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**WEEDS and TURF**

PEST CONTROL

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**How much does  
it cost?**

A tight rein on what contract applicators are spending for material and labor may spell the difference between successful business management and bankruptcy.

Any businessman, to operate on a sensible basis, must insist on a sound analysis of costs. This need for cost knowledge is particularly important in service industries such as contract turf care, weed control, or tree maintenance.

Reasons for the elusive nature of cost analysis in custom application are twofold. First of all, it is doubtful that any two jobs, regardless of similarity of size, weed or insect problem, or other qualities, will ever cost the same to complete. This is because every fickle whim of the weather affects all factors involved in the job, and because few jobs ever take the same amount of time to complete.

CAs should also beware of the callback. If an operator figures his costs on a job, takes his reasonable profit, only to find he must go back a second time, there will be unrealistic figures on the analysis sheet.

For these reasons, CAs should be doubly careful when they analyze how much is being spent to operate their businesses. It might even be advisable to examine a 12-month period to get the average number of callbacks which were made, and include this factor in the price of every job.

Then, too, adverse weather conditions which might have a derogatory effect on profits should be looked at closely. In the price of each job, figure a little extra margin for the unexpected shower or windstorm which may prevent your sprayman from completing his job.

In these days of fiscal carelessness, the American businessman must be extra careful not to fall into the trap of inadequate cost analysis.