

lawn care business failed

Why Did My Lawn Care Business Fail? Common Mistakes & Recovery Strategies

Introduction:

Starting a lawn care business can be incredibly rewarding, but the reality is that many fail within the first few years. Understanding why your lawn care business might have faltered is crucial for learning from mistakes and potentially rebuilding. This comprehensive guide explores common reasons for lawn care business failure, offering insights and strategies for future success.

Article Outline:

I. Common Reasons for Lawn Care Business Failure:

- A. Lack of a Solid Business Plan
- B. Underestimating Startup Costs
- C. Inadequate Marketing and Sales Strategies
- D. Poor Customer Service and Retention
- E. Pricing Issues (Too High or Too Low)
- F. Ignoring Competition
- G. Lack of Financial Management Skills
- H. Seasonal Fluctuations and Cash Flow Management
- I. Failure to Adapt and Innovate

II. Analyzing Your Specific Failure:

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- C. Gathering Customer Feedback

III. Strategies for Recovering or Avoiding Future Failures:

- A. Developing a Robust Business Plan
- B. Improving Marketing and Sales Techniques
- C. Prioritizing Customer Satisfaction
- D. Optimizing Pricing Strategies
- E. Competitive Analysis and Differentiation

F. Strengthening Financial Management
G. Diversifying Services and Seasons

IV. Conclusion

V. Frequently Asked Questions (FAQs)

Body:

I. Common Reasons for Lawn Care Business Failure:

Lack of a Solid Business Plan: Many lawn care businesses fail because they lack a comprehensive business plan outlining their target market, services, pricing, marketing strategy, and financial projections. Without a roadmap, it's easy to get lost and make costly mistakes.

Underestimating Startup Costs: Starting a lawn care business requires significant upfront investment in equipment, tools, insurance, marketing, and potentially a vehicle. Underestimating these costs can lead to immediate financial difficulties.

Inadequate Marketing and Sales Strategies: Simply having a great service isn't enough; you need to effectively reach your target customers. Poor marketing, lack of online presence, and ineffective sales techniques can severely limit your growth.

Poor Customer Service and Retention: Building a loyal customer base is essential for long-term success. Negative reviews, missed appointments, and lack of responsiveness

can quickly damage your reputation and lead to lost clients.

Pricing Issues (Too High or Too Low): Pricing your services too high can deter customers, while pricing too low can make it difficult to cover your costs and generate profit. Careful market research is crucial for finding the sweet spot.

Ignoring Competition: Understanding your competition is vital. Failing to analyze their strengths, weaknesses, pricing, and marketing strategies puts you at a significant disadvantage.

Lack of Financial Management Skills: Effective financial management is crucial for any business, including lawn care. Poor budgeting, inadequate cash flow management, and lack of financial record-keeping can lead to bankruptcy.

Seasonal Fluctuations and Cash Flow Management: The lawn care industry is highly seasonal. Failing to manage cash flow effectively during the off-season can lead to financial hardship when income is low.

Failure to Adapt and Innovate: The lawn care industry is constantly evolving. Businesses that fail to adapt to new technologies, customer preferences, and market trends are at risk of becoming obsolete.

II. Analyzing Your Specific Failure:

Honest Self-Assessment: Take time to objectively assess why

your lawn care business failed. Were there external factors beyond your control, or were there internal issues that you could have addressed?

Reviewing Financial Records: Examine your financial statements to identify areas where you overspent, undersold, or mismanaged funds. This data provides valuable insights into your operational weaknesses.

Gathering Customer Feedback: Reach out to past clients (if possible) and ask for feedback. Their opinions can pinpoint areas where you could improve your services or communication.

III. Strategies for Recovering or Avoiding Future Failures:

Developing a Robust Business Plan: Create a detailed business plan that covers every aspect of your operation, including market analysis, target customers, service offerings, pricing strategies, marketing plans, and financial projections.

Improving Marketing and Sales Techniques: Invest in effective marketing strategies, such as online advertising, social media marketing, local SEO optimization, and direct mail campaigns to reach potential clients effectively.

Prioritizing Customer Satisfaction: Provide exceptional customer service, respond promptly to inquiries, and strive to exceed customer expectations. Positive word-of-mouth

referrals are invaluable.

