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CLEARING DEBRIS

Skid steers from Bobcat and other companies offer many debris-clearing possibilities — thanks to the many attachments that are available.



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commented the machine wasn't worth it because it could only be used a couple of months during the year.

Hile countered that he could start early in the spring to dethatch lawns, work into the summer picking up parking lot contracts and then in fall picking up leaves. "You're going from April to November," he says. "You can use that machine nine months out of the year, which is much more than you can use your lawn mower."

For those without dedicated debris management equipment, there are a number of attachments for tractors, skid steers, loaders and compact utility equip-

ment that can do just about any job.

"We have some 80 different attachments for our skid steer and our compact track loaders that make the machines able to go from one task to another," says Bryan Zent, marketing manager for Bobcat Co.

For branches and small trees, contractors can use grapples and other types of buckets. They can then deposit them into a wood chipper for disposal.

"We have angle brooms, different types of brushes and a water kit that can be attached so you can prevent dust being created as you sweep things up, which is important in some jurisdictions where they're sensitive about air quality

issues," Zent says.

John Deere also offers a number of attachments to make the cleanup process more efficient. And like Bobcat, the tools can be swapped among machines quickly and easily. A four-in-one bucket and grapples can be used to easily move large debris from a site. The attachments fit on a variety of John Deere machines.

"Contractors who have skid steers and compact utility tractors can go back and forth between these buckets," says Laura Alvrado, a product manager with John Deere.

Deere also recently updated its material collection system, which now has a better flow system for more efficient pickup of grass and leaves. The material collection system attaches to the company's mid-mount mowers.

Both Deere and Bobcat offer attachable brooms for quick sweeping of sites. Users can clean sidewalks of debris — or even snow in the winter.

In other words, the season doesn't matter. Whether you're picking up leaves in the fall, moving snow in winter or gathering branches, bushes and small trees for construction work in the spring and summer, there is a tool for every task. **LM**



