



Improve Snow Profits & Leave Your Competition in the Drifts

with Rich Thiebaud, VP of Sales – LMN & Greenius

www.gogreenius.com



Objective:

**Outsmart Your Competition
make more profit with less
headaches using numbers
that fly under the radar.**



Cost estimating is based
on a **very big lie**...

Theory: As Sales Grow, Costs Grow



Reality: Adding Labor Increases Other Costs



Adding Labor Increases Other Costs



Which Job Would You Rather?

	Job A	Job B
Price	\$25,000	\$25,000
Labor	\$8,750	\$5,500
Man Hours	350	220
Equip	\$2,000	\$5,000
Salt/Deicer	\$1,500	\$5,000
Overhead	\$6,250	\$6,250
Gross Profit	\$12,750 (51%)	\$9,500 (38%)
Net Profit	\$6,500 (26%)	\$3,250 (13%)

Seems Obvious, Job A is 2x More Profitable

	Job A	Job B
Price	\$25,000	\$25,000
Labor	\$8,750	\$5,500
Man Hours	350	220
Equip	\$2,000	\$5,000
Salt/Deicer	\$1,500	\$5,000
Overhead	\$6,250	\$6,250
Gross Profit	\$12,750 (51%)	\$9,500 (38%)
Net Profit	\$6,500 (26%)	\$3,250 (13%)

But Let's Take a Look at Labor...

	Job A	Job B
Price	\$25,000	\$25,000
Labor	\$8,750	\$5,500
Man Hours	350	220
Equip	\$2,000	\$5,000
Salt/Deicer	\$1,500	\$5,000
Overhead	\$6,250	\$6,250
Gross Profit	\$12,750 (51%)	\$9,500 (38%)
Net Profit	\$6,500 (26%)	\$3,250 (13%)

With 10 Staff, You Could Do...



4.25 Job A's



OR



6.8 Job B's

What's Better? 4.25 Job A's vs. 6.8 Job B's

	Job A	Job B
Price	\$106,250	\$170,000
Labor	\$37,200	\$37,200
Man Hours	1500	1500
Equip	\$8,500	\$34,000
Salt/Deicer	\$6,375	\$34,000
Overhead (Fixed)	\$35,000	\$35,000
Gross Profit	\$54,185	\$64,800
Net Profit	\$17,065	\$29,800

Job B is 2x as Profitable

	Job A	Job B
Price	\$106,250	\$170,000
Labor	\$37,200	\$37,200
Man Hours	1500	1500
Equip	\$8,500	\$34,000
Salt/Deicer	\$6,375	\$34,000
Overhead (Fixed)	\$35,000	\$35,000
Gross Profit	\$54,185	\$64,800
Net Profit	\$17,065	\$29,800



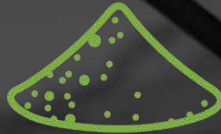
Look beyond profit
margins to maximize your
revenue per man hour.

