



# Landscape Management's MOWING

## Negotiate to save big

*Before buying your next commercial mower, read this. It could save you thousands of dollars.*

By ROBERT E. REAVES

**M**owers are essential for landscape management. With the trend toward the use of larger mowers, astute negotiation between contractors and dealers is more important than ever. When it comes to buying mowers, what is negotiable? Does the size of your business give you leverage? How can you prepare for the final negotiation?

"Virtually everything is negotiable," says George Koratko, manager of Ramsey Waite Company in Eugene, OR. "A deal breaker is at about 10%, but it also depends on the size of the item. If we are looking at a \$600 to \$700 walk-behind mower, I am going to walk away at 15 to 16%. On the larger items it is going to be 10%."

"I would say there is nothing that is not negotiable," adds Bill Jordan, general manager of Industrial Vehicle and Turf Sales in Pontiac, MI. Jordan says there are many ways to be creative during your negotiation. "Dealers can offer a financing program that does not kick in for seven months. This would be attractive to a contractor who purchases a mower in winter."

Jim Sherman, manager of Turf and In-

dustrial Equipment in Santa Clara, CA, says price is always negotiable. "Contractors are going to compare and shop around, especially with larger mowers."

Tom Glikes, manager of Garden Rental and Sales, Inc. in Gainesville, FL, believes price is the number-one concern of landscapers. But they're also interested in financing deals. "In the past, there was not a finance option, but now it's of major importance," he says.

Ron Weingartz believes a fair price is more important to contractors than the lowest price. Weingartz is general manager of the Farmington Hills, MI branch of Weingartz Supply Company. "We try to sell the whole package, which means a fair price backed up by parts and service," he says. "We explain to contractors that a fair price is important, but it's only a small part of doing business."

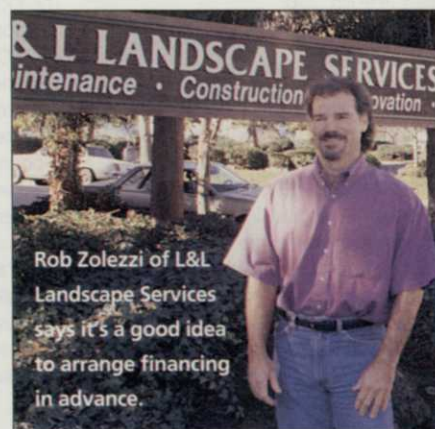
What's the best way to negotiate a mower purchase? Follow these steps the experts use:

### **Step one: do your homework**

Before you set foot in a dealer's showroom, take an inventory of your mowing equipment. Make projections for the next two to three years.

A complete mower inventory does three things. It allows the contractor to get an accurate picture of equipment needs and set realistic goals for the future. It gives you negotiation leverage with dealers and lending institutions. And it sends a message that you will be coming back for additional purchases, services and loans in the future.

"About 10 years ago, I figured out how



Rob Zolezzi of L&L Landscape Services says it's a good idea to arrange financing in advance.

much equipment we bought during the year from each vendor," recalls Rob Zolezzi, co-owner of L & L Landscape Services Inc. in Campbell, CA. After he projected his mower purchases for the next two or three years, he met with several dealers. "I said, 'If I buy 100% of my mowers from you, what kind of deal will you offer me?'" He says once a contractor establishes this pattern, he's likely to stay with the same vendor over the long haul.

Good planning works well for R.B. Stout Inc., an Akron, OH-based landscape contractor with 21 maintenance crews. "Every year, we put together an equipment budget based on our projected growth," says

Mike Roberts of R.B. Stout Inc., Akron, Ohio, likes being able to give new mowers a trial run under real work conditions.





# GUIDE

Mike Roberts, production supervisor. "Last year, we projected the addition of two maintenance crews, which required the purchase of additional equipment."

## Step two: know the product

Product knowledge is essential. Contractors need to know the advantages between brands and types of mowers, says Dennis Williams, field manager for Park Landscape Maintenance Inc. in Las Vegas, NV. "Make some phone calls for recommendations from other contractors, read trade magazines, attend equipment shows and examine manufacturer Web sites."

Product knowledge is power when you are meeting with your dealer. It sends a message to the dealer that you know what you're talking about.