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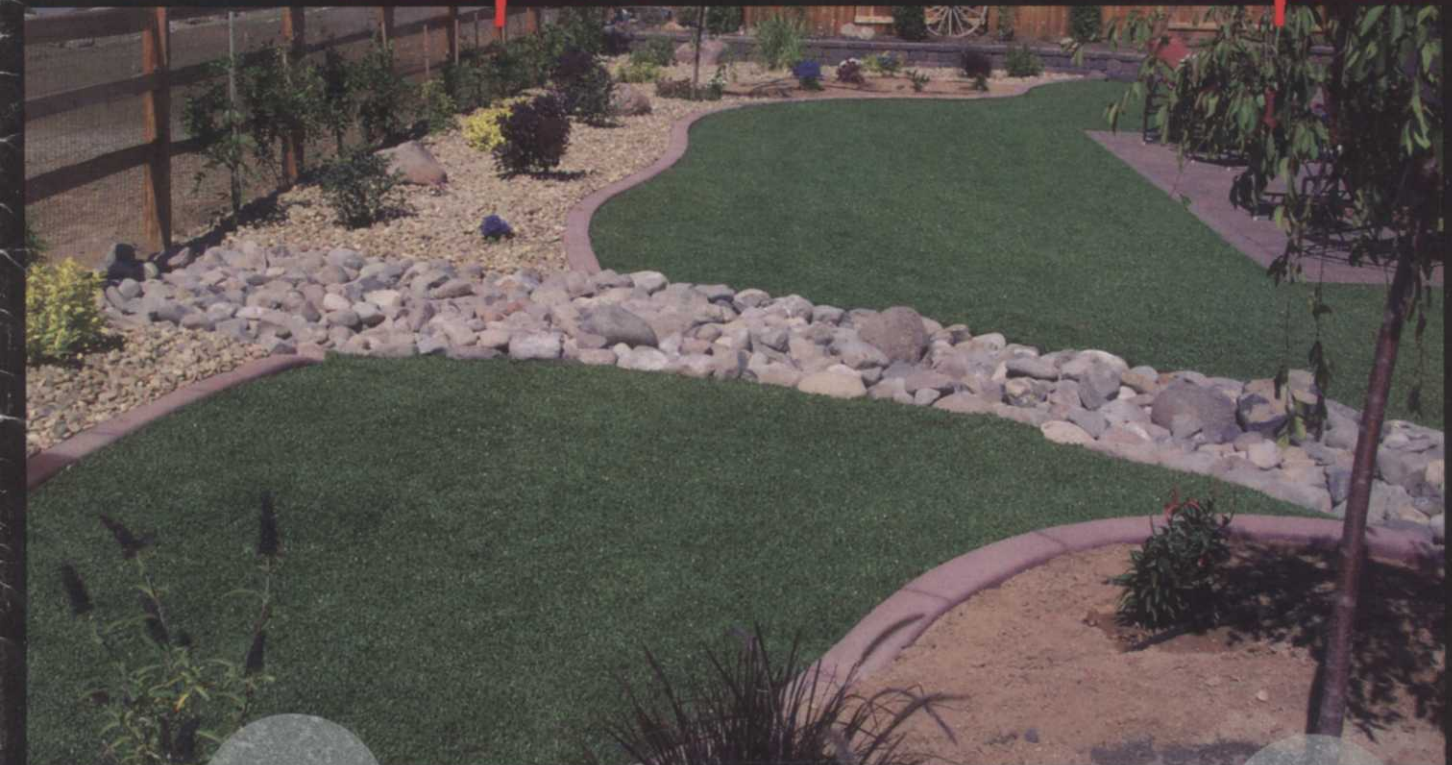
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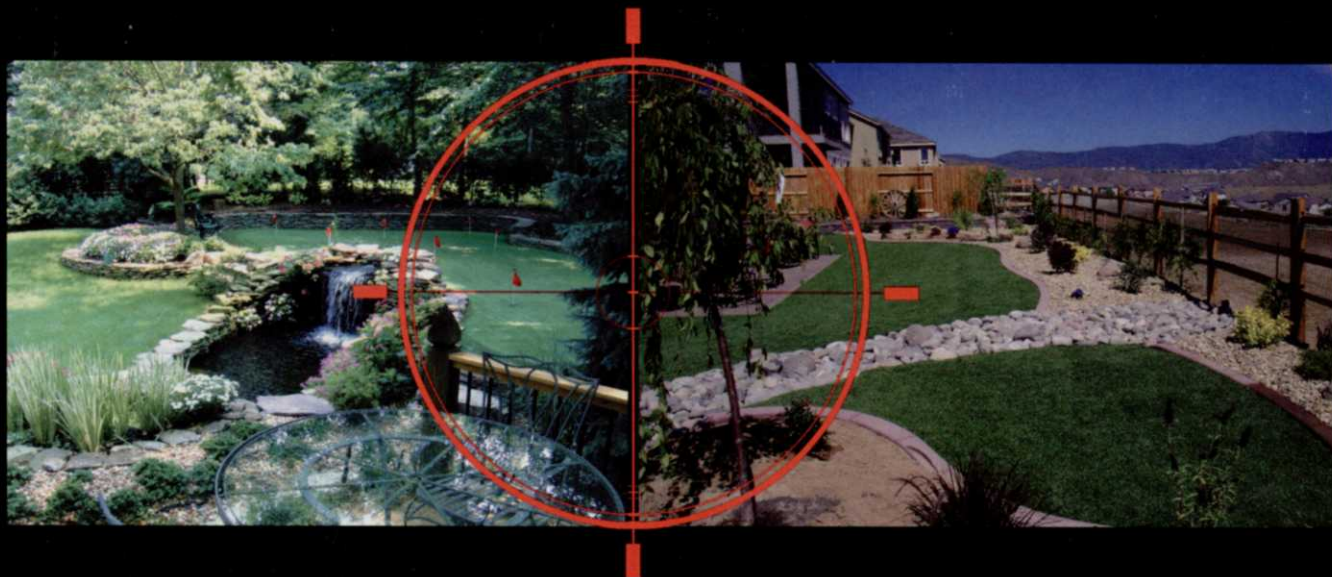
**90 DAYS NO PAYMENTS
NO CASH FLOW PROBLEMS
GROWTH, PROFITS & CUSTOMERS**



GOLFscapes LAWNscapes



ZERO IN ON HIGH GROWTH, HIGH PROFITS, & NEW CUSTOMERS



What separates highly profitable companies from their less profitable competitors?
The answer is simple, it's All Pro Industries.

Many contractors have found that the addition of synthetic golf greens and synthetic lawns to their product mix is the key to market differentiation, thus generating higher revenues and profits all year round. By offering a desirable product that your competition doesn't, you set yourself apart and maximize profits.