Calculate Your **Throughput** Per Man Hour



Revenue

MINUS



**Material
Costs**



**Rental
Costs**

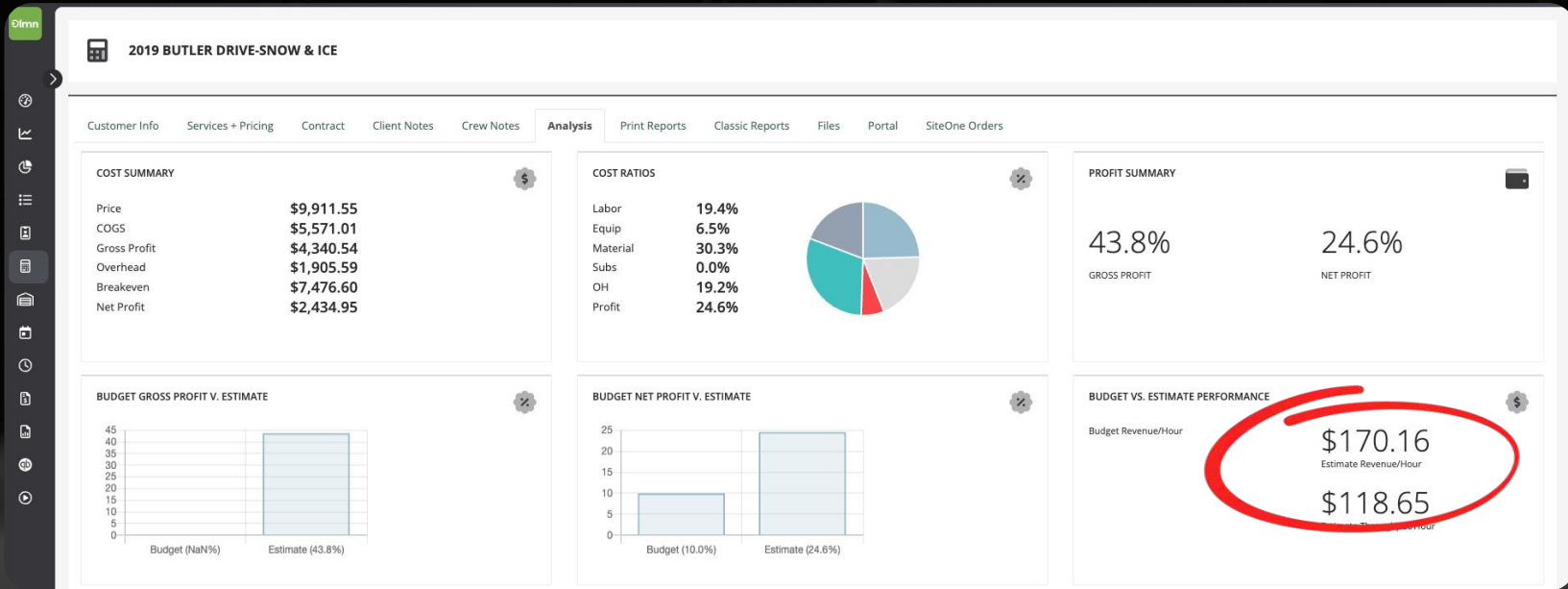


**Sub
Costs**

Compare **Throughput/Hr** When Estimating

	Job A	Job B
Price	\$25,000	\$25,000
Labor	\$8,750	\$5,500
Equip	\$2000	\$5000
Salt/Deicer	\$1,500	\$5,000
Overhead	\$6,250	\$6,250
Gross Profit	\$12,750 (51%)	\$9,500 (38%)
Net Profit	\$6,500 (26%)	\$3,250 (13%)
Throughput/Hr	\$67.14/Hr	\$90.91/Hr

Calculate Throughput Per Man Hour



Chase + win the work that generates the **most revenue per man hour** (your biggest bottleneck).



Together we can solve
the labor problem in the
landscape industry.



Thank you!



As the snow falls, a hero rises.

2 days of in-class training & a lifetime
of insight that will leave your snow
business competition in the drifts.

Toronto ON August 14-15

Columbus OH August 21-22

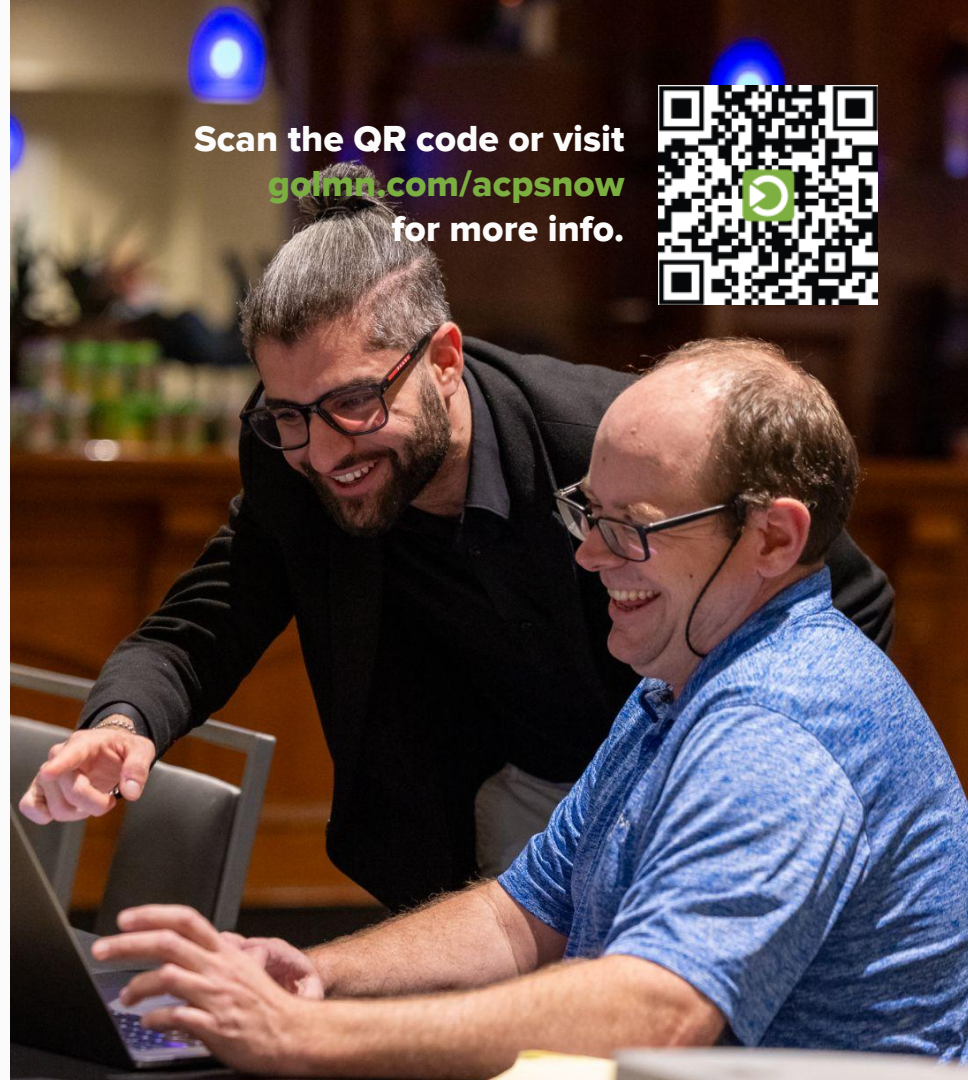
Pittsburgh PA August 28-29

Indianapolis IN September 4-5

Denver CO September 11-12

Toronto ON September 18-19

Scan the QR code or visit
golmn.com/acpsnow
for more info.



Scan the QR code or visit
golmn.com/mastermind-snow
for more info.



Maximizing Sales, Customer Care, and Operational Efficiency in Snow Management

Virtual Events

Join LMN CEO Mark Bradley to discover how to take charge of your snow business and pull it out of the drifts for good.

1 September 10 @ 2PM

3 October 1 @ 2PM

2 September 17 @ 2PM

4 October 22 @ 2PM



Stay cool this summer.

Visit us at **Booth 1321**
and book a meeting
for your chance to win
a YETI cooler!



Imn
& **greenius**