

RAK CONSULTING

THE FIRST MILLION

LANDSCAPE INDUSTRY STATISTICS

- ▶ 76% of Landscape companies have revenues of under \$1 million in sales
- ▶ 58% of Landscape companies have revenues of under \$500,000
- ▶ ONLY 2 landscape companies gross over \$1 billion in sales
- ▶ ONLY 14 landscape companies gross over \$100 million in sales

COMPANY #1

JAKES MOW & BLOW

ABOUT JAKES MOW & BLOW

- ▶ Type of Business - Lawn Maintenance Primarily Residential
- ▶ Years in Business - 4
- ▶ Gross Sales - \$150,000
- ▶ Employees - 3

NEW HIRE SUGGESTION

FOREMAN

SYSTEMS - POLICIES

**ORIENTATION, UNIFORMS,
EMPLOYEE MANUAL**

GROWTH OPPORTUNITIES

UP-SELLING

COMPANY #2

**LANDSCAPE MANAGEMENT
INC.**

LANDSCAPE MANAGEMENT INC.

- ▶ Type of Business - Commercial Maintenance, Snow, Enhancements
- ▶ Years in Business - 10
- ▶ Gross Sales - \$500,000
- ▶ Employees - 10

NEW HIRE SUGGESTION

OFFICE MANAGER

SYSTEMS

**JOB DESCRIPTIONS, EMPLOYEE
EVALUATIONS, JOB TRACKING**

SALES

MARKETING

COMPANY #3

BIG HONKIN' LANDSCAPE

BIG HONKIN' LANDSCAPE

- ▶ Type of Business - Design Build, Commercial Landscape
- ▶ Years in Business - 15
- ▶ Gross Sales - \$750,000
- ▶ Employees - 17

NEW HIRE SUGGESTION

OPERATIONS MANAGER

SYSTEMS

BUDGET, INDUSTRY SOFTWARE

SALES

**GET THE WHOLE COMPANY
INVOLVED**

RECAP IT'S ALL ABOUT.....

- ▶ People
- ▶ Process - Systems
- ▶ Sales

THANK YOU

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