

BUSINESS BUILDING STRATEGIES

Your **ULTIMATE GUIDE** for Building a **SUPER Successful Company**



Audio ♦ Workbook ♦ Business Plan

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Super Lawn Technologies

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Attention Landscape Contractors!

There Are Just



Minutes
Standing Between You
and Financial
Prosperity!

A bold statement, or a massive (and very real) breakthrough? Read on to learn the answer given by

**Tony Bass, Entrepreneur,
Inventor, Author &
Consultant**

Part 1

Business Building Strategies

What I am about to reveal to you is so powerful, yet so simple; you may kick yourself for not already implementing this strategy in your own business.

In early 1999, I listened with finely tuned ears to the words of Bill Gates as he addressed an assembly of students from the University of Washington. One of the students asked the world's richest entrepreneur and businessman this question: "BILL, IF YOU COULD GIVE ME JUST ONE PIECE OF ADVICE THAT I COULD TAKE WITH ME AS I BEGIN MY CAREER, WHAT WOULD THAT BE?" BILL GATES QUICKLY RESPONDED, "HOW YOU MANAGE YOUR TIME IS THE SINGLE MOST IMPORTANT THING YOU DO!"

This is profound advice from a guy that most business owners and managers admire and wise words each of us should live by. Frankly, time management is one of the most difficult challenges a small business owner faces each day. When you consider trying to teach time management to your staff, the difficulties start to add up. Is it possible to teach each and every one of your employees, from the newest person on your team to the most senior management member, that every moment we have on this earth is precious and extremely valuable, and every one of those

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moments must be revered in order to maximize our effectiveness in our professional & personal lives?

When I asked myself these questions, I had to face the truth. The answer was a resounding **NO**. Employees seem to care a lot less about time than I do, so I spent 6 solid months on a sabbatical studying, dissecting, and re-engineering my own landscape company. I completed the most valuable and eye-opening time and motion studies of my career. The results of this effort allowed me to increase the sales of every lawn maintenance crew in my company by an average of \$14,535 per year while working the same exact number of hours per year!

So what is this breakthrough I have so boldly announced in the opening of this letter? What do I mean when I say 6 minutes are standing between you and financial prosperity? First, I need you to strategically think about your company and where you are today. Strategic, long-term thinking and planning will be the most profit-producing and liberating process you can ever attempt or complete within your own company. Let's begin with the following.

What kind of profit margin do you want to earn in your business this year? 5%, 10%, 15%?

Let's say that you hope to earn a net profit of 10% in your company. You have annual sales of \$200,000. That creates a net profit of \$20,000. Simple enough? Hold this thought.



What is the single biggest commodity you sell?

If you are in the landscape maintenance business, it is time! How do we measure time? We measure time by the year, month, week, day, hour, and minute. What is 10% of a year? 36.5 days. What is 10% of a month? About 3 days. What is 10% of a work week? About 4 hours if you can make a living working 40 hours a week. (I do not know many people in the landscape business that can do actually do this.) What is 10% of a 10-hour work day? 1 hour. **What is 10% of 1 hour? 6 minutes!**



When you harness the power of profiting 6-minutes per hour, you will begin to make piles of money!

I am here to reveal to you that it is 6 minutes, and 6 minutes only, that stand between you and a very humble (yet desirable) 10% profit margin this year!

So you already have a 10% profit margin? Congratulations! With the economy softening right now, people are looking for a way to gain a competitive edge or a way to grow. I hope you are looking for a breakthrough!

If you want to raise your profit margin by 10%, 20% or more, it can only be done these 3 ways:

- *Increase productivity or*
- *Increase your volume of work (gross sales) without raising any cost or*
- *Increase prices by 10%, 20% or more tomorrow morning on every client you have (without losing a single client in the process).*

As a contractor, the single biggest risk in your business is labor. It is also the largest expense in your company. Learning how to manage labor by the minute, not the hour, will allow you to increase your profit margin faster and safer than any price increase strategy. You and your team can get more done with less effort! You simply must examine ways to work smarter. You probably work under year-long or season-long contracts, and it is not feasible to go out and raise prices overnight. Also, if you raise those prices, will you actually keep every client? Will your sales volume predictably increase 10%?