Also, installing and selling synthetic golf greens and lawns often generates additional landscape work. More often than not, customers want a distinctive landscape design tailored around their new synthetic turf installation. Water features, retaining walls, patios, lighting and landscaping are added to enhance the client's yard.

This magazine discusses several ways to EXPLODE your synthetic turf business. By using a combination of strategies and tactics we have developed like the "90 Days No Payments", "Build A Green Day", "19th Hole Mixer", and others, we help you to eliminate cash flow problems and be successful at this business. Best of all, it's a simple, easy add-on service that can generate HIGH GROWTH, HIGH PROFITS, and NEW CUSTOMERS on a consistent year round basis.

Sincerely,

Chris Heptinstall

President, All Pro Industries



**OUR PHILOSOPHY IS SIMPLE:
WE ARE NOT SUCCESSFUL
UNTIL YOU'RE SUCCESSFUL
FIRST**

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THE COVER:

A putting green with stacked stone retaining wall and a impressive water feature was installed by Campbell Ferrarar in Alexander, Virginia.
A synthetic lawn with an innovative waterwise landscape installed by Tee Time Greens in Sparks, Nevada

CASH FLOW PROBLEMS ELIMINATED



Reading this Magazine can Generate.....

- Two NEW Profit Centers – 50%+
- Two NEW Revenue Streams
- Two NEW Customer Bases
- 90 DAYS – NO Payments & Interest
- Utilizing Existing Equipment & Employees
- A Simple & Easy Add-On Service
- Year Round Installations

90 DAYS

No Payments No Interest

We FUND Your Installs

Eliminate Cash Flow Problems
and own a very profitable business

We will help fund the "Cost"
of your installations

Drive your profit margin through
the roof with more clients

Catch the attention of
browsers and turn them into buyers

All Pro Industries has developed a new way to make owning a synthetic lawn and golf green business very simple, easy, and profitable. Contractors will enjoy our 90 days No Payments & Interest Program

Contractors are approved quickly and get the funding to get the job done. There is no need to pay up front for the synthetic turf and you get the money you need to cover the cost of the installation

Give clients the freedom to design the Lawnscape or Golfscape of their dreams without the pressure of having to cover the cost of the installation upfront. All Contractors want choices when it comes to Cash Flow.

The 90 days No Payments and Interest program is a smart option where you can purchase today and take up to 90 days to pay for it. This concept is simple to understand because people are using this type of program with appliances, electronics, and furniture. The difference is you are the contractor with the financial backing to get the job done.

Call NOW so we can explain this Program

Listen and learn how to sell more jobs and increase profits with this purchasing option
1-800-334-9005

CALL NOW TO PRE-QUALIFY



90 DAYS NO PAYMENTS

NO Payments

NO Interest

NO Cash Flow Problems

HOW CAN THIS 90 DAYS NO PAYMENTS, NO INTEREST PROGRAM GROW YOUR BUSINESS?

ELIMINATE ANY CASH FLOW PROBLEMS and fund your ongoing synthetic turf installations

CREATE NEW REVENUE STREAMS by selling the synthetic turf products then up selling your other products and services.

CREATE NEW PROFIT CENTERS from our synthetic turf that allows you a 50%+ profit margin on the turf then make additional money on landscaping.

ATTRACT NEW CUSTOMERS because in today's competitive marketplace, making your products and services available and convenient to your customers is key to success.

WE FUND YOUR INSTALLS which allows you to cover the cost of the turf projects.

IMMEDIATE POWER TO PURCHASE synthetic turf products shipped to the jobsite today then wait up to 90 days to pay for it.

DON'T USE YOUR MONEY—USE OUR MONEY

TWO NEW CUSTOMER BASES



SELL MORE
LANDSCAPES & JOBS



TWO NEW PROFIT
CENTERS



CO-OP
ADVERTISING



90 DAYS
NO PAYMENTS



TWO NEW
REVENUE
STREAMS



UP SELL
PRODUCTS &
SERVICES



GREEN FROM ALL ANGLES

HANDS ON

INSTALLER TRAINING CLASS



NEW install techniques to save time and money

NEW marketing strategies to grow your business 10X

NEW tactics to cut your advertising budget in HALF

2008: Sat. Dec. 13,

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Cost \$99.00 each

8:30 til 3:00 pm (lunch provided)

