

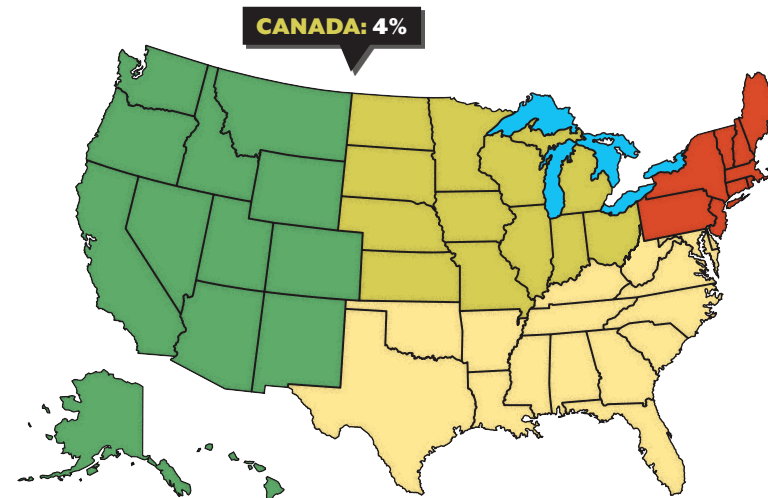
# DISSECTING THE DOLLARS

**0** BVIOUSLY, WE KNOW YOU NEED TO ADJUST TO your local market when it comes to pricing and pay, but over this next handful of pages, you can get a better idea of how you compare nationally through our 2018 Benchmarking Your Business Report.

One note about this year's report: the survey is sent randomly to our readers, (see survey methodology for more on how we collect our data) and this year it seems a group with higher revenues responded than in previous years. Median revenue is usually around \$290,000 but this year it was \$587,000. We see this as an anomaly with the group that responded, not a trend in the growth of the industry. – *Brian Horn*

Visit [lawnandlandscape.com/benchmark](http://lawnandlandscape.com/benchmark) to access our Benchmarking tool, which allows you to enter your financials for a real-time comparison of how you stack up to the rest of the industry.

## WHERE IS YOUR COMPANY LOCATED?



**16%**  
**NORTHEAST**

CT, MA, ME, NH,  
RI, VT, NJ, NY, PA

**36%**  
**SOUTH**

DC, DE, FL, GA, MD, NC, PR/VI, SC, VA,  
WV, AL, KY, MS, TN, AR, LA, OK, TX

**29%**  
**MIDWEST**

IL, IN, MI, OH, WI, IA, KS,  
MN, MO, NE, ND, SD

**15%**  
**WEST**

AZ, CO, ID, MT, NM, NV, UT,  
WY, AK, CA, HI, OR, WA

## HOW MANY EMPLOYEES DOES YOUR LOCATION HAVE?

● FULL-TIME ● SEASONAL ● PART-TIME



## WHAT DOES YOUR LOCATION CHARGE FOR LABOR ON AVG. PER HOUR FOR EACH OF THE FOLLOWING SERVICES?

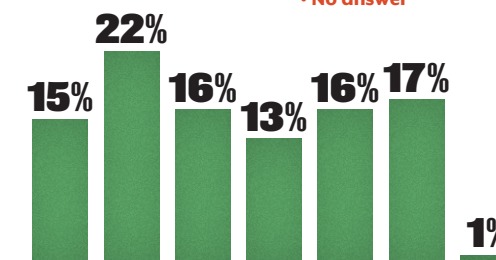
<b>\$71.80</b> SNOW AND ICE MANAGEMENT	<b>\$56.03</b> LANDSCAPE CONSTRUCTION/ DESIGN/BUILD (RES. AND/OR COMM.)
<b>\$60.71</b> IRRIGATION INSTALL/ MAINTENANCE	<b>\$54.50</b> LAWN CARE/ CHEMICAL APPLICATION (RES. AND/OR COMM.)
<b>\$58.64</b> TREE CARE	<b>\$48.99</b> LANDSCAPE MAINTENANCE (RES. AND/OR COMM.)

