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Web Site: www.bozzuto.com
Phone: 301-497-3900

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The Irrigation Department Supervisor is responsible for all functions of our irrigation department including irrigation and landscaping lighting sales, installation and service.

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Jacobsen LANDSCAPE DESIGN AND CONSTRUCTION is a full service design/build firm that has been creating and maintaining beautiful landscapes in the Northern New Jersey area for over 20 years. JACOBSEN offers competitive salaries, commission, health benefits and profit sharing. EOE

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GREAT CAREER OPPORTUNITIES Western Lawns Inc., a leading landscape management company, has career opportunities available for motivated self-starters with experience in the landscape management industry. Continued growth has created opportunities in the following areas: Account Managers, Assistant Account Managers, Landscape Design/Sales, Landscape Crew Leaders, Irrigation Crew Leaders. Western Lawns has offices in Oklahoma City, OK, Tulsa, OK, and Ft. Smith, AR. Interested applicants should send or fax a resume to: Western Lawns, Attn: Neal Roberts, Box 304, Bethany, OK 73008. Fax: 405-943-4270

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Making money by mowing grass is simple, right? Get yourself a pickup, a trailer and a big mower, and you've got yourself an instant landscape business. Shazam! What could be easier? In most areas, all you need is a local business license to start rounding up customers. Customers? They're everywhere. You just find out what the next guy is charging and offer to start cutting for 10% less. Or whatever you feel it will take to get the privilege of mowing that property.

Those of you who have survived that first dangerous flush of unfounded enthusiasm and have gone on to build successful and profitable mowing operations know that it's not that easy. After working yourself almost to death and then facing that second or third year of payments for that once-shiny four-wheel drive pickup, you discovered that you have to charge a fair price for the services you provide.

We can't tell you what you should be charging. Every market is different. Every operation is different. What we can give you is what our research tells us the rest of the industry is charging.

For mowing, that number is $36.78 per hour per employee. We base that number on the results of our 2001 State of the Industry Survey with almost 300 respondents. Caution, that number is a national average.

LM's Best Practices suggests you calculate your hourly rate based on the many factors particular to your operation and the market in which you compete, but if it's much below $36.78, you better park your pickup out back and keep your eye out for the repo man.

Sound off
What do you think about our hourly charge for mowing? How do you determine your charge?

Every month we'll be providing space for feedback on this page. If we select your comments (even if you don't agree with us), we'll mail you a copy of the book, "Picture Perfect: Mowing Techniques for Lawns, Landscapes and Sports," by David Mellor, grounds supervisor for the Boston Red Sox. We've got several extra signed copies here in the office. You'll love it. Send comments to Best Practices, Landscape Management, 7500 Old Oak Blvd., Cleveland, OH 44130. Or e-mail your response to jstahl@advanstar.com.

AVERAGE HOURLY RATES FOR MOWING

<table>
<thead>
<tr>
<th>Company revenues</th>
<th>Rates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 100,000</td>
<td>$41.83</td>
</tr>
<tr>
<td>101,000-250,000</td>
<td>$38.57</td>
</tr>
<tr>
<td>251,000-500,000</td>
<td>$36.67</td>
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<tr>
<td>501,000-1 million</td>
<td>$35.06</td>
</tr>
<tr>
<td>1 million-5 million</td>
<td>$39.96</td>
</tr>
<tr>
<td>Over 5 million</td>
<td>$30.63</td>
</tr>
<tr>
<td>National avg.</td>
<td>$36.78</td>
</tr>
</tbody>
</table>

SOURCE: LM 2001 SOI REPORT

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