Probably the best way to learn about a mower is to use a demonstration model. "Today's landscape contractors are stepping up to larger pieces of equipment, and it's more expensive," says Kevin Haines, vice president of sales at California Turf Toro's Southern California distributor. "More dealers need to provide demos for their customers." Unfortunately, Haines says many dealers don't have trailers to move equipment around.

"It's always helpful for dealers to bring by new mowers for us to use, but they need to let us test them during May when the grass is growing," says Roberts. "A test drive on the driveway during January doesn't do much for a contractor in Ohio."

Roberts cautions against quick decisions. Generally, any new piece of equipment will work great for the first month, he says. It's after the first month of service that you can really tell.

## Step three: learn negotiation skills

Strengthen your negotiation skills.

Books are an excellent tool prepare yourself for the process. *Give & Take: The Complete Guide to Negotiating Strategies and Tactics*, by Chester L. Karrass is a great book on negotiation. Thousands of dollars have been left on the table because buyers were not savvy enough in negotiation.

Remember, negotiation is not just a face-to-face matter. Special strategies for phone conversations and conflict resolution will help you.

Don't forget the most important negotiation skill of all — listening. We all like to talk (usually too much), but learn to listen. According to Chester Karrass, "Listening is the easiest way to recognize needs and discover facts. If you take the time to listen, you can't help learning. Listening is the one concession you can give that is guaranteed to get you more than you gave."

## Step four: arrange financing

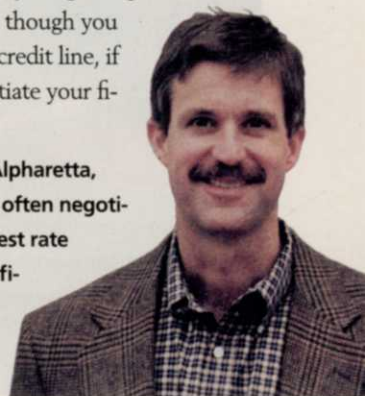
Establish credit *before* you buy or lease your mowing equipment. Contractors with less than perfect credit who wait until the last possible moment could be looking at a horrible 18% interest rate. "Rather than financing your equipment through various institutions, try lumping your financing through one institution," advises Ben Gandy, landscape management division manager with LTI, an Alpharetta, GA-based landscape management company. "You can often negotiate a better interest rate by consolidating purchases."

With a new business, start by establishing a relationship with your banker. Explain how your business operates, its growth rate and goals for the coming years. Provide your banker with recommendations from your customers and a list of your key accounts. Stress that you want a long-term relationship.

"Before you meet with your dealer, set up a line of credit with the bank exclusively for equipment purchases," says Zolezzi.

"That way, if you want to go out and buy a \$10,000 mower, all you have to do is call your banker and let him know. The whole point is to get everything set up in advance. Even though you may not use the credit line, if you wait to negotiate your fi-

**Ben Gandy, LTI, Alpharetta, GA, says you can often negotiate a better interest rate by lumping your financing through one institution.**



nance rate the day you buy the equipment, count on a higher interest rate."

The same thing applies for equipment leasing he says. In this case, you may be dealing with companies like G.E. Capital or SAFECO. "Set up financing with them in advance. If more contractors negotiated credit lines and financing in advance, they would save a great deal of money."

Dealers agree. "Unfortunately, many contractors do not have a close relationship with their bank," says Weingartz. "A strong relationship is especially important for the small and medium-sized contractors."

Bill Jordan sees a great deal of variability in interest rates — another reason to work things out in advance. "We work with several leasing companies, as well as several financing companies. The financing companies range from a high of 18% to a low of 11% interest," he says. "We find that established contractors usually work out their financing beforehand."



## Step five: lease or buy

Only you can make the right lease or buy decisions for your business. "Leasing may be the best option if a contractor puts a lot of hours on the equipment, while a conventional loan is usually a better choice for someone who really takes care of the equipment," says Weingartz. "A big plus for leasing is less capital is invested up

front; however, you are locked in with leasing and there are drawbacks for early pay out."

lease a lot because it means a lower monthly payment," says Zolezzi. "With leasing, you are paying 50% of the principal instead of the full principal in purchasing."

## Step six: visit the dealer

The next step will be the dealer. "If this is your first trip, let the dealer know you are interested in a long-term relationship," says Williams. "You also need to bring up

options are essential to your decision.

Here are few value-added items to ask about: pre-season discounts on parts (filters, belts, blades, etc.); discounts for volume purchases; return policy on unused parts or special orders; dealer pickup and delivery for service of mowers under warranty.

