



Master Lawn Builds Customer Trust and Accountability with Vestige “Turf Vision” Cameras

Challenge: Trust in an Invisible Service

In lawn care, reputation is everything but much of the work happens out of sight. As Master Lawn expanded to over **9,000 residential accounts** across the Southeast, ensuring customer confidence became increasingly difficult. Even long-time clients would occasionally question whether treatments were completed, creating time-consuming disputes and eroding trust.

“There’s a bad stigma in our industry,”
“Customers don’t always know what the technician is doing when they’re out there.”

—DAVEY HOOPER
MANAGER

Without clear proof of service, Hooper often had to personally visit homes to verify work, which is an unsustainable practice for a fast-growing company.

“I don’t think there’s another option unless you want to hire 15 managers. Vestige gives us full visibility for a fraction of the cost.”

—DAVEY HOOPER,
MANAGER



Solution: Vestige Body Cameras Branded as “Turf Vision”

A To deliver visible proof of invisible work, Master Lawn equipped every technician with **Vestige body-worn cameras**, internally branded as **“Turf Vision.”**

Each camera records the full job from arrival to treatment completion capturing every step, including property entry, spraying patterns, and backyard coverage.

The company introduces Turf Vision transparently to all customers through marketing materials, service agreements, and follow-up emails, turning transparency into a differentiator.

“Nobody else in our market does this,”
“We’re showing 100% transparency—customers can see exactly what their technician does, from start to finish.”

Lessons for Service Companies

In industries where customers can’t easily see the work being done --like pest control, HVAC, and utilities-- **visibility equals trust.**

By adopting Vestige body cameras, Master Lawn turned skepticism into a competitive advantage.

“We have 30 technicians doing 25–30 stops a day,”
said Hooper

“There’s no way to be everywhere, but with Vestige, we don’t have to be.”



About Vestige

Vestige helps field service companies build trust, accountability, and operational visibility with affordable, scalable camera systems. From school transportation fleets to residential service teams, Vestige delivers **proof of work that protects your brand, your people, and your customers.**

Results: Visibility that Drives Loyalty and Efficiency

Proof of Work at the Click of a Button

Now, when customers question a treatment, Master Lawn simply shares video evidence. Complaints are resolved instantly—no more unnecessary site visits.

Preventing False Claims

Video footage has also prevented costly liability disputes. In multiple cases, Vestige cameras proved that reported property damage existed before service.

Consistent Quality and Oversight

Instead of hiring multiple field supervisors, managers can now review footage remotely to verify performance and adherence to procedures.

Measurable Impact

Since adopting Vestige body cameras, Master Lawn has seen:

- **Fewer service disputes** — video proof ends “he said, she said” conversations.
- **Reduced liability costs** — false damage claims resolved with evidence.
- **Improved accountability** — technicians perform consistently knowing work is recorded.
- **Stronger sales messaging** — “Turf Vision” builds trust from the first conversation.
- **Lower overhead** — replacing field supervision with digital oversight saves thousands monthly.

