

Study Guide

How To Start A Successful Lawn Care, Landscaping Business

Starting a Commercial Cleaning - Maid Service Business.

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Presenter: Steve Carver, 360 Management, Presentations, Counseling and Business Skills Training. All copy rights reserved, 2021

Think one year ahead. Make the calendar your best friend.

Let it help you save money. Look ahead for several years.

It will help you become better at forecasting, seeing profit opportunities and risk management.

Constantly Remember: When your business is "Out of Sight", you are "Out of the Mind" of your customers.

Free advertising web exposure and a market for wholesale products for various entrepreneurial vendors are available at <http://www.lookhere.biz>. It's a great place to start, stay, and grow.

Marketing: The 27 times Rule. Customers need to see ads 9 times before they consider you as a creditable provider. They will miss seeing two out of three ads. Therefore, you need to run the ad **27 times for it to be seen 9 times**. Now, learn how to run an ad 3 times instead of 27 times? And how to cut your effective advertising cost by 89%.

Follow your dream.

Be smart. Build a base of satisfied customers. One at a time.

Tonight can be so important for you. 95 % of any task is 'getting started'.

Let's Avoid Procrastination and start planning

Do not do this if you: Can not survive outside on a very hot day.

Plan to take extended trips in the spring and summer months.

Do not plan to stay with it until you become the best you can be at the task at hand.

Lean Forward. Let's make it happen. Simple, low cost is good. A bad plan is better than no plan at all.

Study the differences between Marketing and Advertising.

Marketing: The systematic planning, implementation and control of a mix of business activities intended to bring together buyers and sellers.

The mix includes conception, pricing, promotions and distribution.

Advertising: is a single component of the marketing process. It's the part that involves getting the word out concerning your business, product, or the services you are offering. It involves the process of developing strategies such as ad placement, frequency, etc.

Advertising is the largest expense of most marketing plans.

Marketing – Advertising

Simple, low cost is good.

This is a marketing ad.

Target the benefits of your service.

Preseason Appeals.

Before – After.

a Bad Plan is better than No Plan at all.

Time Management is a must.

Market research. Helps you determine if there is substantial demand for the service.

What are the business opportunities?

Inside Your Circle? Establish boundaries. Map your territory.

Create today your customer and vendor database.

Where to Prospect and Find Business.

See the list attached to handout.

Plan for 5 profit centers.

Mowing.

Spraying.

Fire ants.

Tree trimming.

Pressure washing.

Handyman.

