

LANDSCAPE CONTRACTOR'S AUGUST ACTION PLAN

A Mid-Year Management Checklist to Help You Finish the Year Strong

Company: _____ Date: _____

Management Team: _____

August is the time to stop, look at the scoreboard, and make adjustments. With approximately five months remaining in the year, use this checklist to identify problems, protect your people and equipment, and build a plan for a strong fall finish.

1. KNOW YOUR NUMBERS

Compare Actual Results to Your Annual Budget

- ☐ Review **P&L side-by-side with annual budget**
- ☐ Maintenance labor % vs. budget: Actual _____% Budget _____%
- ☐ Installation labor % vs. budget: Actual _____% Budget _____%
- ☐ Credit card charges vs. budget
- ☐ Overhead salaries vs. budget
- ☐ Overtime dollars vs. budget
- ☐ Fuel costs vs. budget
- ☐ Accounts receivable — identify anything **30+ days past due**
- ☐ Subcontractor expenses vs. budget

Biggest financial concern we discovered: _____

Action we will take: _____

2. TAKE CARE OF YOUR PEOPLE & EQUIPMENT

Make Sure Your Team Has What It Needs to Finish Strong

TEAM

☐ Plan an employee appreciation event - Ideas: **Kona Ice truck • Ice cream truck • Management cookout • Crew breakfast • Plant ID Games • Team photos**

☐ Keep cold bottled water and sports drinks available

☐ Recognize and thank field employees for their summer efforts

☐ Review possible mid-year pay raises

☐ Consider a management team offsite planning day

EQUIPMENT

☐ Have mechanic inspect equipment and interview crews about problems

☐ Replace worn or unreliable handheld equipment

☐ Identify aging mowers requiring repair or replacement

☐ Identify trucks to repair, replace or sunset

☐ Determine equipment needed for the remainder of the year

☐ If financially appropriate, discuss planned equipment purchases and potential **Section 179** treatment with your tax professional

People/Equipment Priority: _____

3. RESET THE PLAN & FINISH STRONG

Turn What You Learned Into Action

☐ Update Maintenance revenue and sales goals

☐ Update Installation revenue and sales goals

☐ Update Irrigation revenue and sales goals

☐ Review labor efficiency and overtime

☐ Review crew departure times and morning procedures

THE 5-MINUTE EXAMPLE

If 17 field employees leave just 5 minutes late:

5 minutes × 17 employees = 85 minutes wasted per day

85 minutes × 5 days = 425 minutes per week

425 minutes = 7 hours and 5 minutes every week

That lost time can quickly become **unnecessary overtime and lost profit.**

Where are we losing 5 minutes? _____

- ☐ Review the fall sales pipeline
- ☐ Review the marketing plan and schedule
- ☐ Identify offers that can generate additional fall proposals
- ☐ Review lawn aeration schedule and SOP
- ☐ Confirm aerators and equipment are ready
- ☐ Arrange additional short-term labor if needed
- ☐ Order seed, fertilizer and other fall materials

OUR TOP 3 AUGUST ACTIONS

1. _____

2. _____

3. _____

Who owns each action? _____

Deadline: _____

THREE QUESTIONS BEFORE THE MEETING ENDS:

Are our numbers where they should be?

Do our people have the tools and equipment they need?

What must we change NOW to finish the year strong?

Questions? Contact Doug Robbins at 804-240-2312