Optimizing Pricing Strategies: Conduct thorough market research to determine competitive pricing that allows you to cover your costs and earn a profit while remaining competitive.

Competitive Analysis and Differentiation: Identify your competitors' strengths and weaknesses and find ways to differentiate your services, perhaps by offering specialized services, using eco-friendly products, or providing superior customer service.

Strengthening Financial Management: Implement sound financial management practices, including budgeting, accurate record-keeping, and effective cash flow management to ensure your business remains financially stable.

Diversifying Services and Seasons: Consider offering additional services, such as landscaping, snow removal, or fertilization, to diversify your income streams and reduce reliance on peak seasons.

IV. Conclusion:

While the failure of a lawn care business can be disappointing, it also presents an opportunity for growth and learning. By carefully analyzing the reasons for failure, implementing effective strategies, and adapting to the evolving market, you can significantly improve your chances

of future success in the lawn care industry or any entrepreneurial venture. Remember, persistence, adaptability, and a focus on customer satisfaction are key ingredients for long-term success.

V. Frequently Asked Questions (FAQs):

Q: What are the most common mistakes made by new lawn care businesses?

A: Underestimating startup costs, neglecting marketing, and poor customer service are frequently cited as major contributors to failure.

Q: How can I improve my lawn care business's profitability?

A: Optimize pricing, enhance efficiency, and explore additional revenue streams such as seasonal services.

Q: What resources are available to help struggling lawn care businesses?

A: Consider consulting with a business advisor, accessing online resources (such as the Small Business Administration), and networking with other entrepreneurs.

Q: Is it possible to recover from a failed lawn care business?

A: Yes, by learning from past mistakes, developing a solid business plan, and implementing improved strategies, you can increase your likelihood of future success.

Related Keywords:

lawn care business failure, lawn care business problems, why lawn care businesses fail, lawn care business mistakes, failing lawn care business, struggling lawn care business, lawn care business challenges, how to avoid lawn care business failure, lawn care business recovery, lawn care business startup, lawn care business plan, lawn care marketing, lawn care pricing, lawn care customer service.

lawn care business failed: 90% of Lawn Care Businesses Fail in Their First Year. Learn How to Survive With These Tips! Steve Low, 2012-04-01 Everyday you run your lawn care business, you are going to be coming into contact with new experiences, situations, and jobs that will change you. These experiences will also change the way you operate your business. Sometimes you will make it through a challenging situation unscathed, other times, you may find yourself just barely able to hold on. Some experiences can even be fatal to your lawn care business. When 90% of new start up lawn care business owners fail in their first year, a need for information on how to survive is essential. You need as much education and early warning as you can get your hands on to make it through where others have failed. This book's goal is to give you a heads up of what other lawn care business owners have experienced and how they dealt with their challenging situations. Learn from these insights and grow stronger because of them. As the old saying goes 'those who fail to learn from history are doomed to repeat it.' Don't be doomed, read on entrepreneur, read on! From The Gopher Lawn Care Business Forum & The GopherHaul Lawn Care Business Show. Download our Free 30 day trial of Gopher Lawn Care Business Billing & Scheduling Software at www.gophersoftware.com Until the next time we meet, always remember to Dream It, Build It, Gopher It!

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Daniel Pepper, 2008-12-20 WARNING: This could be the most important lawn care business information you will ever read about creating real and lasting wealth with lawn care(600+ Pages).Lawn Care Business Expert Daniel Pepper shows how anyone, newbie or veteran, can discover (or re-discover) little-known and some very popular success strategies, beliefs, ideas, philosophies, and ways of thinking that allow the top lawn care businesses in the country to earn maximum profits and create maximum wealth in record time.

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How to Start a Landscaping Business By Keith Kalfas is a Classic Struggle to victory story on how to overcome fear and self-doubt. This book is for someone stuck in a dead-end job and looking to venture out into they're first small business.

