

# LANDSCAPING

## #1.) INTRODUCTION

I want to start my own Landscaping Business in the Philadelphia area of Pennsylvania .

A.) I am 41 years old. I worked in many manual labor's jobs over the years. I like to do landscaping, cuts grass, prune trees, to plant shrubs and trees, and more.

B.) The focus of my business will be to SERVE residences and small business within a 20-mile radius of my home, obtaining roughly 225 clients monthly.

C.) I will serve my clients by offering a 1-stop contact source for their landscaping needs.

D.) You need your lawn to be mowed? Do you need your shrubs to be trimmed? Do you need your flowers to be planted? Do you need some trees planted? Do you want your driveway to be cleared of snow in the winter? Do you want your sidewalks to be shoveled?

E.) It's simple. I have worked in landscaping for 10 years. I would like to have my own truck and my own equipment to offer my services.

F.) I'm looking for a Capital Infusion of \$43,500.





## #2.) EXPERIENCE AND TIME MANAGEMENT

- A.) I've done landscaping work for the past 10 years; working for several different landscaping companies. I want to have my own Landscaping business.
- B.) I've planned to do this business in a Full Time-Bases.
- C.) I'm looking for an Initial Investment of **\$43,500** .

The specific use of the **\$43,500** is as follows:

• Used Pickup Truck	\$15,000
• Retro-fit and truck upgrades	\$ 5,000
• (2) New riding lawn mowers (\$2,500 each)	\$ 5,000
• (3) New self-propelled walking lawn mowers	\$ 1,500
• (2) New Gas-powered Trimmers (\$250 each)	\$ 500
• (1) New Chainsaw	\$ 300
• Shovels, Rakes, Wheelbarrows, Buckets, Extension, Tree Cutters, Electric Starter, Gas Cans, and more	\$ 700
• (2) New Snow Blowers (\$750 each)	\$1,500
• (1) New Plowing Blade (for the front of the pickup)	\$1,500
• (1) Boxed Trailer Extension to haul equipment	\$3,000
• Hedge Trimmer (\$250) & Leaf Blower (\$250)	\$ 500
• (7) Trash Cans and Waste Management Units	\$1,000
• Signs and Advertisement Promotion	\$1,000
• Accounting and Legal	\$2,000
• Working Capital	\$2,500
• Miscellanies	\$2,500
• Total	\$43,500







The specific type of issues for Joseph are:

- **KEY Main Point of Contact** – Joseph will be the main point of contact for this business. The Investor can speak with Joseph at any time regarding any issue, Joseph is an experienced and proven Landscaper. He is physically and capable of running this business.
- Effectively, Joseph is the new business. His ability and energetic approach everyday will make this a success.
- Joseph will earn a salary/take a draw of \$2,000 per month or a 100% of revenues generated from activities. salary will be revenue every 3 months.
- Joseph may hire part-time help, as needed.

**A) The New Company name and Information:**

- Company Name: Landscaping
- Ownership %: 50% - Joseph  
50% - Investor\*\*\*  
\*\*\*% ownership changes upon total payback.
- Office location: 25 Florida Dr. Tampa FL
- Bank: United Trust Bank

B) Pricing, Margins and Charges - TBD

C) Joseph is 41 years. He has 10 years of landscaping experience. This represents a unique opportunity to make some money—for the investor and for Joseph.

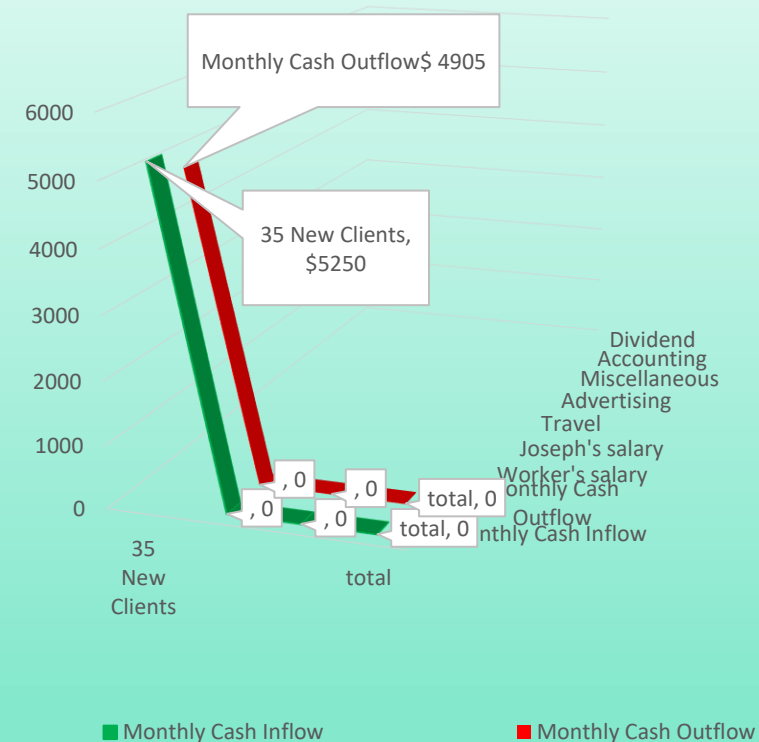
### #3.) CASH FLOW :

