

# Ruunly

Press Kit — April 2026

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## About Ruunly

Ruunly is a multi-tenant membership platform built for solo service business owners — lawn care, pool services, cleaning, and more. Starting at \$19/mo, it provides billing, scheduling, and customer management in a single tool designed for operators with 1-25 customers.

### Founder

**Name:** Keefe Higgins  
**Location:** Sarasota, Florida  
**Press contact:** keefe@ruunly.com  
**Website:** ruunly.com

Keefe Higgins is a Sarasota-based founder of Ruunly. He built Ruunly to help solo service business owners start with \$19/mo software (vs. \$29-\$49 for Jobber, Housecall Pro, and similar tools).



## Mission

Help the next generation of SW Florida service business entrepreneurs launch with the best software for \$19/mo or less.

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## The \$1 Founders Challenge

First 100 brand-new SW Florida lawn care businesses get one year of Ruunly Starter for \$1 total.

### Eligibility:

- Business registered < 12 months ago
- Operating in Cape Coral, Fort Myers, Bradenton, Sarasota, Naples, or Port Charlotte
- Verifiable via Florida SunBiz public records

Live counter: [ruunly.com/swfl-new-business-founders-challenge](https://ruunly.com/swfl-new-business-founders-challenge)



## Pre-Written Quotes for Journalists

The following quotes are approved for use in press coverage with attribution to Keefe Higgins, Founder, Ruunly.

"I built Ruunly because my brother was paying \$29/month for software before he had even 5 customers. There had to be a better way for guys just starting out."

— Keefe Higgins, Founder, Ruunly

"Florida has 60,000+ landscaping businesses generating \$13.5B per year. The next generation deserves tools that actually fit their first year, not their fifteenth."

— Keefe Higgins, Founder, Ruunly

"We're not trying to compete with the giants on enterprise features. We're competing on something they can't match: a real \$19/month price point for someone with 1-25 customers."

— Keefe Higgins, Founder, Ruunly

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### Media Contact

For interview requests, screenshots, or additional information:  
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