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2010-10-19 If you haven't started your lawn care business yet, what are you waiting for? If you don't start your lawn care business this year, you'll be at least one year older when you do, so get started today! The vast majority of new lawn care businesses fail. Most of the time they fail because they don't know the tips, tricks, and secrets veteran business owners have learned through years of trial and error. The sooner you learn these secrets, the better your chances are of finding long term success. Download our Free 30 day trial of Gopher Lawn Care Business Billing & Scheduling Software at www.gophersoftware.com

lawn care business failed: Zero Turn Mike Andes, 2019-01-08 Larry has been a landscaper

for years, working at a small lawn care company. He becomes disgruntled with his boss and decides to start his own business when his wife gets pregnant. After an unexpected car accident, Larry faces the reality that he owns a job instead of a business. Join Larry as he experiences employee troubles, unhappy clients, and ultimately realizes the dream of owning a small business. Learn how to start a successful lawn care business, implement systems and procedures, advertise your services creatively, track business financial health, and build a world-class team. Join Larry on his journey from solo-preneur to entrepreneur. The book shows how you should create estimates for lawn care clients, market and advertise your business, create a brand, and build a website. All the elements of Larry's turnaround can be implemented in every green-industry company to make it more efficient and profitable.

lawn care business failed: Starting A Lawn Care Business C.X. Cruz, Do you want to be your own employer? Do you think you could run your own business? Moreover, are you interested in building a business you can then sell for more than what you paid into it? If so, you should consider starting a lawn care business. A lawn care business offers you an opportunity to become financially successful through self-employment. In fact, there are many advantages to becoming involved in this type of business. They range from independence to low cash input to easy entry. Below are some of the covered topics: Anticipating Trouble for Your Lawn Care Business As Strong as Your Weakest Link Becoming Profitable in Your Lawn Care Business Coming Up With the Perfect Name for Your Lawn Care Business Competing for Lawn Care Customers Doing What You Love for a Living Employees Are the Backbone of Your Lawn Care Business Free is Good in the Lawn Care Business Funding Your New Lawn Care Business Getting the Word Out About Your New Lawn Care Business It's Not About the Lawn. It's About the Customer Keeping Your Lawn Care Business Going Year Round Knock Your Lawn Care Customers Socks Off with Customer Service Knowing the Ropes Learning the Tricks of Marketing for Your Lawn Care Business One Step Ahead of Success Starting a Lawn Care Business Doesn't Have to Cost Anything Starting a Lawn Care Business for All the Right Reasons The Joys and Pitfalls of Working for Yourself The Steps of Starting a Lawn Care Business The Tools of the Trade Up Selling to Your Lawn Care Customers And so much more... Get going right now!

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lawn care business failed: P4p Mike Andes, 2021-12-17 It has never been harder to find good employees. Government handouts and programs, publicly traded behemoths with an insatiable appetite for front-line staff, and a burgeoning gig-economy has made hiring extremely hard for small business owners. The golden question is how do we attract good talent and then retain them long-term? How do I determine rates of compensation for my highest performers that are always demanding raises? How do I scale my business without having to constantly micro-manage my Team when they are in the field working? The answer is Pay-For-Performance (P4P). I know the frustration of growing a home service business and trying to motivate your workforce while balancing the budget with rising costs of doing business. P4P allowed me to grow my lawn care business past 7-figures in annual revenue and now we have dozens of locations around North America. In a sentence, P4P pays employees a percentage of the labor revenue they earn for the business. It is that simple. The rest of the P4P system ensures that quality standards are upheld and that employees don't speed through work or damage Customer property. If you are tired of babysitting employees, tired of offering low-paying, dead-end jobs, tired of seeing employees waste time, money, and their own potential, I encourage you to diligently implement P4P and see it transform your business. What's Inside This manual is your key to success, and the future to the labor industry as

we know it. Inside you'll find the tools need to implement P4P successfully in your business. From bringing up the idea to pushing it beyond a simple pay structure, P4P Why Dollars Per Hour Is A Failing Formula will revolutionize how you do business. Conception of P4P What is Pay for Performance Step by Step Implementation Opening the Books Profit Sharing Compete Payroll Breakdown Educational Guide Reference Material

lawn care business failed: Lawn Gone! Pam Penick, 2013-02-12 A colorful guide covering the basics of replacing a traditional lawn with a wide variety of easy-care, no-mow, drought-tolerant, money-saving options that will appeal to today's busy, eco-conscious homeowner. Americans pour 300 million gallons of gas and 1 billion hours every year into mowing their lawns, not to mention 70 million pounds of pesticides and \$40 billion for lawn upkeep. No Wonder the anti-lawn movement is thriving, as today's eco-conscious consumers realize that their traditional lawns are water-hogging, chemical-ridden, maintenance-intensive burdens. Lawn Gone!, from award-winning gardening blogger Pam Penick, is the first basic introduction to low-water, easy-care lawn alternatives for beginning gardeners, written in a friendly style with an approachable package. It covers all the available time-saving options: alternative grasses, ground cover plants, artificial turf, hardscaping, mulch, and more. In addition, it includes step-by-step lawn-removal methods, strategies for dealing with neighbors and homeowner associations, and how to minimize your lawn if you're not ready to go all the way.