Training programs for your crew (safety, mower repair); no-charge delivery service for parts; in-field repair service; purchase bonus (for example, a catcher with every mower purchase); free loaners during repairs; discount for drop shipment of unassembled mowers.

Finance incentives (no pay, no interest for 90 days); open charge accounts for parts and service; dealer advice on new products and technology; demo models from the dealer and discounts for on-time payments.

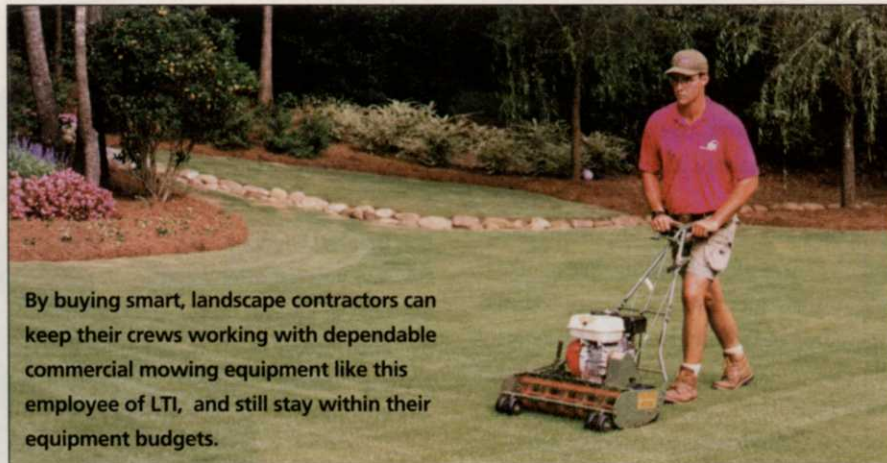
## Step seven: choose the best bid

After you have received all your bids, examine each one. Make sure each dealer has provided you with a list of value-added options, along with his best price. If the dealer offered his financing program, compare interest rates and terms with your lending institution's finance arrangement. If the interest rate is lower than bank financing, ask your bank to meet it or offer you a lower rate.

This program has worked well for L & L Landscape. "After establishing this pattern, I've generally stayed with the same vendors year after year," says Zolezzi. "A lot of the large contractors are afraid to commit to one vendor, but I find if I commit all my mower business to one vendor, the result is better service."

The last phase of Step Seven is making the buy, possibly the easiest part of the whole process. By using a systematic approach to negotiation, you'll save money and keep your piece of mind. □

—Robert E. Reaves is with Irricom, a public relations and communications firm based in Austin, TX.



By buying smart, landscape contractors can keep their crews working with dependable commercial mowing equipment like this employee of LTI, and still stay within their equipment budgets.

front; however, you are locked in with leasing and there are drawbacks for early pay out."

"It seems like more people are leasing than purchasing for mowers in the \$15,000 plus range," notes Haines. "There are a number of lease packages out there, with interest rates from nine to 21%, depending on the state and the contractor's credit."

"The first thing you have to examine is how long you expect to have a piece of equipment," says Williams. "Based on the service life, ask yourself whether it is better fiscally to lease or buy." However, he urges contractors to be very careful about residuals in leases — things like damage, excess mileage and hours. "A lease makes sense when you are going to replace that mower within two to three years. Beyond that, purchasing is a better choice," advises Gandy.

Some contractors, like R.B. Stout, purchase all their mowers, while others like L&L Landscape Services prefer leasing. "I

some of the vendors you deal with and landscape projects you have worked on."

What if you need to purchase only one mower? "In this case, make sure you discuss your total purchasing plans for the year," notes Gandy. "This way, it gives the dealer an incentive to offer you a better deal to keep you coming back."

Here's a checklist for your meeting with the dealer:

- ▶ Discuss your current equipment status, along with your projections for the future.
- ▶ Tell the dealer you have arranged financing through your bank or leasing company.
- ▶ Ask about financing available through the dealer and compare with financing offered from the bank.
- ▶ Do not let low price be your single focus throughout the negotiation process.
- ▶ Ask the dealer to give you a bid.
- ▶ Assure the dealer that you are very interested in a fair price, but value-added



## Buy mowers with maintenance in mind

*Don't wait until you buy equipment to decide how you'll maintain it. Whether you choose in-house or out-source, your strategy can pay off with longer life and higher efficiency.*

By MARK H. NEIDICH

**B**uying a mower isn't a simple decision. You have to match the equipment to your needs, budget and type of work you perform. Look at the properties you service and determine these before you decide:

- ▶ Characteristics of the work to be performed (large or small, easy or hard to maintain, mostly mowing or additional services needed, etc.)
- ▶ The size of the properties
- ▶ The type of terrain
- ▶ How quickly you want the work completed on each property
- ▶ How much capital is available.