**What you will learn
in the one-day
TRAINING:**

**On-Line
Training
Classes
Now Available**

- Hands-On Advanced Installation Training
- Estimating - Small & Large Jobs
- 90 Days No Payment No Interest
- Successful Marketing & Selling Strategies
- Hosting a "Build A Green Day"
- Hosting a "19th Hole Mixer"
- Co-op Advertising
- Design Consultation
- Much More

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FREE ONLINE TRAINING

This online advanced training seminar will teach you how to generate a **TWO NEW PROFIT CENTERS, TWO REVENUE STREAMS, & TWO CUSTOMER BASES** for your landscaping business by utilizing **EXISTING EQUIPMENT AND EMPLOYEES.**

Go online now to **CAPITALIZE** on the \$50 Billion a year Golf Industry that is directly tied to the Lawn & Landscape Industry. Learn how to take this simple & straightforward **ADD-ON SERVICE** and **UP-SELL** your other products and services.

Contractors agree that the time spent with the online training is very worthwhile when compared with a single "call back" from a bad installation.

What You Learn From This FREE Online Advanced Training Presentation:

- Step-By-Step Advanced Installation
- Job Estimation
- Six (6) New Marketing Programs
 - 1) 90 Days No Payments
 - 2) Build A Green Day
 - 3) 19th Hole Mixer
 - 4) Co-op Advertising
 - 5) Replicated Website
 - 6) Weekly Email Updates

- The Synthetic Turf Industry
- Your Display Green
- The Design Consultation
- RDS Custom Power Broom
- Killer Closings
- Why All Pro Greens

Benefits of This FREE Seminar:

- ✓ ELIMINATION of Cash Flow Problems
- ✓ A New Profit Center - Up To 60%
- ✓ A New Revenue Stream
- ✓ A New Customer Base
- ✓ Utilize Existing Equipment & Employees
- ✓ A Simple & Easy Add-On Service
- ✓ Up Sell Current Products & Services
- ✓ Year Round Installations
- ✓ 80% Labor Reduction
- ✓ Buy Manufacturer Direct
- ✓ Carry NO Inventory



BENEFITS

- For every Build A Green Day, you will sell 2 more greens. Each golf buddy providing the free labor is a potential sale for a turn-key install, Build A Green Day or other landscape/hardscape work. From just one Build A Green Day, you have the ability to generate at least 12 leads.
- It only takes one person to supervise the job. This means the rest of your crew can be busy on other projects.
- You have the ability to eliminate local competition. There is no way that another company can compete with you at \$6.50 per sq ft – that is their cost.
- You can directly communicate the benefits of a green.

BUILD A GREEN DAY

Our program allows your customers that do not want a turn key installation for \$10.00 - \$15.00 per sq. ft. an opportunity to get a professionally installed green for half the price.

STEPS TO A SUCCESSFUL BUILD A GREEN DAY

Your customer pays \$5.00 per square foot for the putting green kit.

Your customer pays an additional \$1.50 per square foot to have you as a Independent Contractor supervising the installation. You will NOT do the installation, but will oversee the job so the installation is done correctly.

Set a date and a time with your customer for the Build A Green Day. Have them invite their golf

buddies to provide the free labor for the installation 1 week prior – this will make for a fast and easy install.

Give your customer a materials list and have them purchase and/or rent everything needed for the installation. All materials need to be on site two days prior to the project.

Remind your customer to provide lunch for their friend's efforts.

You will start the install in the morning and they will be practicing their short game by the afternoon.

EXAMPLE

You will be able to save your clients thousands by purchasing a self-install kit. Thus allowing you to reach another huge untapped market that could never afford a turn-key installation. You make over \$1,300 for supervising the job.

EX: HOW A BUILD A GREEN DAY EARNS INCOME:

Retail Sales — based on \$2.15 per sq. ft — (\$5.00 retail - \$2.85 wholesale = \$2.15 per sq ft commission)

EXAMPLE:

12'x30' = 368 sq. ft. x \$2.15 = \$791.20
Overseeing an installation — You get paid \$1.50 a sq. ft. to oversee an install.

EXAMPLE:

12'x30' = 368sq. ft. x 1.50 = \$552.00

Combine the retail sales commission of a 12' x 30' green and overseeing an installation for a Build a Green Day and you have earned \$1,343.20 for 1 day of supervision.

90 DAYS NO PAYMENTS & INTEREST WORKS GREAT WITH THIS PROGRAM

Before



During



After

