

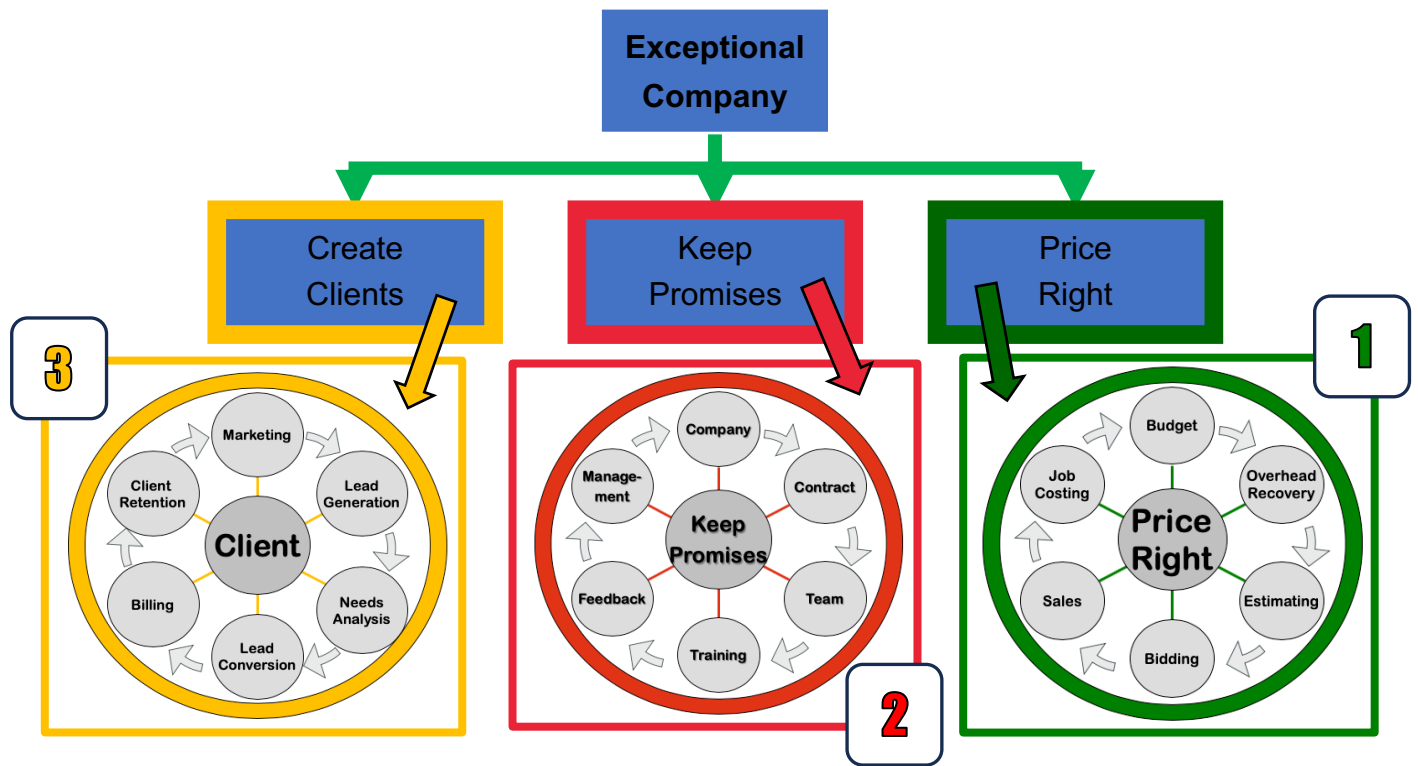
Slowdown Prevention Plan for 2024

Tony Bass



Introduction:

“The purpose of your business is to create and keep a customer _____
_____!” -Tony Bass



1. 2 Ways to Evaluate Your First Half of 2024 Financial Performance

2. The ultimate business plan to defend against a big slow down

3. Today's offensive playbook when facing a slow down

Continue Learning...

Wealthy Landscaper Productivity Challenge

www.superlawntoolkit.com/WLPC

The ALL NEW Super Lite Eco Series Super Lawn Truck

<https://superlawntrucks.com/project/super-lite-eco-series/>

Questions? Comments? Contact Us!

- Tabitha Lovell, Director of Training & Education
- tabitha@superlawntoolkit.com, 678-943-4856
- Schedule a free consultation: www.superlawntoolkit.com/meet20

Keep Flipping for:

- Sales/FTE Exercise (Wealthy Landscaper Productivity Challenge)
- Budgeting Benchmarks Worksheet
- Super Lawn Trucks Flyer with New Inventory!



