

What I enjoy most is the intersection of purpose and beauty. As landscapers, we create spaces that nourish the earth and the people who experience them. Whether it's planting native species, building pollinator habitats, or crafting welcoming environments for communities, I love that our work has lasting, visible impact. —Terrell Weg, MSNW



READY TO EXPLORE A CAREER IN LANDSCAPING?

Visit: LandscapeIndustryCareers.org

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