lawn care business failed: In Cold Blood Truman Capote, 2013-02-19 Selected by the Modern Library as one of the 100 best nonfiction books of all time From the Modern Library's new set of beautifully repackaged hardcover classics by Truman Capote—also available are Breakfast at Tiffany's and Other Voices, Other Rooms (in one volume), Portraits and Observations, and The Complete Stories Truman Capote's masterpiece, In Cold Blood, created a sensation when it was first published, serially, in The New Yorker in 1965. The intensively researched, atmospheric narrative of the lives of the Clutter family of Holcomb, Kansas, and of the two men, Richard Eugene Hickock and Perry Edward Smith, who brutally killed them on the night of November 15, 1959, is the seminal work of the "new journalism." Perry Smith is one of the great dark characters of American literature, full of contradictory emotions. "I thought he was a very nice gentleman," he says of Herb Clutter. "Soft-spoken. I thought so right up to the moment I cut his throat." Told in chapters that alternate between the Clutter household and the approach of Smith and Hickock in their black Chevrolet, then between the investigation of the case and the killers' flight, Capote's account is so detailed that the reader comes to feel almost like a participant in the events.

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lawn care business failed: *Lawn Boy* Jonathan Evison, 2019-03-19 Recipient of the 2019 Alex Award "Mike Muñoz Is a Holden Caulfield for a New Millennium--a '10th-generation peasant with a Mexican last name, raised by a single mom on an Indian reservation' . . . Evison, as in his previous four novels, has a light touch and humorously guides the reader, this time through the minefield that is working-class America." --The New York Times Book Review For Mike Muñoz, life has been a whole lot of waiting for something to happen. Not too many years out of high school and still doing menial work--and just fired from his latest gig as a lawn boy on a landscaping crew--he's smart enough to know that he's got to be the one to shake things up if he's ever going to change his life. But how? He's not qualified for much of anything. He has no particular talents, although he is stellar at handling a lawn mower and wielding clipping shears. But now that career seems to be behind him. So what's next for Mike Muñoz? In this funny, biting, touching, and ultimately inspiring novel, bestselling author Jonathan Evison takes the reader into the heart and mind of a young man determined to achieve the American dream of happiness and prosperity--who just so happens to find himself along the way.

lawn care business failed: Start Your Own Lawn Care or Landscaping Business The Staff of Entrepreneur Media, Cheryl Kimball, 2016-08-22 If you enjoy the outdoors, love nature, or enjoy the smell of fresh cut grass, then a lawn care or landscaping business is your chance to rake in plenty of green. Your business can range from lawn maintenance to applying chemicals, trimming and shaping trees to designing landscapes for residential or commercial jobs. Everything you need to start a successful lawn care or landscaping business is in your hands. Start turning green grass into cold cash today!

lawn care business failed: *How to Start a Home-Based Landscaping Business* Owen E. Dell, 2015-07-02 Have you ever dreamed of starting your own landscaping business? Have you been hesitant to put your plans into action? This comprehensive guide contains all the necessary tools and strategies you need to successfully launch and grow your business. Using a friendly, entertaining approach, Owen E. Dell shares his experiences and down-to-earth advice on every aspect of setting up and running a thriving home-based landscaping business. He shows you how to purchase the right tools, estimate start-up costs, price services, and stay profitable once in business. From painless recordkeeping to cost-efficient management techniques, Dell's step-by-step methods are practical, innovative, and easy to understand. Special features and workbook pages include: - Business Plan Worksheet - Material and Labor Records - Cost Worksheets - Tips on social media, SEO, and making the Internet work for you - Profit-and-Loss Worksheet