The one. The only.
The Original![™]
SLT
SUPER LAWN TRUCKS[™]



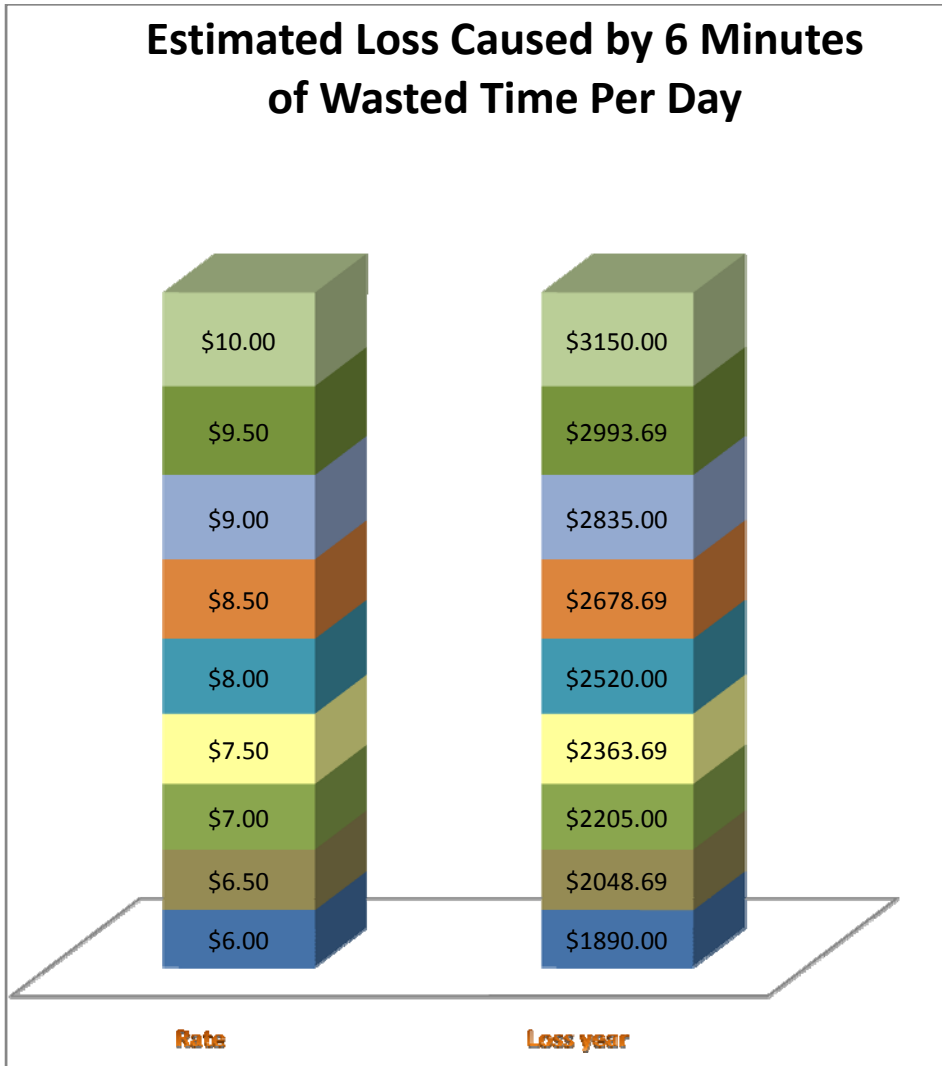
SAVE 484 HOURS

With the patented Super Lawn Truck system tasks that normally consume 568 hours per year can be completed in just 84 hours, leaving 484 free hours for contractors to serve additional clients.

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Estimated Loss Caused by 6 Minutes of Wasted Time Per Day



Take a look at the chart at the left.

This information alone will be worth **thousands** of dollars to you this year. This chart shows you exactly what **6** minutes of wasted time costs your company, for just **seven** employees. For this example, I have assumed there are 225 workdays in one calendar year, and that overhead is equal to the hourly rate.

This chart assumes that only 6 minutes of time is wasted per day

In your company, is it possible that 6 minutes is wasted each day per employee (one smoke break will do it)?