Involves the **inflows and outflows** of cash... and that is the focus of this Section. Some aspects of cash flow involve the use of the initial cash investment. Some expenses may be missing from the first year's cash flow and accompany graphs...We should view the cash flow in this light.

A.) This cash flow analysis involves the cash flow for the new company, Landscaping.

B.) Accordingly, a very succinct Monthly 1<sup>st</sup> year's cash flow is as follows:

Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 35 New Clients at \$50 per job.3 jobs per client, per month.	\$5,250	(10) hours of Part time workers per month.	\$ 300
		Salary for Joseph	\$2,500
		Gas/Travel expenses	\$ 750
		Advertising and Solicitation	\$ 100
		Accounting	\$ 250
		Miscellaneous	\$ 750
		Dividend (7%)	\$ 255
		Payback to Investor (42 months)** start payback in 6 mth, amount not added here to monthly expenses	\$ 1,035**
<b>Total Monthly Income</b>	\$5,250	<b>Total Monthly Expenses</b>	\$4,905



**SUMMARY OF PROJECTION#1 CASH FLOW:** A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$5,250 – Cash Outflows (Expenses) of \$4,905 = \$345. Positive Monthly Cash Inflow.

#### #4.) **CONSTANT STREAM OF CUSTOMERS**

Much of this plan needs to focus on how to obtain a constant stream of customers. Here is a list of pro-active prospecting activities that we will need to implement to ensure that we have a constant stream of customers.

- a) 100 proactive calls by Joseph each day.
- b) Networking by Joseph: 3 nightly gatherings a month.
- c) 300 new postcards to be mailed out each week.
- d) Start a 5 x 8 index card system; transfer daily results into Microsoft data base each day.
- e) Break-even per month is achieved at 240 Clients. (All efforts must be made to reach 240 clients—the breakeven point—as soon as possible)

There are **5 specifics things** that Joseph is accountable for each day.

##### **What will he do (specifically)?**

- 1) Answer phones.
- 2) Proactively make prospecting phone calls each day.
- 3) Solve any problem or concerns.

##### **When will he do it?**

- 1) His hours are from 8:00am to 4:00pm
- 2) He is responsible for proactive calls each day

##### **How will this be prospecting work?**

- 1) Telephonically, pick up the phone.
- 2) Focus on residences and small business

##### **Why do it at all?**

- 1) Prospecting works.
- 2) Need to keep score.
- 3) Other advertising will follow in 3 - 6 months.

##### **How much should we call?**

- 1) As much is needed ...can be adjusted
- 2) Joseph will serve as the communication-hub of the new business.





## #5.) DAILY PLAN

### A.) Daily Plan for Workflow

- An Executive Notebooks which describe a daily Plan of Action will be completed daily by the Joseph.
- Daily plan is not optional.
- Workers will text Joseph with the activities of the day.
- Part-time workers will update daily/weekly by using a calendar.
- Reality: workers will constantly be available for Joseph.

### B) Daily Plan for the Joseph.

Develop communication processes (i.e. Billing, E-mail, Communication with clients, Communication with workers, Use of Book-Keeping Software).

- Review appropriate information with workers, clients, daily.
- Keep Executive Book with you at all times.
- COOPERATE with workers, and clients.

### C.) Daily Plan for Part-Time Workers

- Incorporate daily plan of Joseph with your schedule.
- Communicate quickly and consistently with Joseph.



## #6.) **ORGANIZATION**

Organization is 1 of the 10 Components of creating a Fully Developed Plan. When you are organized, you are serious about your work. When you are disorganized, you have little chance of succeeding.



### A.) **Organize your Target Market**

- Target Residential Homeowners...Business
- Target Affluent Neighborhood.
- Target Part-time workers... to do the work

### B.) **Organize your Clients**

- Understand - the 80-20 Rule.
- Identify – know who your top 250 Clients are.
- Categorize/Segregate... don't waste your time on timewasters.