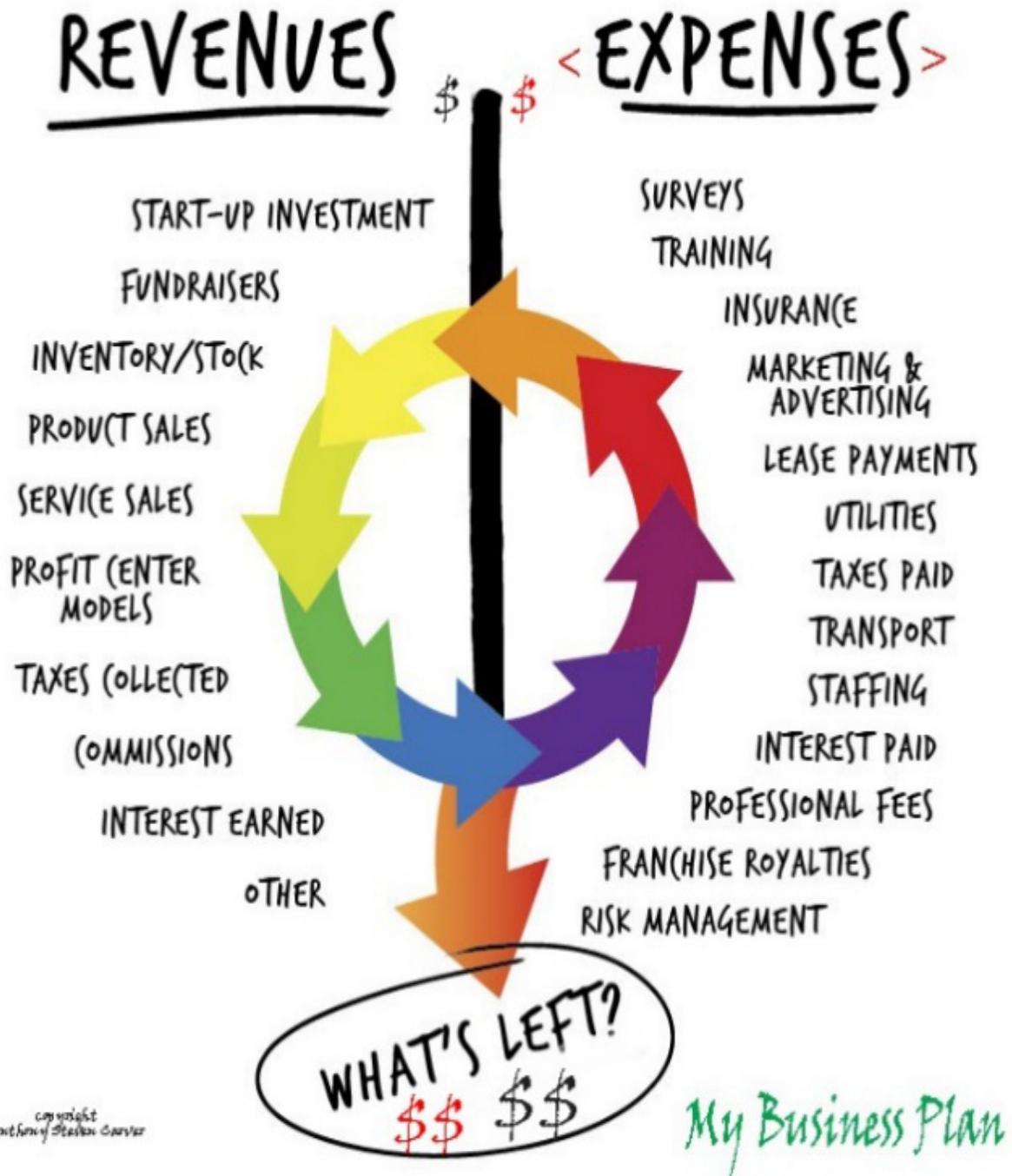
Pool Service.

Landscape and lawn repairs.

FAQ: “Do you know of anyone who would like to partner with me or become an investor?” Provided convincing detailed business plan reflecting a good "low risk" return on investment and appraised collateral is available and listed, I think you may have success in finding an investor or partner. You'll need to state how much money is needed, a timetable for investment payments and a timetable for loan service repayments.

Business Plan and Finance 1st Help, Advice and Support.

SBC



First, create a draft business plan.

At the start line->

Start up journal listing everything.

List of skills that you need to enhance.

Personal financial statement.

List of 10 prioritized dreams – goals list with timelines and deadline dates

Draft business plans. Main business plus each profit centers.

You'll need->

A computer (laptop)
Quick-Books software package.

Business plan: **“Things to do.”**

Convincingly tell how passionately committed you are to the success of the new business.

Show proof of your present financial net worth.

Show proof you paid federal / state taxes the past three years.

Provide copy of current credit score.

List different types of insurance needed with premiums estimates of deposits and monthly payments.

Your plan to create and sustain positive cash flow.

Plan to negotiate on every purchase, contract, expense.

Do not be in a hurry to buy stuff.

Detail describe your products and service. Five profit centers.

Calculate and list the cash needed for the first six months and where it will be secured.

Important basics.

Professional services	Experienced Business Advisor.
Professional Accountant. CPA	Attorney
Create a local bank relationship	Payroll and operating funds.
Create another bank relationship.....	Credit card merchant services.
Insurance agent.	Web page developer

Naming your businessNC Secretary of State

<http://www.secretary.state.nc.us/corporations/>

Telephone: 919-807-2225

Fax: 919-807-2039

NC PESTICIDE APPLICATION LICENSE.