Take a look at the chart below. If the answer is **YES**, and you employ **seven** people, then you are spending **\$3,150** per year on labor and benefits that do not help you or your customer. *Let me ask you a different question.* Is it possible that your team is wasting 6 minutes per hour? If you work a 10-hour day and waste 6 minutes per hour, you are wasting \$31,500 per year! Ouch! Just look at what happens if you have 20 employees: \$9,000 quickly becomes \$90,000 lost! Now you know why some of your profits disappear!

Estimated Annual Loss Caused By 6 Minutes of Wasted Time Per Employee <i>Per Day</i>							
		Number of Employees					
Rate	Work days per year	3	5	7	10	15	20
\$6.00	225	\$810	\$1,350	\$1,890	\$ 2,700	\$ 4,050	\$ 5,400
\$6.50	225	\$878	\$1,463	\$2,048	\$ 2,925	\$ 4,388	\$ 5,850
\$7.00	225	\$945	\$1,575	\$2,205	\$ 3,150	\$ 4,725	\$ 6,300
\$7.50	225	\$1,013	\$1,688	\$2,363	\$ 3,375	\$ 5,063	\$ 6,750
\$8.00	225	\$1,080	\$1,800	\$2,520	\$ 3,600	\$ 5,400	\$ 7,200
\$8.50	225	\$1,148	\$2,025	\$2,835	\$ 4,050	\$ 6,075	\$ 8,100
\$ 9.00	225	\$1,215	\$2,025	\$2,835	\$ 4,050	\$ 6,075	\$ 8,100
\$ 9.50	225	\$1,283	\$2,138	\$2,993	\$ 4,275	\$ 6,413	\$ 8,550
\$10.00	225	\$1,350	\$2,250	\$3,150	\$ 4,500	\$ 6,750	\$ 9,000



*If you want to increase your personal income, complete this **FREE Business Builder Plan***

I suggest you take this breakthrough test. It may be the most rewarding evaluation of your company's efficiency you have ever been exposed to. Think about your company and how it operates today. Answer each question with honesty, and you will develop a plan to dramatically improve your productivity and your personal income.

(Print this page and use it as your worksheet.)

- How long (in minutes) does it take for one of your crews to load or prepare the truck in the morning before departing the shop?
 $\underline{\hspace{2cm}}$ minutes x $\underline{\hspace{2cm}}$ # of crew members x $\underline{\hspace{2cm}}$ # of work days/year \div 60 min/hr = $\underline{\hspace{2cm}}$ total man hours loading /year
- How long (in minutes) does it take for one of your crews to make a trip to the gas station to fill up the mowers, truck and gas cans you carry? $\underline{\hspace{2cm}}$ minutes x $\underline{\hspace{2cm}}$ # of crew members x $\underline{\hspace{2cm}}$ # of gas stops/year \div 60 min/hr = $\underline{\hspace{2cm}}$ total man hours spent fueling per year
- How many times per year will one of your crew members go to the truck and look for a tool or supplies they need, only to find the exact tool or supplies they are looking for is buried beneath other tools, supplies, or debris? How long will each crewmember look for, or spend time uncovering, these tools or supplies? Or think of it like this, how many minutes will pass before they decide to go ask their fellow crew members to stop what they are doing and help them find the tools or supplies they need? $\underline{\hspace{2cm}}$ # of incidents per year x $\underline{\hspace{2cm}}$ minutes x $\underline{\hspace{2cm}}$ # of crew members \div 60 min/hr = $\underline{\hspace{2cm}}$ total man hours looking for tools/year (feel free to include the # of incidents in which a tool is left at the shop and you or your crew must run back to get it during the day)
- How many days per year does your truck have to stay in a shop for repairs or service when you could have been out there working? $\underline{\hspace{2cm}}$ # of days x $\underline{\hspace{2cm}}$ # of crew members x $\underline{\hspace{2cm}}$ # of production hours/day = $\underline{\hspace{2cm}}$ total # of production hours lost per year due to equipment downtime
- Do you use trailers to transport equipment or supplies? How long does it take you or your crew(s) to hook up or unhook a trailer each day,

week or month? _____ minutes x _____ # of crew members x _____ # hook ups/year ÷ 60 min/hr = _____ total man hours hooking or unhooking /year

6. How many delays and difficulties do you face repairing trailer lights, teaching drivers to back trailers, and looking for parking spaces for a long pick-up truck and trailer combination? _____ # of incidents/month _____ minutes/incident x _____ # of crew members x _____ # of work days/year ÷ 60 min/hr = _____ total man hours of productivity lost due to trailers

7. If you could eliminate the use of trailers to transport your equipment, that is, you just get in the truck and go, would your daily travels go faster? YES or NO.