The Wealthy Landscaper Productivity Challenge

To calculate Sales per Full Time Equivalent employee:

1 $\frac{\text{Field Labor Hours}}{2000} = \text{Your FTE}$
 (Remove holiday, vacation and office hours from total hours for this calculation)

2 $\frac{\text{Total Annual Sales}^*}{\text{Your FTE}} = \text{Your Revenue Per Full Time Employee}$
 *taken from your P&L

NOTE: If you received PPP, ERC money or any other GIFT money in the form of a loan from the government during any of the years you are calculating your numbers for here, make sure to remove this amount from your total annual sales before proceeding with this exercise.


How Does Your Company Compare to Itself?

Your Revenue Per Full Time Equivalent Employee				
Calendar Year:	1 Field Labor Hours	Your FTE	2 Total Annual Sales	Your Revenue Per FTE
_____	_____ = _____		_____ = _____	
	2000		Your FTE	
Calendar Year:	1 Field Labor Hours	Your FTE	2 Total Annual Sales	Your Revenue Per FTE
_____	_____ = _____		_____ = _____	
	2000		Your FTE	
Year to Date:	1 Field Labor Hours	Your FTE	2 Total Annual Sales	Your Revenue Per FTE
_____	_____ = _____		_____ = _____	
	2000		Your FTE	

How Does Your Company Compare to the Industry?

Year	Average Sales per Firm	Average # Employees per Firm	Average Pay per Employee	Average Sales per Employee	Payroll as a % of Sales
2002	\$462,164	6.3	\$24,155	\$73,591	32.82%
2007	\$575,431	6.4	\$29,132	\$90,318	32.25%
2012	\$557,806	6.2	\$29,821	\$89,710	33.24%
2017	\$738,593	6.9	\$34,630	\$106,887	32.40%
2022*	\$1,031,447	7.6	\$44,160	\$135,132	32.68%
*Projected Data					

Source: US Census Bureau Industry Statistics NAICS 561730



See the next page for further analysis and summary of your results...

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Analyzing your results (check the categories your company falls into for each year calculated):

Calendar Year: _____ **Compared to Industry Average** **Under** **Equal** **Over**

- Under \$50,000/FTE** = Serious financial underperformance, expect business failure
- Under \$70,000/FTE** = Financial underperformance, expect growing debt, very little cash
- Under \$90,000/FTE** = Financial underperformance, good chance of rapid improvements
- Under \$110,000/FTE** = Financial underperformance, excellent chance of rapid improvements
- Under \$135,132/FTE** = You are close to meeting financial productivity averages
- Over \$135,132/FTE** = You are (likely) meeting or exceeding financial productivity averages
- Over \$200,000/FTE** = You are (likely) a high-profit contractor like my top students.

Calendar Year: _____ **Compared to Industry Average** **Under** **Equal** **Over**

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Name: _____ Company Name: _____

Website: _____ Phone Number: _____

Scan and email your results to: tabitha@superlawntoolkit.com or fax your results to: 478-822-9707








Schedule a 20-minute call with Tabitha Lovell, our Director of Training and Education, to discuss your results or for questions about your Wealthy Landscaper Productivity Challenge:

www.superlawntoolkit.com/meet20



BUDGETING BENCHMARKS

Calculate Your Percentages Here

<p><i>Materials Cost</i> <u>Materials</u> <i>Gross Sales</i></p>		<p>8-12% of gross sales (maintenance) 18-25% of gross sales (install)</p>	
<p><i>Direct Labor Cost</i> <u>Direct Labor</u> <i>Gross Sales</i> <small>(do not include labor burden)</small></p>		<p>30-35% of gross sales (maintenance) 18-25% of gross sales (install) 27-28% of gross sales (blend)</p>	
<p><i>Subcontractors</i> <u>Subs</u> <i>Gross Sales</i></p>		<p>More than 20% in subs requires overhead recovery number adjustment</p>	
<p><i>Equipment Cost</i> <u>Equipment</u> <i>Gross Sales</i></p>		<p>10-16% of gross sales</p>	
<p><i>Overhead Cost</i> <u>Overhead</u> <i>Gross Sales</i></p>		<p>No more than 30% of gross sales</p>	
<p><i>Overhead Labor Cost</i> <u>Overhead Salaries</u> <i>Gross Sales</i> <small>(do not include labor burden)</small></p>		<p>8-12% of gross sales</p>	
<p><i>Gross Profit as a % of Gross Sales</i> <u>(Gross Sales – Direct Cost)</u> <i>Gross Sales</i></p>		<p>35-45%</p>	

*How you organize your P&L will impact if gross profit is calculated correctly. In order for this ratio to be meaningful, you must organize your P & L to match the sample P&L from the Profit Builder Workshop on page 14 of this manual (direct costs = labor + labor burden + equipment + material + subs).