### C.) **Organize your Desk**

- The workers need to keep their desk organized.
- Joseph will handle all BILLING (80% of the billings should be electronically).
- Daily action plan needs to be printed-out each day by Joseph and the workers.



## #7.) PERSONAL PREPAREDNESS

### A.) Are you ready to do this?

- The Joseph and the Part-time workers need to speak to each other each night to evaluate the day's activities and plan for the next day's needs.
- Joseph has sufficient energy to entertain this business.
- Joseph wants this to be his retirement business income.
- This refocusing of his business life will be more profitable and a bit less stressful for him as he gets older

### B.) Personal Assessment

- Joseph is 41 years old. His physical and mental health is excellent.
- Joseph is excited to transition to his new businesses; and to focus on Residential Homeowners and Small Business.
- There are no personal, business, or other obligations in his life that will impede him from doing these new businesses.

### C.) Compelling Reasons.

- There are **3 primary things** that Joseph wants from this business.
  - Re-focus this business to serve as Joseph's retirement income.
  - To sell this type of business as a business opportunity (nationally ... after 2 years of operations).
  - To allow Joseph more flexibility– and to earn more income.





## #8) PROJECTIONS

I'll present 3 different Projections Scenarios ... which are projections. The 1<sup>st</sup> projection is from the CASH FLOW of this presentation. The last 2 Projections are just changes to the amount of business generated ... or jobs completed.

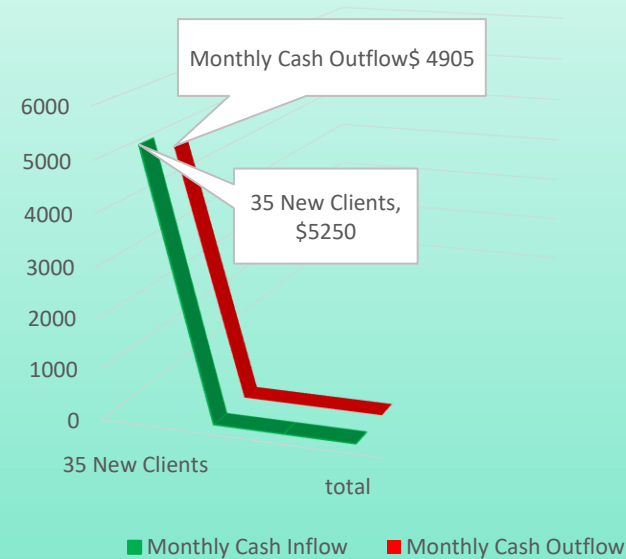
These Projections are simply meant to illustrate the projected revenue from activities. Four additional things to consider:

- 1.) These Projections have nothing to do with his present business.
- 2.) These Projections can be altered and reconfigured at any time.
- 3.) These Projections involve a 1-time Capital Infusion of \$43,500.
- 4.) These Projections should be reviewed with Joseph and the Investor – against actual revenues – to determined actual expectations, going forward.



# PROJECTION SCENARIO#1

Monthly Cash Inflows (Income) After 3 Months		Monthly Cash Outflows (Expenses) After 3 Months	
Projected 35 New Clients at \$50 per job.3 jobs per client, per month.	\$5,250	(10) hours of Part time workers per month.	\$ 300
		Salary for Joseph	\$2,500
		Gas/Travel expenses	\$ 750
		Advertising and Solicitation	\$ 100
		Accounting	\$ 250
		Miscellaneous	\$ 750
		Dividend (7%)	\$ 255
		Payback to Investor (42 months)** start payback in 6 mth, amount not added here to monthly expenses	\$ 1,035**
<b>Total Monthly Income</b>	\$5,250	<b>Total Monthly Expenses</b>	\$4,905