## WHAT WAS YOUR LOCATION'S GROSS REVENUE IN 2017?

**MEAN:** \$1.6 million  
**MEDIAN:** \$587,000

(FROM LEFT)

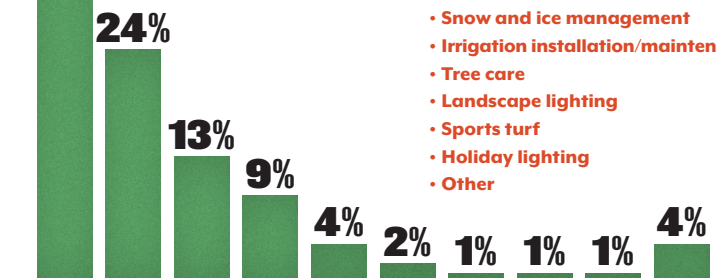
- More than \$4 million
- \$3.9 - \$1 million
- \$999,999 - \$500,000
- \$499,999 - \$200,000
- \$199,999 - \$50,000
- Less than \$49,000
- No answer



## WHAT % OF YOUR LOCATION'S 2017 GROSS REVENUE CAME FROM EACH OF THE FOLLOWING SERVICES?

(FROM LEFT)

- Landscape maintenance (residential and/or commercial)
- Landscape construction/design/build (residential and/or commercial)
- Lawn care/chemical application (residential and/or commercial)
- Snow and ice management
- Irrigation installation/maintenance
- Tree care
- Landscape lighting
- Sports turf
- Holiday lighting
- Other



## SURVEY METHODOLOGY

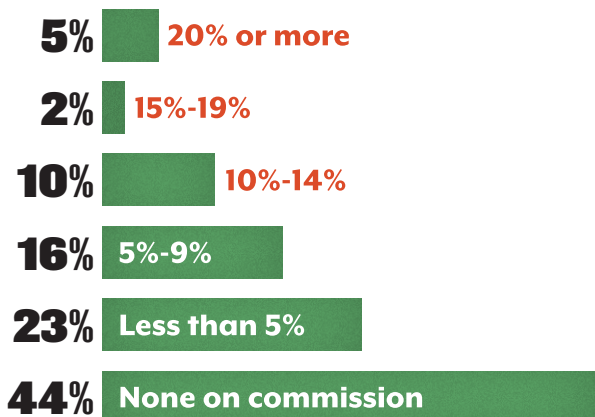
THE 2018 BENCHMARKING YOUR BUSINESS SURVEY was designed jointly by Lawn & Landscape and Readex Research, and fielded from Aug. 7-24. The survey's 163 responses represent an estimated population of 16,700 individual landscape contractors. The margin of error is ±8 percentage points at the 95 percent confidence level. Some charts do not total 100 percent due to rounding and because not all answers are included with some questions. **MEDIAN:** The number in the middle where extreme outliers are removed like respondents with extremely high or low revenue. **MEAN:** The average of all respondents.

**2018**  
BENCHMARKING  
YOUR BUSINESS  
REPORT

## IN SEASON, HOW MANY DAYS DO YOU WORK IN A TYPICAL WEEK?

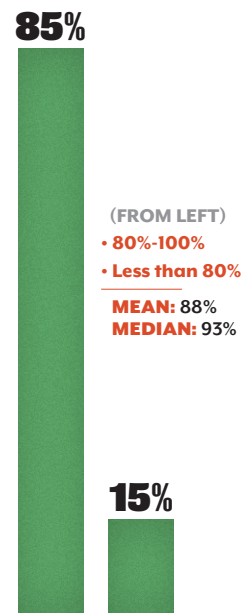


## WHAT COMMISSION RATE DOES YOUR LOCATION PAY ITS SALESPEOPLE (ON AVERAGE)?

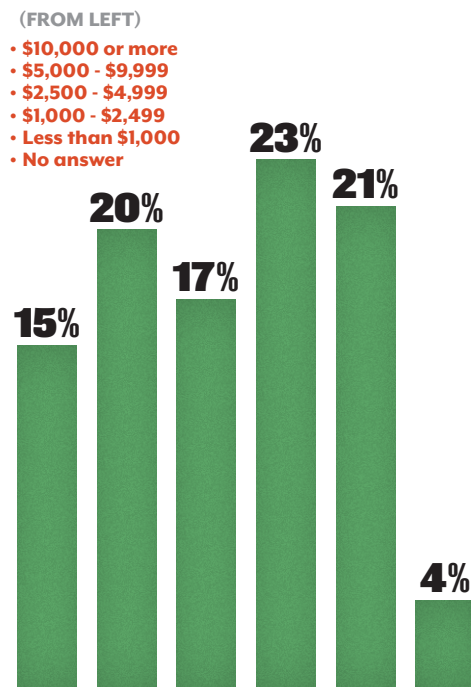


↓  
**61%**  
OF RESPONDENTS  
SAID THEY  
**DON'T HAVE  
SALESPEOPLE.**

## OF YOUR LOCATION'S CUSTOMERS 12 MONTHS AGO, WHAT % ARE STILL CUSTOMERS TODAY?



## WHAT WAS YOUR LOCATION'S GROSS REVENUE PER CUSTOMER IN 2017?



## WHAT WAS YOUR LOCATION'S AVERAGE GROSS PROFIT MARGIN FOR EACH OF THE FOLLOWING SERVICES PROVIDED IN 2017?