A MUST HAVE if you apply any chemical on someone else's property.

Contact NC Cooperative Extension Service in your county for study information and schedule training dates. 8 – 10 hrs of classes. \$100. fees

GO TO-> <http://www.ncagr.gov/SPCAP/pesticides/license.htm>

Government and Insurance.

INSURANCE

1. Workman's Compensation
2. Liability for damages you inflict on others
3. Inland Marine (all risk, theft, collision, accident, etc)
covering your property
4. Bond

Are you working for a wage or to build a 'stand alone' business?

Time Management. KEEP TIME JOURNALS. It's amazing what you learn!

Monitor yourself in 15-minute increments for between 3 days and two weeks.

Update every ½ hour: not at end of day

EQUIPMENT and CREW SIZING vs. INVESTMENT.

Equipment Sizing. Tractors, Loaders, Mowers, Finishing Mowers, Sprayers Tillers, Etc.

Sales - Rent to Own - Lease.

READY TO BID? You must and walk the property before bidding.

How to bid/quote mowing.

1st Focus on getting to "your operating cost per day – per crew." Itemize each factor that completes the days work.

2nd Multiply your cost times 2.0.
\$400.00 (net, net) x 2.5 = \$ 800.00 (gross revenue)

3rd. Determine how many customers you can serve per day with the crew.

4th. Calculate how much each customer will need to pay in order for you to earn \$800. for the day's work.

Quoting factors to remember.

Four days per week.

Fuel, oil, parts, maintenance factors for power tools, mowers, trucks.

Working time vs. biscuit time.

Insurance, taxes, vehicle cost.

Your personal investment cost as well as new items.

POSTAGE STAMP LOTS \$25 to \$45. average.

Residential homes, Town homes, Starter homes, Condos, Zero lot line homes.

Landscape Project Work Guide.

At the end of your handout.

Step by Step. Cover all the bases before quoting.

Plan to be profitable.

Credit card payments.

Pitfalls

Slow – No Pay Accounts.

Leaks and Spills Clean Up.

Flying Object Breakage.

Fuel Cost Peaks and Valleys.

Theft of Equipment.

Flowers and Ornamental Plants vs. Weeds.

Poor Performance.

NC CALL BEFORE YOU DIG 800-632-4949

Maintenance and landscape services.

Primary maintenance services.

Mowing, Blowing, Edging. Pruning. Weeding. Leave and Debris Removal.

Applying Seasonal Mulch.

Niche markets.

Aerating.
Lawn and Tree Food Application - Fertilizer, etc.
Gutter Cleaning
Fire ants control.

Lawn Area/Spot Repairs.
Garden Plot Tillage.
Pressure Washing.

LANDSCAPING.

Master landscape skills. You 'gotta know.'
Knowledge about: Fertilizer, lime, chemicals.
Various grasses related to seeding and sod.
Planting of shrubs and trees.
Know the local wholesale nurseries and their specialties.

Niche:

Pool Landscape and maintenance.
Stone Walls and Borders.
Irrigation Installs.
Lighting. landscape – trees – walkway

Your possible profit centers.

How can you connect the dots to other
Niche markets and profit centers?
What are you waiting for?

Where are the customers?

See all the options listed on the last pages of your handout.

Use “Wow and Dazzle” factors.

Personal greetings.
Phone greetings.
Sale offerings.
Displays.
Follow up calls and cards.
Free training, seminars, guest celebrities.
360 customer service with a 'Capital S'.
Create Devoted customers and Raving Fans.

THANK YOU.

Steve Carver, 360 Management, Presentation Counseling and Business Skills Training
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www.fastforwardservices.net

Landscape Project Work Guide.

Perform each step-in order to avoid back tracking and “do again” expenses.

Outline your project when you first visit the site.

One step at a time. Appraise site, walk it “stem to stern”.

Transit shoot for elevation to make sure you have a certain understanding of water issues.