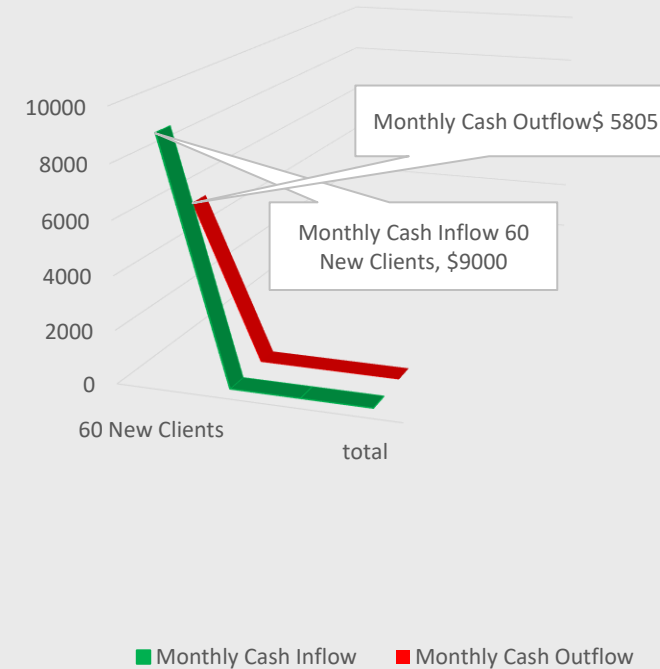


**SUMMARY OF PROJECTION#1** : A rough Summary of the monthly Cash Flow is Cash Inflows (Income) of \$5,250 – Cash Outflows (Expenses) of \$4,905 = **\$345. Positive Monthly Cash Inflow.**



## PROJECTION SCENARIO#2

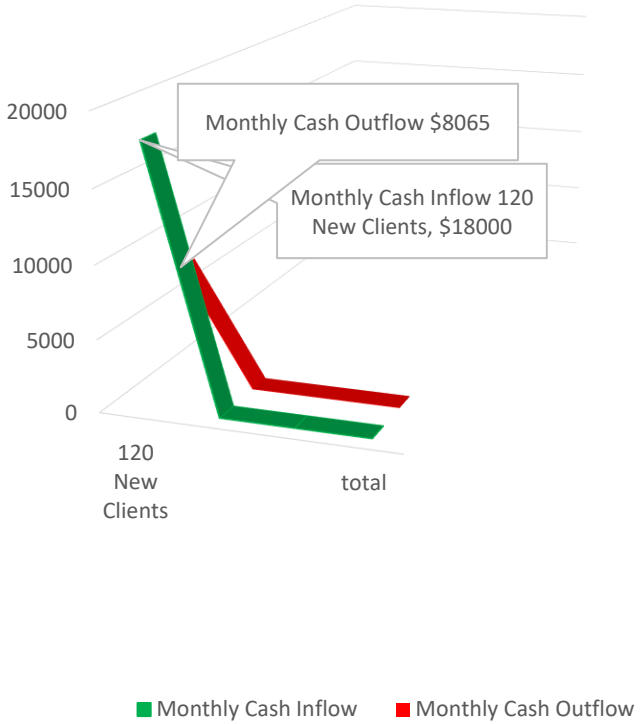
Monthly Cash Inflows (Income)		Cash Outflows (Expenses)	
Projected 50 New Clients at \$75 per job. ***50 clients x 3 cuts/month is 150 cuts x \$75 =\$11,250	\$11,250	(60) hours of Part time workers per month.	\$1,800
		Gas/Travel expenses	\$2,000
		Salary for Joseph	\$3,000
		Advertising and Solicitation	\$ 100
		Miscellanies	\$ 550
		Dividend (7%)	\$ 255
		Accounting	\$ 250
		Payback to Investor (48 months,\$906/mth)	\$ 906
<b>Total Inflow</b>	\$11,250	<b>Total Outflow</b>	\$8,861



**SUMMARY OF PROJECTION#2:** A rough Summary of the monthly cash flow is Cash Inflows (Income) of \$9,000 – Cash Outflows (Expenses) of \$6,840 = **\$3,195/positive Cash Flow (projected) per month.**

# PROJECTION SCENARIO#3

Monthly Cash Inflows (Income)		Cash Outflows (Expenses)	
Projected 120 New Clients at \$50 per job.3 jobs per client, per month.	\$18,000	(50) hours of Part time workers per month.	\$1,500
		Gas/Travel expenses	\$1,500
		Salary for Joseph	\$2,500
		Miscellanies	\$1,500
		Dividend (7%)	\$255
		Payback to Investor (42 months)** start payback in 6 mth, amount not added here to monthly expenses	\$ 1,035**
<b>Total Inflow</b>	<b>\$18,000</b>	<b>Total Outflow</b>	<b>\$8,065</b>



**SUMMARY OF PROJECTION#2:** A rough Summary of the monthly Cash Flow is Cash Inflows(Income) of \$18,000 – Cash Outflows (Expenses) of \$8,065 = **\$9,935/positive Cash Flow (projected) per month.**



## #9.) CAPITAL INVESTMENT

The Capital Investment breakdown of \$43,500, as previously stated in Section#2 (Experienced People and Time Management), is as follows:

### CAPITAL INVESTMENT

Based on the CASH FLOW AND PROJECTIONS, the CAPITAL INVESTMENT is \$43,500.

### CAPITAL INVESTMENT

Based on the CASH FLOW AND PROJECTIONS, the CAPITAL INVESTMENT is \$43,500.