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old unmarried mother. This was a precursor of the kind of struggle my life would be until I stood up and shouted, "I AM SOMEBODY!" Why did it take me so long??? I don't want you to think I am harping on the bad things that happened in my life. Despite everything, I am an incredibly positive person, who has taken a licking and kept right on ticking! My saving grace is mentoring, and standing up for those who just need someone to stand up for them. Maybe one of these days, I will be more able to stand up for myself. I'm getting there. This is just my life, honey, simply the way it is. I am telling you my story. This is a story about success, and giving back to a community that mostly kicked me in the teeth.

lawn care business failed: Franchising in the Economy , 1971

lawn care business failed: Mowbiz Greg Michaels, 2012 Whether you're an experienced landscaper or new to the trade, Mowbiz give you the tools you need to start your own landscaping business and make it a success. This no-nonsense guide reveals the techniques professionals use to keep landscapes looking their best. And it clearly explains the nuts and bolts of running your own profitable business. Each topic has been extensively researched, so your work will be backed by university findings, not guesswork. By pass the trial-and-error school of landscaping, and learn the right way to do things...from the start.--COVER.

lawn care business failed: Lawn Boy Gary Paulsen, 2009-03-24 One day I was 12 years old and broke. Then Grandma gave me Grandpa's old riding lawnmower. I set out to mow some lawns. More people wanted me to mow their lawns. And more and more. . . . One client was Arnold the stockbroker, who offered to teach me about the beauty of capitalism. Supply and Demand. Diversify labor. Distribute the wealth. Wealth? I said. It's groovy, man, said Arnold. If I'd known what was coming, I might have climbed on my mower and putted all the way home to hide in my room. But the lawn business grew and grew. So did my profits, which Arnold invested in many things. And one of them was Joey Pow the prizefighter. That's when my 12th summer got really interesting.

lawn care business failed: Cracking the Code to Profit Ryan J. Sciamanna, 2018-01-25 What is Cracking the Code to Profit? Cracking the Code to Profit is the complete, start to finish blueprint for building a REAL BUSINESS in the lawn care and landscaping industry. The author, Ryan Sciamanna, shares all his knowledge on how he went from a solo operator to six crews in three years. Who is the book for? Cracking the Code to Profit is for anyone thinking about starting a lawn care business to companies trying to break through the \$200k to \$300k gross revenue barrier. If you would like to, but are not already, making \$100k per year as the owner of your lawn care company, you will benefit from reading this book. Why Ryan wrote the book: In 2016 Ryan narrowed his lawn care companies service offering down to lawn mowing and lawn treatments only. Prior to that, his company was a full-service lawn and landscape service provider offering all of the typical services including mulching, pruning, cleanups, leaf removals, hardscapes, landscape design and installation, and snow removal. He made the change in his business model to increase profit margins and reduce the amount of time required of him as the owner of the business. Naturally, he needed to find referral partners for his lawn care customers because they still had other lawn and landscape needs his company no longer performed. He contacted several other lawn and landscape business owners in his area and told them he wanted to send them referrals for the work his company no longer performed and only asked they don't 'steal' his customers for the services they were still providing. After shooting off the first several referrals, Ryan quickly realized that a lot of these companies needed help and until they improved their business operations, referring his clients to them was only making him look bad! He has since stopped referring work with the exception of a couple companies that proved they would provide his customers quality work at fair prices and actually be reliable. Ryan says, I think most lawn care business owners started their business just like I did...they enjoyed the work and were good at it, so they said, why not work for myself. In the beginning, it usually goes pretty smooth, but as they add more and more customers and eventually need to hire employees, they get in over their heads. I did the same thing, but quickly educated myself on how to run an actual business and not just be self-employed. He organized all of his knowledge into Cracking the Code to Profit in hopes it will save new business owners years of frustration. Ryan read a similar

'book' before he started his business that his father had bought for him online. It was actually just a word document that someone had written on starting a lawn care business and his dad printed it off for him. It cost his father \$79.95 for that! Ryan still has that 'book' and even though it was overpriced, terrible quality and a lot of the information was not good, he still credits that book towards helping him get his business off the ground. What you can expect from *Cracking the Code to Profit - How to Start a Lawn Care Business*: The book flows in chronological order from starting your business to your exit strategy. Ryan put every detail he could recall from his own experience. You can see the book chapters in the book preview. After each chapter, action steps are included so you know exactly what you need to do. At the end of the book, you will find the resource section for continued learning and execution. You can expect to have a much better understanding of how to start and grow your lawn care business in a healthy, profitable way. Ryan's contact info is also included in the book. He would love to hear from you after you finish it!