When you have determined the type of mower you need and how much you can afford, it's time to make the next critical decision — how you will maintain it. Depending on the size of your operation, the type of equipment you buy and the state of your business, this decision can have a huge effect on how profitable and efficient you are.



### Buy for easy maintenance

Purchasing too large of a piece increases cost, while too small of a piece increases maintenance and reduces productivity. You'll get longer use and better return on investment by selecting the right piece of equipment for the job. This also will ensure a satisfactory maintenance history.

A good way to start is learn about your dealers and the type of equipment available to do the work. Take note that most manufacturers have distributors between them and the dealer, so look for dealers that have a strong relationship with their distributor, good parts people and a service department with qualified technicians to

**You have to make a decision about how to maintain your expensive mowing equipment, either in-house or contracted.**

perform warranty and/or service work.

When you pick your equipment, it should be one of your dealer's most popular models. This helps to assure parts availability by the dealer. He also knows the machine, so he can tell you the pros and cons. His service department will also be familiar with that model.

### Standardize your equipment

I recommend you stay away from first-year equipment. Invariably, there will be engineering and production problems re-



# MOWING guide

lated to new designs. And as the owner, you will be in the middle of warranty problems, increased downtime and lower employee productivity, which may all result in higher costs for you. When looking at brands of equipment, commonality allows you to standardize maintenance proce-

can be strengthened

- ▶ parts life can be monitored
- ▶ parts interchange can be increased and inventory costs lowered
- ▶ vendor repair can be more easily measured
- ▶ mechanics can be trained as a group

turer recommendations to initiate scheduled maintenance intervals and apply historical data on breakdowns and use to fine-tune the maintenance cycle.

## Maintenance: In-house or outsource?

There are many reasons pro and con for in-house or outsourced fleet maintenance: the size of your fleet, the type of equipment, complexity, expected life, warranty and hours operated per year. Does your equipment dealer offer a service agreement for your particular type of equipment? Do you have a shop area, tools and equipment available for repair, parts inventory and qualified people? All this plays a part in determining if you will outsource completely, do it part-time, or make it full-time in-house.

The best method is a balance between in-house and vendor maintenance. While I think in-house maintenance is more desirable than outside, remember that work tends to expand to fill the allotted time. With in-house maintenance, time limits must be set. Also, a complete maintenance shop is expensive — the space, tools and people all add to the cost. Peaks and valleys in the workload complicate scheduling and may add to the costs.

Also consider that certain technical skills are increasingly harder to obtain and more expensive to hire.

The best alternative is to evaluate your current capabilities and survey vendor locations that will complement and support your operation. This will reduce your shop costs, reduce your need for technical skills and allow you to use your in-house operation in the most productive manner. □

*Mark Neidich is fleet manager at Groundmasters, Cincinnati, OH, where he is responsible for a 45 trucks and 400 pieces of equipment, including tractors, turf spraying equipment, commercial mowers, small power equipment, snow plows, salt spreaders, trailers, and landscape renovation equipment.*

## THE IN-HOUSE OPTION

### PRO

Little or no downtime  
Scheduled workload  
Equipment/truck maximum availability, which allows maximum use, giving greatest return on investment

### CON

Skilled people needed to do the work  
Workload variations  
Shop set-up needed  
Tools & equipment needed  
Parts inventory needed  
Some investment tied up in inventory  
Training needed

## THE OUTSOURCE OPTION

### PRO

Don't need highly skilled technical people  
No training necessary  
Warranty on work performed  
No special tools, parts required  
Parts inventory dollars free for other uses

### CON

Time travel adds to maintenance costs  
More complex scheduling  
Downtime  
Need to qualify vendor

dures, stock fewer parts and train and monitor in-house or vendor labor.

Standardization also helps hold costs your constant. If and when abnormal repairs occur, you can apply this to your other units and inspect for similar features. Specific advantages to standardization include:

- ▶ operators can be trained as a group
- ▶ productivity can be more effectively measured
- ▶ manufacturer support in warranty

▶ short-term costs are more easily measured and long-term costs are more accurately predicted.

