



STAGHORN

LANDSCAPE DESIGN

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STAGHORN AT A GLANCE

- Founded (officially) in December 2014
- Single Member LLC
- Licensed Home Improvement Contractor
- 8 full-time (seasonal) employees:
 - Mid February – Mid December
- Shop space located in Red Hook (900 sq. ft)
- Design, Maintenance, Installation
- All-in-House Model



HUMBLE BEGINNINGS!



CORE ELEMENTS

1. Communication
2. Management
3. Money

COMMUNICATION: PRACTICES

- Set Client Expectations (clearly and immediately):
 - Contracts – do not do anything unless you've got a signed contract!
 - Scheduling
 - Payment terms
- Set Employee Expectations
 - Job description
 - Scope of Work and Schedules: Trello, Google Drive

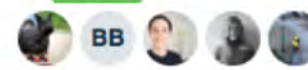
November 26th - December 3rd Gardening

Staghorn Horticulture Free Team Visible 5 Share Show Menu

Tuesday, November 27th

Residence Irrigation shutdown - date confirmed

2/2



Residence Irrigation Shutdown Service - date confirmed

3




+ Add another card

Wednesday, November 28th



Residence Irrigation Blow-out + bulbs + final maintenance - date/time confirmed

2 5



Residence irrigation shutdown + final maintenance - Date Confirmed

4 9



+ Add another card

Thursday, November 29th



Residence Irrigation Shutdown - date confirmed

1 1



+ Add another card

Friday, November 30th



Residence Irrigation blowout + final maintenance -email date change

1 4



+ Add another card

Monday, Dec 1st

Residence maintenance

1



handrail per 10 years style)

1



and holiday p

1



Shopping Lis

1



+ Add another

Residence - Start Date Wednesday 5/09/18

Staghorn Installation Free

Team Visible

Share ... Show Menu

Design Documents

Design Plan

👁️ ☰ 📎 1

Layout/Materials Plan

👁️ ☰ 📎 1

Construction Details

👁️ ☰ 📎 1

+ Add another card

Scope of Work

Removals

👁️ ☰ 8/8

Decking

👁️ ☰

Fencing

👁️ ☰

Concrete + Pea Gravel Patio

👁️ ☰

Artificial Turf

👁️ ☰

Custom Storage Shed

👁️ ☰

Stone Veneer on Concrete Wall

+ Add another card

+ Add another list

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 - "Pre Game" meeting with team before a job starts

MANAGEMENT: HIRING

- Be VERY cautious when hiring people who are passionate, but inexperienced
 - Remember – our liability is A LOT higher than other creative industries.
- Use a mix of resources to find team members:
 - MetroHort jobs board
 - Word of mouth/referrals
 - Indeed.com
- Subcontractors vs. Employees

MANAGEMENT: CREATE + USE SYSTEMS/AUTOMATION/TEMPLATES

- Systems save time!
- Places to use systems/templates and/or automation:
 - Timesheets: T-Sheets
 - Contracts: AdobeSign, Dubsado
 - Estimates: Quickbooks
 - Expenses + Receipts: Quickbooks, Bills.com, Expensify
 - Email response template/questionnaire

MONEY: PRICING

- Price based on YOUR/YOUR COMPANY'S expenses/overhead – don't worry about what other folks charge.
- Track your/your team's time – get to know how long everything actually takes.
- Mark that sh*t up (materials) – be sure you SAVE for and then PAY quarterly sales taxes.

MONEY: EXPENSES

- Keep your overhead as low as possible for as long as possible.
- Know costs of employees vs. subcontractors
- Stay away from debt – this blows up overhead costs and kills profit margin.
- Anticipate and plan for how expenses will change over time (e.g., worker's comp insurance).
- Hire a bookkeeper or a CPA with small business experience and a teacher's heart – then listen!

MONEY: WHERE TO INVEST

- First and foremost, a decent website. (Squarespace, Wix, WordPress, etc.)

Design. Build. Maintain.

Christy Webber Landscapes is a full-service landscape provider offering design, construction, and maintenance programs to residential, commercial, and municipal clients throughout Chicago.

Contact

Portfolio

Services



**CHRISTY
WEBBER**
LANDSCAPES

LANDSCAPING CO.

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[Services](#)

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Welcome

Since 1974, [REDACTED] has been a trusted name in the landscaping business. We specialize in creating distinctive and valuable landscaping. Any project grand or small, we provide the customized design, installation and maintenance services that are right for your needs.

**Providing Quality Service
for Over 30 Years!**

[REDACTED] **Landscaping** is a full service lawn care maintenance company, landscape design and landscape installation contractor for residential as well as commercial clients. This company has been in business for more than 30 years and now have four experienced lawn maintenance crews each directly supervised by one of the owners. In fact, in most cases, one of the owners is usually on site for each of our jobs ensuring the best work possible.

[REDACTED] **Landscaping** only uses the best products available on the market. We ensure long lasting appearance and stand by our workmanship 100%.



Call for a FREE Estimate!

[REDACTED]

MONEY: WHERE TO INVEST

- First and foremost, a decent website. (Squarespace, Wix, WordPress, etc.)
- Your team – talented, skilled, nice, professional people.
- Good photography.
- Decent business cards (Moo and Minted, you probably DON'T need the foil embossed ones).
- Basic branding (logo, colors, type).
- Strategic advertising (Google Adwords, Brownstoner, Houzz, Facebook/Instagram)

Am I losing out on business by not purchasing this, or am I just feeling fancy?

A FEW EXTRA THOUGHTS/TIPS:

- Don't go into business with or hire your friends.
- Don't expect this to be full-time off the bat (i.e., plan on keeping your day job for a while).
- Do be frugal! Again, keep overhead as low as possible for as long as possible
- Figure out what YOU actually want to be doing with your time. Check in, reflect.
- Define yourself and your brand. Who are you? What sets you apart?
- Familiarize yourself with the law – particularly in regards to employees, insurance requirements, and taxes.

A FEW OF MY FAVORITE THINGS:

- Project/Client/Team Management apps: Google Drive/Suite, Trello, Dubsado
- Time tracking: Toggl, T-Sheets
- Bookkeeping, etc.: Quickbooks Online, Expensify, Bills.com, Belay
- Helpful Resources: Shanna Skidmore
- Impactful books:
 - *Building a StoryBrand*, Donald Miller
 - *Never Split the Difference*, Chris Voss
 - *Entreleadership*, Dave Ramsey