SLT Eco Series TRUCK OPTIONS



**2024 Isuzu Single Cab
Eco Series w/ 5.0 Cu. Yd. DD**
\$1,751.78/month

- ⇒ NEW 2023 Isuzu Gas 1F404, Single Cab, 176" WB, 14500 lb. GVW, Automatic, A/C, PW/PDL, AM/FM/CD, Fire Ext., Triangle Kit, SLT Cat Cage Included in pricing
- ⇒ 16' ECO Body with 2' interior dovetail, 36" Roll Up Side Door w/ 2 Step Pedestrian Entry, 5.0 Cu. Yd. Debris Dumper with Flip Top Lid and Steps, 2500 lb Eco Ramp
- ⇒ Double Utility Shelf, Hand and Power Tool Storage, 39/14 gal w/ Fuel Dispensing Nozzles, Back-Up Camera and Monitor, Back Up Alarm,
- ⇒ Changeable Fleet Graphics, Black Seat Covers, Chrome Wheel Simulators
- ⇒ Super Lawn Trucks 5 Year Buy-Back Guarantee

60 Month Lease w/ 30% Residual: \$1,751.78
72 Month Purchase: \$1,902.86

TOTAL - \$109,656.00



**2023 Isuzu Single Cab – 14'
SLT Super-Lite Package**
\$1,342.68/month

- ⇒ NEW 2023 Isuzu Gas 1C204, Single Cab, 132" WB, 12000 lb. GVW, Automatic, A/C, PW/PDL, AM/FM/CD, Fire Ext., Triangle Kit, SLT Cat Cage Included in pricing
- ⇒ 14' SLT Super Lite ECO™ Body with 2' interior dovetail, 2500 lb Aluminum Eco Ramp
- ⇒ Double Utility Shelf, Hand and Power Tool Storage, Back-Up Camera and Monitor, Back Up Alarm, Heavy Duty Receiver Hitch & Brake Controller
- ⇒ Super Lawn Trucks 5 Year Buy-Back Guarantee

60 Month Lease w/ 30% Residual: \$1,342.68
72 Month Purchase: \$1,458.48

TOTAL - \$84,981.86



**2018 Ram ProMaster 3500
Single Cab**
\$1,231.89/month

- ⇒ USED 2018 Ram ProMaster 3500 - White in color, Gas, Single Cab, 136" WB, 9,350LB GVW, Automatic, A/C, PW/PDL, AM/FM/BT, Powered Mirrors, Spare Tire -35,000 Miles
- ⇒ 12' SLT Super Lite ECO™ Body with 2' interior dovetail, 2500 lb Aluminum Eco Ramp
- ⇒ SLT Gas Can Rack, Hand and Power Tool Storage, 24" Underbody Tool Box, Back-Up Camera, Heavy Duty Receiver Hitch & Brake Controller
- ⇒ Super Lawn Trucks 5 Year Buy-Back Guarantee

60 Month Purchase: \$1,231.89
48 Month Purchase: \$1,473.62

TOTAL - \$62,656.00



Scan this QR Code to see current inventory!

Payments based on "A+" tier credit approval, \$4,000 down payment, plus tax, tag, title & doc fee.

Prices F.O.B. 1610 Peach Parkway Fort Valley, GA 31020 * Pricing subject to change



3 Simple Steps to Order Your Super Lawn Truck!

- 1. Select the package that best suits your needs.**
Sign your quote. Return via fax (478) 822-9707 or scan/email to sales@superlawntrucks.com
- 2. Place your deposit (www.superlawntrucks.com/truckdeposit)**
Your deposit secures your date of order on our schedule. Your deposit is refundable if you are unable to be approved for financing. If you prefer to place your deposit by check, please mail to the address below.
- 3. Apply for financing.**
The 1-page credit application should be filled out completely. Return via fax (478) 822-9707 or scan/email to: sales@superlawntrucks.com

You will be able to make changes to your order. We will be in touch to cover all the details soon. *Our goal is to make this purchase as easy as possible!*

We look forward to building the PERFECT Super Lawn Truck system for YOU and your team!

Warmly,
Tony Bass
tony@superlawntrucks.com

Questions? Call me!
Toll Free (866)923-0027 / Fax (478) 822-9707

Super Lawn Technologies
1610 Peach Parkway, Fort Valley, GA 31030



**Scan this code to place
your deposit and hold your
place in line for your **Super
Lawn Truck Build!****

If you are interested in purchasing this Super Lawn Truck model, please fill out this form and give it to a SLT Team Member!

Name: _____ Company: _____
Phone Number: _____ Email: _____