▶ cost comparisons can be made with similar types of equipment.

Once you have the right equipment, maintaining it for maximum performance is integral to low life-cycle cost. Planned maintenance, whether it's performed by a vendor or in-house, will give you equipment availability and maximize use, at minimum cost. Fleets should use manufac-



## Making your mower pay off

*Strategies to make your big-ticket landscape equipment like commercial mowers finally start contributing to your company's bottom line instead of pulling down your profits.*

By J. PAUL LAMARCHE



**L**et's make a deal. You lend me \$10,000 for one year and at the end of the year, I will give you back exactly \$10,000. Better still, I'll give you back \$7,000. Is that a deal? Of course not! Obviously, you want and expect a return on your money. But if you don't think it's a good deal, why are you doing just this when it comes to your equipment and vehicles?

That's right. Every time you purchase a piece of capital equipment, you seem to be perfectly content to see it "depreciate" in value by 30% each year. An accepted cost of business, you might say. Or is it? Not getting a return on your investment has become acceptable.

### **This is an investment?**

What happens when you buy a mower? Let's suppose you pay \$4,500 for it in 1996 and one year later it is worth \$3,150 (i.e. depreciation expense of 30% or \$1,350).

After 6 years, your total depreciation is \$3,970.57 and the residual value is \$529.43 (and if you think you will actually get that amount, good luck!). In other words, after 6 years, your investment of \$4,500 is returned to you as an expense of \$3,970.57 and \$529.43 in residual value. There is no return on investment. Some investment!

The problem with depreciation is that in following the income tax regulations and using depreciation as an expense in your budget (to determine your cost of doing

### DEPRECIATION TABLE

\$4,500 Mower at 30% rate — 6-year lifespan for mower

Year	Balance	Rate	Depreciation
1	\$4,500.00	30%	\$1,350.00
2	\$3,150.00	30%	\$945.00
3	\$2,205.00	30%	\$661.50
4	\$1,543.50	30%	\$463.05
5	\$1,080.45	30%	\$324.13
6	\$756.32	30%	\$226.89
<b>Depreciation Subtotal</b>			<b>\$3,970.57</b>
<b>Residual Value</b>			<b>\$529.43</b>
<b>Total</b>			<b>\$4,500.00</b>

business), you are only accounting for the cost of the equipment or vehicle and therefore, shortchanging yourself when it comes to getting a return on investment for the equipment or vehicle.

Look at the following tables to see how depreciation and return on investment (ROI) affect your budget for pricing purposes.

### **What's wrong with this picture?**

There is no return on investment! Let's go back to the offer I made. Didn't you expect something in return for the \$10,000 I borrowed from you?

You claim that your ROI is the profit that you made last year. Unfortunately, it's a sad fact that many entrepreneurs or owner/operators would make more money working for someone else. Not only do you pay yourself less than you pay



## INTEREST TABLE

\$4,500 at 8% interest rate

Year	Balance	Rate	Interest
1	\$4,500.00	8%	\$360.00
2	\$4,860.00	8%	\$388.80
3	\$5,248.80	8%	\$419.90
4	\$5,668.70	8%	\$453.50
5	\$6,122.20	8%	\$489.77
6	\$6,611.97	8%	\$528.96
<b>Total Interest</b>			<b>\$2,640.93</b>
<b>Investment</b>			<b>\$4,500.00</b>
<b>Total</b>			<b>\$7,140.93</b>

your workers, but you are actually "eating your equity." Each year that you manage to stay in business, your net worth diminishes. If you are over-equipped and unable to charge your customers for this equipment, the problem is magnified.

Each year, the total value of all your equipment and vehicles diminishes in value. Ask yourself: What do you have to show for it?

### What's a good return?

A good return on investment means that when your \$4,500 mower goes to the scrap yard, you have enough money (i.e. real cash, not just the ability to borrow more cash) to buy new or replacement equipment. If this isn't making sense to you so far, ask your father (those of you who inherited your business from your father) why he always paid *cash* for his equipment. He never had a charge card or a line of credit at the bank, did he?

You must charge your customers for your vehicles and equipment on every job so that you can get back every penny you paid over the 6-year life span of the mower, as well as your return on investment. Keep in mind that some equipment

will not last 6 years and others may last longer.