Used Pickup Truck	\$15,000
Retro-fit and truck upgrades	\$ 5,000
(2) New riding lawn mowers (\$2,500 each)	\$ 5,000
(3) New self-propelled walking lawn mowers	\$ 1,500
(2) New Gas-powered Trimmers (\$250 each)	\$ 500
(1) New Chainsaw	\$ 300
Shovels, Rakes, Wheelbarrows, Buckets, Extension, Tree Cutters, Electric Starter, Gas Cans, and more	\$ 700
(2) New Snow Blowers (\$750 each)	\$1,500
(1) New Plowing Blade (for the front of the pickup)	\$1,500
(1) Boxed Trailer Extension to haul equipment	\$3,000
Hedge Trimmer (\$250) & Leaf Blower (\$250)	\$ 500
(7) Trash Cans and Waste Management Units	\$1,000
Signs and Advertisement Promotion	\$1,000
Accounting and Legal	\$2,000
Working Capital	\$2,500
Miscellanies	\$2,500
Total	\$43,500





### Parameters:

- 1–Time Infusion of \$43,500.
- Targeted infusion to cover specific costs (i.e., Used Pickup Truck, Advertising, Equipment, Travelling, Miscellaneous, Working Capital, Lawn Mowers, Snow Blowers, Plowing Blade, etc.)
- No Collateral required.
- \$43,500 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

### Payback of Investment

- **DIVIDEND:** 7% - monthly to Investor, 45 to 60 days after initial infusion, (\$255 per month).
- **Each month:** In addition to the dividend payment, Investor gets paid \$1,035 until \$43,500 amount (amount of total infusion), is paid in full. This results in an effective 60- month payback.
- **After \$43,500 is paid in full,** Investor is paid \$1,500 per month. The dividend payment discontinuous (is no longer paid) after payback is completed.
- **Joseph is paid \$1,000 per month.** After Investor has been paid back \$43,500 infusion, Joseph will be paid \$5,000 per month.
- **After initial investment has been paid in full,** Joseph reserves the right to utilize any excess profits as he deems appropriate.
- **Joseph reserves RIGHT OF FIRST ACCEPTANCE/REFUSAL,** to buy out Investor. (Based on 10% ... or \$4,350).
- **Joseph retains 100% ownership** of sale of the business opportunity across the country.





**#10.) EXECUTION OF THE PLAN**

**EXECUTION OF THE PLAN (PLAN #71)  
PLAN FOR LANDSCAPING  
TERM SHEET**

**CAPITAL INFUSION:** \$43,500

**ENTITY:** Business to be operated under Newly Formed LLC.

**OWNERSHIP:** Percentage of ownership is based-upon the described monthly payment to Investor and Joseph. For example, Investor is paid \$906 per month for 48 months, until the \$43,500 is paid back in full. For LLC purposes, the percentage of ownership is 50% - 50%.

**PAY-BACK:** Investor is paid \$906 per month until \$43,500 infusion is paid back in full. Thereafter, investor is paid \$1,000/per month.

**DIVIDEND:** 7% dividend payable monthly to Investor, 60 to 90 days after initial infusion (\$255 per month).

**JOSEPH PAY:** Joseph gets paid \$2,500 per month; based on his direct participation with the business. Joseph is eligible for a raise of \$1,000/when revenues permit.

**ONGOING:** After initial investment has been paid in full, Joseph reserves the right to utilize any excess profits as he deems appropriate.

Joseph reserves the RIGHT OF FIRST ACCEPTANCE/REFUSAL, to buyout Investor (based on 10% buyout, or \$4,350)

**COLLATERAL:** The Newly purchased (all office and other equipment) is the property of the Investor until payback is made in full.

- COVENANTS:**
- a.) Joseph and Investor speak once a week or as needed.
  - b.) Joseph reserves the right for acceptance/refusal when/if the Investor wants to sell his share and/or increase his Income-stream OR additional infusion of capital is warranted.
  - c.) Joseph manages the everyday activities of the company.
  - d.) Investor may interface with Joseph at any time.

- PARAMETERS:**
- a.) 1-Time Infusion of \$43,500.
  - b.) Targeted infusion to cover specific costs (i.e. Used Pickup Truck, Advertising, Equipment, Travelling, Miscellaneous, Working Capital, Lawn Mowers, Snow Blowers, Plowing Blade, etc).
  - c.) \$43,500 Infusion to be made upon completion of a signed EXECUTED AGREEMENT.

Investment Made: \_\_\_\_\_

DATE: \_\_\_\_\_

\_\_\_\_\_  
Joseph L.  
Landscaping

\_\_\_\_\_  
(Investor)