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lawn care business failed: *Nature's Best Hope* Douglas W. Tallamy, 2020-02-04 "Tallamy lays out all you need to know to participate in one of the great conservation projects of our time. Read it and get started!" —Elizabeth Kolbert, Pulitzer Prize-winning author of *The Sixth Extinction* Douglas W. Tallamy's first book, *Bringing Nature Home*, awakened thousands of readers to an urgent situation: wildlife populations are in decline because the native plants they depend on are fast disappearing. His solution? Plant more natives. In this new book, Tallamy takes the next step and outlines his vision for a grassroots approach to conservation. *Nature's Best Hope* shows how homeowners everywhere can turn their yards into conservation corridors that provide wildlife habitats. Because this approach relies on the initiatives of private individuals, it is immune from the whims of government policy. Even more important, it's practical, effective, and easy—you will walk

away with specific suggestions you can incorporate into your own yard. If you're concerned about doing something good for the environment, Nature's Best Hope is the blueprint you need. By acting now, you can help preserve our precious wildlife—and the planet—for future generations.

lawn care business failed: Failing Up Leslie Odom, Jr., 2018-03-27 Leslie Odom Jr., burst on the scene in 2015, originating the role of Aaron Burr in the Broadway musical phenomenon Hamilton. Since then, he has performed for sold-out audiences, sung for the Obamas at the White House, and won a Tony Award for Best Leading Actor in a Musical. But before he landed the role of a lifetime in one of the biggest musicals of all time, Odom put in years of hard work as a singer and an actor. With personal stories from his life, Odom asks the questions that will help you unlock your true potential and achieve your goals even when they seem impossible. What work did you put in today that will help you improve tomorrow? How do you surround yourself with people who will care about your dreams as much as you do? How do you know when to play it safe and when to risk it all for something bigger and better? These stories will inspire you, motivate you, and empower you for the greatness that lies ahead, whether you're graduating from college, starting a new job, or just looking to live each day to the fullest.

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lawn care business failed: Zero Fail Carol Leonnig, 2021-05-18 NEW YORK TIMES BESTSELLER • “This is one of those books that will go down as the seminal work—the determinative work—in this field. . . . Terrifying.”—Rachel Maddow The first definitive account of the rise and fall of the Secret Service, from the Kennedy assassination to the alarming mismanagement of the Obama and Trump years, right up to the insurrection at the Capitol on January 6—by the Pulitzer Prize winner and #1 New York Times bestselling co-author of A Very Stable Genius and I Alone Can Fix It NAMED ONE OF THE BEST BOOKS OF THE YEAR BY THE WASHINGTON POST Carol Leonnig has been reporting on the Secret Service for The Washington Post for most of the last decade, bringing to light the secrets, scandals, and shortcomings that plague the agency today—from a toxic work culture to dangerously outdated equipment to the deep resentment within the ranks at key agency

leaders, who put protecting the agency's once-hallowed image before fixing its flaws. But the Secret Service wasn't always so troubled. The Secret Service was born in 1865, in the wake of the assassination of Abraham Lincoln, but its story begins in earnest in 1963, with the death of John F. Kennedy. Shocked into reform by its failure to protect the president on that fateful day in Dallas, this once-sleepy agency was radically transformed into an elite, highly trained unit that would redeem itself several times, most famously in 1981 by thwarting an assassination attempt against Ronald Reagan. But this reputation for courage and excellence would not last forever. By Barack Obama's presidency, the once-proud Secret Service was running on fumes and beset by mistakes and alarming lapses in judgment: break-ins at the White House, an armed gunman firing into the windows of the residence while confused agents stood by, and a massive prostitution scandal among agents in Cartagena, to name just a few. With Donald Trump's arrival, a series of promised reforms were cast aside, as a president disdainful of public service instead abused the Secret Service to rack up political and personal gains. To explore these problems in the ranks, Leonnig interviewed dozens of current and former agents, government officials, and whistleblowers who put their jobs on the line to speak out about a hobbled agency that's in desperate need of reform. "I will be forever grateful to them for risking their careers," she writes, "not because they wanted to share tantalizing gossip about presidents and their families, but because they know that the Service is broken and needs fixing. By telling their story, they hope to revive the Service they love."

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