If this sounds outrageous or impossible, have a look at the table at left. If you invest your \$4,500 and earn 8% interest, you will earn \$2,640.93 in interest. This is "return on investment."

It's interesting that people who tell me it's difficult to get return on investment on vehicles and equipment are the same people who do not mind paying for their equipment over a 36-month bank term.

If they would continue to allocate those monthly payments (which were successfully made in the past) to a separate bank account for the three-year balance of the vehicle's lifespan, they would have ROI and have the cash to pay for a new vehicle.

Both examples at right show how to get a decent return on investment from your mowers, either those that are financed or those that are purchased with cash.

### Cover your costs

The key is to charge adequately to cover your costs. How do you charge for equipment? There are three ways: 1. Guess; 2. Charge by the hour; 3. Include the cost of your equipment in your overhead cost.

More than 80% of all service companies use method number 1. Chances are, you may be in this category. The majority isn't always wrong, but here is a case where the other 20% have the advantage. Is it any wonder that we have so many bankruptcies? □

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## RETURN ON INVESTMENT TABLE

### Return on Investment (ROI) \$4,500 Mower

Mower Cost	\$4,500.00
Sales Tax (7%)	\$ 315.00
Finance Cost *	<u>\$1,593.76</u>
<b>Total</b>	<b>\$6,408.76</b>
*3 years at 10% (monthly payment \$178.02)	

### Return on Investment Calculation (Total cost of mower) divided by (lifespan of mower x 2)

$$\begin{aligned} & \$6,408.76 \\ & \quad 6 \text{ years} \\ & = \$1,068.13 \\ & \\ & \$1,068.13 \\ & \quad \times 2 \\ & = \$2,136.25 \text{ per year} \\ & \\ & \$2,136.25 \text{ per year} \\ & \quad \times 6 \text{ years} \\ & = \$12,817.52^* \end{aligned}$$

\*\$6,408.76 cost of mower & \$6,408.76 return on investment

\$6,408.76 return on investment + residual value of mower (\$529.43) should be adequate funds to purchase a new replacement mower.

### If you paid cash, it would be:

$$\begin{aligned} & \$4,815 \\ & \quad 6 \text{ years} \\ & = \$802.5 \\ & \\ & \$802.5 \\ & \quad \times 2 \\ & = \$1,605 \text{ per year} \\ & \\ & \$1,605 \text{ per year} \\ & \quad \times 6 \text{ years} \\ & = \$9,630^* \end{aligned}$$

\$4,815 cost of mower & \$4,815 return on investment.

\$4,815 ROI & residual value of mower (\$529.43) should be adequate funds to purchase a new replacement mower with cash.



# MOWING guide

**Eastman Industries  
Portland, Maine  
800/760-1680**

The HM19S2 HoverMower from Eastman Industries is powered by a Suzuki 3.8-hp two-stroke engine and has a cutting width of 19 inches. The mower features a durable aluminum cutting disc with three Zytel composite metal-edged blades, a space-age plastic alloy deck for strength and durability and a 15-inch impeller that produces optimum air volume for hoverability and performance. With a cushion of air beneath the deck, the HoverMower can mow in any direction and in hard-to-reach areas without scalping. The model comes with 18-gauge steel handles and a vibration-reducing engine mount. Cutting height is adjustable from 1 to 3 inches.

Circle No. 258

**Encore Manufacturing Co.  
Beatrice, NE  
402/228-4255**

Encore's Prowler Front Cut has a dual path hydrostatic drive for more overall drive power, control and stability on slopes and around tight turns. Available in single or dual-tail wheels, the mower has a zero turning radius in both 52- and 61-inch cutting widths. A 20-hp liquid-cooled Kawasaki or 22-hp air-cooled Kohler engine is available. Also included is a flip-up deck.

Circle No. 259

**Exmark Manufacturing Co.  
Beatrice, NE  
402/223-6300**

Exmark has incorporated a 22-hp Kawasaki, liquid-cooled engine into its Lazer Z. Features include 52- or 60-inch full-floating decks, zero-turn maneuverability and a radiator positioned up-top to draw clean and



**Exmark Lazer Z Liquid-Cooled**

cool air. Instant-Adjust allows cutting height adjustments in 0.25-inch increments from a seated position. The mower also includes a wavy radiator screen to increase air flow and prevent complete blockage.

