

Haulstr unlocks the residential mulch market.

We've combined cutting-edge tech with new models to sell and deliver to homeowners. The result...our partners are moving thousands of yards of high-margin product without the hassle of residential service.

Haulstr Delivers...



Turnkey Delivery

Haulstr provides and manages everything needed for residential service...the trucks, the drivers, dispatch, and customer service.



Maximum Flexibility

Haulstr nimbly scales our trucks and drivers to meet dynamic capacity needs. We can update delivery windows or change advance notice requirements with a keystroke.

Haulstr Sells...



"Mulch for Good" Brand / Model

Haulstr makes fundraising a breeze for nonprofits. Haulstr finds local nonprofit partners, builds a unique ecommerce page for each, and provides a full toolkit to share Haulstr via social media, email, and print. The nonprofits become the driver of your marketing engine.



Intuitive Ecommerce

Our ecommerce platform makes it simple for homeowners to order and schedule same-day mulch delivery. Upon delivery, the customer card is charged, and the yard is paid. No contact, no paper necessary.



Cutting Edge Tech

Our Driver app and admin/reporting console ensure the yard, the driver, and dispatch are always in sync on what's next and what's already happened.



White Glove Service

Customers receive automatic updates and reminders of order status via text and email. If there is a hiccup, we'll call the customer and do whatever it takes to make them happy and eager to order again.



Full Service Marketing

Haulstr manages the digital marketing (Facebook, Nextdoor, Google adwords, SEO, and referral software) and traditional marketing (flyers, yard signs, word of mouth, and hustle) campaigns to reach homeowners in your market.



Measure, Optimize, Repeat

We'll set up and monitor Google Analytics and our own ecommerce analytics, so we know what marketing campaigns and which Mulch for Good partners are driving orders. With real time data, we can make the adjustments to drive more orders.

Tiffany's Increases Delivery Capacity and Drives \$300k in Revenue with Haulstr



Tiffany's Lawn and Garden Supply is Indianapolis' premier landscape supply store. Founded over 40 years ago, Tiffany's serves both residential and commercial customers from their three locations.

BEFORE HAULSTR

To deliver residential mulch of less than 10 yards, Tiffany's relied on 3 full time drivers and 3 small trucks. This fixed capacity meant underutilized resources in the off-season and unfulfilled demand in the busy season. In other words, Tiffany's had to choose between losing business or adding substantial expense. Not to mention the complexities in dispatch and meeting increasing demands from homeowners used to the convenience of Amazon and Uber.

WITH HAULSTR

In our first season together, Haulstr had a tremendous impact on the Tiffany's business:

- Recruited a driver pool of 15 drivers to staff driving needs and complement Tiffany's small fleet of trucks and drivers. This consisted of off duty firefighters and first responders
- Increased daily residential delivery capacity by 400 yards of mulch
- When Tiffany's reached their delivery capacity, Haulstr stepped in, offering same day service and delivered over 1,000 residential orders in just 6 weeks. Many of these orders would likely have been lost to competition.
- Via Haulstr's "Mulch for Good program, onboarded 50 nonprofit partners that led to 3,000+ additional yards of mulch sales from net new customers.

"Haulstr makes residential mulch easy. Within 5 months of our first meeting, Haulstr was responsible for \$300,000 of high margin business. They are bringing new models and a flexible approach that is changing our business."



Josh Brown

Co-Owner and CEO

Tiffany's Lawn and Garden Supply, Inc