

Help Wanted (Cont'd)

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- Field
- Sales
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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.

LANDSCAPE SALES & DESIGN MANAGER

Design and sell landscape projects. Meet with owners/clients to determine needs, design ideas, budget and project scheduling. Prepare plans and proposals. Manage, oversee and schedule jobs for complete customer satisfaction.

Fax your resume to John: 201-444-4334

or Email: john@jacobsenlandscape.com

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

ENVIRONMENTAL CONTRACTING COMPANY Project Manager/Estimator

Western States Reclamation, Inc. (WSRI) an "award winning" 18-year-old company located in the beautiful Rocky Mountain Region - rated #1 for year-round outdoor activities and 350 days of sunshine! Our services and projects include land restoration, large landscape/irrigation construction, minor earthwork and light civil engineering. Project sizes range from \$50K-\$4M.

We seek an individual with 10+ years experience in revegetation, erosion control, urban park construction and civil/earthwork. Must have hard dollar bid experience with proven track record of profitable projects. Degree preferred in landscape architecture, civil engineering, construction management or equivalent. Computer literacy a must.

We offer:

- Excellent company reputation
- Above average salary
- Great benefits
- 401(k) / Profit Sharing
- Incentive Program
- Company Vehicle
- Great Recreational Outlets

Please send your resume with salary requirements to:

Western States Reclamation, Inc.

11730 Wadsworth Blvd.

Broomfield, CO 80020

Fax: 303-465-2478 • Email: wsridrc@aol.com

Check us out! www.wsreclamation.com

REALTY LANDSCAPING CORP.

We're a well-established landscaping design/build and installation firm with three offices in New Jersey and Pennsylvania. We have great career opportunities for experienced individuals.

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Please respond to:

Human Resource Manager
Realty Landscaping Corporation
2585 Second Street Pike
Newtown, PA 18940
Fax: 215-598-7345
Email: RealtyHQ@aol.com

WEEDS INCORPORATED

is a 35-year-old company specializing in Industrial Weed Control. We are looking for a **Qualified Regional Manager** in our Chicago office. The successful candidate must be self-motivated, organized and have experience in sales and service scheduling. Complete compensation package includes excellent base salary, bonus, medical, 401(k), sick and personal time.

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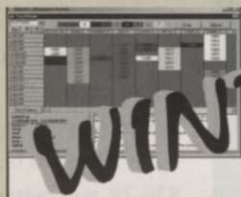


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GREAT CAREER OPPORTUNITIES Western Lawns Inc., a leading landscape management company, has career opportunities available for motivated self-starters with experience in the landscape management industry. Continued growth has created opportunities in 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** 2/02

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LANDSCAPE BUSINESS MANAGEMENT SYSTEM (LBMS)

– Billing System for Landscapers –
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GUIDELINES TO HELP AN INDUSTRY GROW

mowing

Mow and prosper

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

How do you determine what to charge?

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

Company revenues	Rates
Under 100,000	\$41.83
101,000-250,000	\$38.57
251,000-500,000	\$36.67
501,000-1 million	\$35.06
1 million-5 million	\$39.96
Over 5 million	\$30.63
▶ National avg.	▶ \$36.78

SOURCE: LM 2001 SOI REPORT



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