Circle No. 260

**John Deere  
Research Triangle Park, NC  
800/537-8233**

John Deere has the HD45 and the HD75 walk-behind hydrostatic mowers. The HD45 has a 14-hp overhead valve engine while the HD75 has 17 hp. They both are available with an oscillating 48- or 54-inch deck, but the HD45 also has a 36-inch deck available. The models have unitized hydrostatic transmissions with on-the-go tracking; speed and direction control; and parking brakes. A speed control lock lets you return every time to your preset speed and adjusts without tools. The HD75 also has a standard electric start.

Circle No. 261

**Ferris Industries  
Munnsville, NY  
800/933-6175**

Ferris Industries presents the ProCut Z Mid-mount zero-turn rider. The mower features a foot-operated deck lift and jumbo 23-inch tires, 25-hp Kohler engine, twin four-gallon fuel tanks, variable displacement hydro-drive system with Hydro Gear pumps and Ross wheel motors. Also featured is a 54- or 61-inch cutting width and a cutting height of 1.5 to 5 inches in 0.25-inch increments.

The mower has the Independent Drive Systems (IDS), which uses two separate reservoirs and hydraulic drives to prevent cross contamination of oil, as well as the IS independent suspension system which allows each wheel to move up and down independently, smoothing out the roughest turf.

Circle No. 262

**Gravely  
Brillion, WI  
800-GRAVELY**

The Gravely 260Z zero-turn machine features maintenance-free

Gravely XL Spindles and Gravely's Stay-sharp tungsten carbide coated blades. A five-inch-high deck, a redesigned cutting chamber and a 21-inch-wide discharge tunnel provides maximum air flow to expel clippings faster. The mower also includes a hydraulic deck height control and self-adjusting belts, a nine-gallon fuel capacity and 360-degree swivel antiscalp rollers. The



**Lesco "Float Deck" rotary mower with hydro drive**



**The Gravely 260Z**

model is available with a 25-hp Kohler Command CV255 or a 22-hp Robin EH65V engine.

Circle No. 263

**Great Dane  
Sellersburg, IN  
812/246-8770**

Great Dane's walk-behind Zero Turn Surfer includes a stand-on platform nearly at the center of zero turn radius. The mower features a 48-, 52- and 61-inch cutter decks, 16-hp to 23 hp Kawasaki, Vanguard-B&S and Kohler engines and a hydrostatic drive system. Also included is a six-gallon fuel tank with extra wide mouth fill and a 2- to 6-inch cutting height.

Circle No. 264

**Lesco  
Rocky River, OH  
440/333-9250**

Lesco's 48- and 54-inch float deck rotary mowers were designed to promote maximum air flow for even dispersion of clippings while providing ease in height adjustment by a four-pin system for raising and lowering the cutting deck.

These hydro drive mowers with dual hydro pumps and drive mowers

allow true zero turning radius while allowing for positive reverse and eliminating belt slippage in wet conditions. The twin ground-speed control levers allow for on-the-go adjustment to ensure straight-line tracking and hillside control.

Both models have five-gallon capacity fuel tanks.

Lesco offers the 48-inch cutting deck model powered by a 17-hp electric start Kawasaki engine and the 54-inch cutting deck model with a 20-hp electric start Kohler engine.

Circle No. 265

**MTD  
Cleveland, OH  
330/225-2600**

MTD introduces the 2260 Wide Track Mower in its new line of "MTD Pro" series. The mower features a 22-hp Kohler Command V-Twin OHV Engine and floating stamped decks with pivoting axles available in 48-, 54- or 60-inch sizes. Its dual hydrostatic control lets the operator perform true zero turns with pistol grip operation and allows for easy adjustment with no down time.

The mower also includes two ground-speed dash lever controls, 1.25-inch tubing handle bars and a five-gallon plastic fuel tank. The flat-resistant, extra wide 9 x 3.5-inch front caster wheels provide reduced compacting and easier maneuvering and create the better curb appeal of a finished cut.

The mower also features a 1- to 4.5-inch easy adjustment cutting height in 0.25-inch increments, re-



# MOWING guide

quiring no tools to change the height.

Circle No. 266

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**Howard Price Turf  
 Chesterfield, MO  
 314/532-7000**

Howard Price Turf introduces a new vacuum attachment for its 360Z. The collection container has a capacity of 10 bushels and may be dumped from the operator's seat. The turbine operates off the cutting unit, eliminating the need for an auxiliary engine. The vacuum can be installed or removed with three pull pins.