Take photos before the project starts to help you with design now and marketing after the project is complete. “Before and After”.

Determine vistas, east-west sun up-sundown issues. Plot on you layout.

This will help determine shade and shading trees-plants locations.

Create a draft layout design for the property. Draw in the lot lines, home, other structures, out buildings, driveways, side walks, water feature pond-fountain- swimming pool, decks, garden, courtyard, swings, arbor, kennel, play yard, etc.

Draw the picture.

There are software packages to help you with this. Referred as CAD type.

Determine availability for water irrigation source.

Create layout plan for trees, plants, sod, irrigation, and lighting.

Know your plants. Gain information from nurserymen.

Design and cost out irrigation system with pump backflow valve, hydrants, etc.

Present finished design with quotation-bid estimates to homeowner.

This is the best time to talk about left over debris by other contractors.

After customer gives input, add or delete item on the estimate.

Go back to your office.

Revisit site to visualize the finished product that you will create.

Calculate cost, profits target, total bid – estimate.

Present to customer.

Ready to start work, start project.

Clean up previous contractor debris, note cost and advise customer - start fresh. Itemize cost as this may be an extra cost you can collect from customer or have them make the “site prep” contractor clean up.

Bring final grade surface to 85% finished grade.

Flag for drainage - erosion watch.

Correct drainage - erosion issues.

Select and transport, and apply lime, fertilizer, iron, etc for lawn area.

Use pulverize, shallow tiller, landscape rake to mix soil surface with additives.

Spray for weeds and unwanted grasses.

Flag and layout beds.

Flag for plants according to your proposal to customer.

Flag for irrigation sprinklers.

Install irrigation system, backflow valve, pump, etc. Test it.

Dig and flag tree - plant holes for homeowner final approval. Remember shades issues and maturity size of large shrubs and trees.

Select and transport to site-> plants, trees, mulch, planting fertilizer.

Test irrigation system again.

Install (plants and trees, add mulch
Add mulch or ground cover plants to beds.
Clean up all debris at site.

Bring lawn seedbed-sod surfaces up to final fine grade condition. I.e., level, free of rock, roots and debris, well drained, irrigation in place and tested.

Prepare soil for sod or seeding.
Select and transport grass-> seed, sprig, or sod.
Roll (lightly) soil for sod installation.
Install seed, sprig, or sod.
Roll sod (firmly)

Clean entire site, including driveway and sidewalks. Haul debris.

Take photos.

Set irrigation and lighting timers.

The Finish Line.

Order Flowers for homeowner's table.

Order Potted plant for porch or deck.

Present Final Invoice.

Collect Payment.

Pay or set aside taxes payments.

Pay all outstanding invoices related to the project.

Analyze your cost vs. revenue to determine the amount of profit or loss experienced.

Use the information gained to assist you be more profitable on the next projects.

Where are the customers?

Rental Management Firms
 HUD Projects
 Seniors Villages
 Gated Communities
 Special Events - Festivals
 Business - Office Properties
 Residential Homes, 3/4 acre and more
 Estates, 4 acres +
 Airports
 Military Bases Projects
 Utility Towers and Sub-Station
 Fast Food Restaurants
 Banks, Credit Unions
 Churches
 Cemeteries

Ask questions. Share comments. Email feedback to carvstv@aol.com

THANK YOU

God Bless You and Your Family

Steve Carver

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** Disclaimer.... Summarized Free Advice

The information offered here is general in nature, based on years of small business experiences and observations and interactions with many thousand entrepreneurs when presenting over eight hundred seminars and helping hundreds to start new businesses over a fifty-year period of time.

Private Counseling, Seminar and Webinars presentations do not take into account ALL the specific and private circumstances of attendees and/or participants and should not be acted on without full understanding of each individual current situation, future goals and objectives by a fully qualified certified and licensed advisor. In doing so you risk making commitment to a product and/or strategy that may not be suitable to your needs.

Respectfully submitted with Best Wishes,

Anthony Steven Carver

