

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	32.4%
2022*	\$1,031,447*	7.6	\$44,160	\$135,132*	32%
2025*	\$1,187,466	8.4	\$50,840	\$141,365	36%
*Projected Data					

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 \$141,365/FTE** = You are close to meeting financial productivity averages
- Over \$141,365/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.

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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