Circle No. 267

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**Scag Power Equipment  
 Mayville, WI  
 920/387-0100**

The heavy-duty hydro drive system on the SCAG STHM provides smooth, even power to both wheels, controlled by a single foot-pedal control. A 13-quart nylon reservoir and heavy duty cooling radiator ensure longer drive system component life by preventing contamination and lowering temperatures.

The STHM Hydro Rider is available with 52-, 61- or 72-inch cutter deck and 20- or 22-hp Kohler Command engine. Optional accessories include a 44-gallon capacity grass catcher with auxiliary engine, a mulching plate and electric deck lift.

Circle No. 268

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**Steiner  
 Dalton, OH  
 330/828-0200**

The model ZTM 325 Steiner tractor is packaged with a Kohler Command engine with 25 hp at 3600 rpm. The 2-wheel drive tractor features zero turning, dual fuel tanks and foot-operated electric deck height adjustment. Included is a single park level, antiscalp rollers, twin hydrostatic controls with flip handles and a 61-inch deck cutting height of 1 to 5 inches.

Circle No. 269

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**Textron TurfCare & Specialty  
 Products  
 Racine, WI  
 414/637-6711**

Jacobsen's Turfcats 500 Series

features the power of a liquid-cooled Kubota diesel engine with 22.5-, 28- and 33-hp engines. Mowers include a 12-gallon fuel tank and an accelerator with an adjustable pedal stop for setting a consistent transport/mowing speed.



**Jacobsen Turfcats 500**

Four heavy-gauge steel cutting decks are available and a new deck mounting delivers consistent cutting heights from one to four inches, in half-inch increments.

The 500 series has a new all-hydraulic traction drive and self-adjusting turn-assist brakes on the wheels to help ensure sure-footed stability. The hydraulic system oil capacity has been increased to eight gallons, which helps the system run cooler and last longer.

Circle No. 270

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**Toro  
 Bloomington, MN  
 612/888-8801**

The Toro Groundsmaster 3000 has a variety of choices. Available with either a 33-hp liquid-cooled Peu-

geot diesel, in two- or four-wheel drive, or a 45-hp gasoline-fueled Ford engine, the 3000 has low noise levels, being the lowest decibel rotary mower of its type. An Integrated Hydrostatic Transmission (IHT) combines transmission, axle

and PTO in a single housing. The fewer parts and the direct transfer of power will make for years of durable performance. The Groundsmaster 3000 also has a variety of decks available: 84" Guardian Recycler®, 84" Rear Discharge, 72" Guardian Recycler®, 72" Rear Discharge

and the new Contour 82. Additional attachments include: rotary broom, snow-thrasher, debris blower and enclosed cab.

Circle No. 271

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**Walker Manufacturing Co.  
 Fort Collins, CO  
 970/221-5614**

A new sprayer attachment for the front of the Walker mower is easily mounted to all 42-, 48- and 54-inch Walker decks and offers a 96-inch spray pattern. The SP6640 Boom Sprayer features a 20-foot hose and adjustable spray tip that allows the operator to adjust the spray pattern from a 35-foot stream to a mist pattern.

Walker also has a "No-Catch" Deflector for a quick conversion of



**Walker "No-Catch" Deflector**

the Walker Grass handling System mower to a rear discharge mower. The conversion can be made in seconds by installing the deflector in the back of the GHS catcher box door.

Circle No. 272

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**Woods Equipment Co.  
 Rockford, Ill  
 414-255-0100**

Woods Equipment Co. has added the model 6225 Mow'n Machine to its line of zero turn radius mowers and offers a 25-hp Kohler engine with a 48-, 52-, 61- or 72-inch deck.

Woods' 6000 Series of Mow'n Machines feature eight engine options ranging from 14 to 25 hp, including diesel. The mowers are designed with a low, out-front, three-spindle deck, allowing easy mowing under shrubs and low hanging branches.

The products include instant forward and reverse action, dual lever controls and special operator comfort features to increase productivity. The spring-loaded attachment pins allow for quick attachment of the decks, snow throwers, sweepers or dozer blades.

Grass collection systems are available in 7.5-, 15- and 25- cubic ft. models. Woods' collection systems are composed of a detachable blower and twin plastic containers or a steel gravity hopper with a lever-controlled gravity dump system.

Circle No. 273



**Toro Groundsmaster 3000**