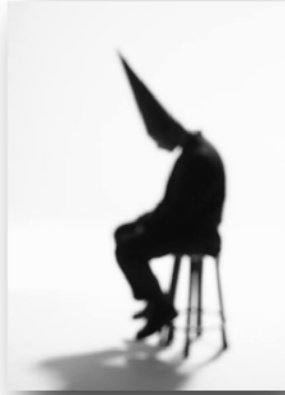
The totals:

- 1) _____ man hours loading /year
- 2) _____ man hours spent fueling per year (From above)
- 3) _____ man hours looking /year
- 4) _____ # of production hours lost per year due to equipment downtime
- 5) _____ man hours hooking or unhooking /year
- 6) _____ man hours of productivity lost due to trailers

Grand Total _____ Unproductive man hours per year in your company

Fill in your answers above, simply multiply across on items 1-6, and then just insert the totals above. Then add the numbers to come up with your grand total. Your PLAN is to convert wasted hours into new sales!

Congratulations! You have just invested the time to calculate the projected number of man-hours **you pay employees that do not help your customers at all!** The man-hours spent doing these tasks are not value adding production hours, so you will have a hard time billing your customers for these hours.



*If you chose to ignore the opportunity to fill out the worksheet and do not make a massive breakthrough in your company, **shame on you!** Invest a few minutes in research and planning and it will pay you big dividends! Go back right now if you skipped this exercise.*

My company went through this exact exercise years ago. We looked at our history to create the future! We projected exactly how much money these labor hours cost our company. We then calculated how many dollars of income we missed in serving more clients or existing clients at a higher and more frequent level of service. **The results were staggering!**

- Stop paying people to load & unload your equipment everyday!
- Reduce the number of fuel stops you make to once per week.
- Stop wasting time looking for tools.
- Reduce your down time by carrying back-up supplies and using a commercial grade new truck.
- Stop wasting time hooking and unhooking trailers.
-

HERE ARE THE IMPACTS THESE SIMPLE CHANGES CAN MAKE ON YOUR COMPANY'S PROFITABILITY:



The **5 Five Chore Chart** below looks at five routine tasks in your company. I have illustrated how many hours each task will take using typical approaches and then compared the same tasks using the Super Lawn Truck System!

FIVE Main Chores	# of times (old way)	# of times the SLT way	# Emp per crew	Average wage per hour	Hrs. per Chore	Chores per year	Cost per year (old way)	# of hours (old way)	# of hours the SLT way	Saved hours the SLT way
1) Fill Fuel Tanks	3	1	3	\$9.50	0.2	50	\$855.00	90	30	60
2) Load/Unload Daily	234	50	3	\$9.50	0.2	0	\$1,333.80	140.4	30	110.4
3) Look for Tools	234	0	3	\$9.50	0.3	0	\$2,000.70	210.6	0	210.6
4) Reduce Down Time	5	1	3	\$9.50	8	0	\$1,140.00	120	24	96
5) No Trailer Hookups	10	0	3	\$9.50	0.25	0	\$71.25	7.5	0	7.5
Subtotals							\$5,400.75	568.5	84	484.5***

- (1) SLT reduces fuel stops to once per week. The typical company stops 3 times per week.
- (2) SLT allows equipment to be stored on the truck under lock and key, out of the weather. Reduce daily loading and unloading of equipment from 234 times per year to 50 times per year.
- (3) SLT includes a complete tool storage system to keep crews well organized and inventory under control. You can eliminate wasted labor looking for tools and hold employees accountable for lost tools.

- (4) SLT uses commercial duty trucks with a 10,000-mile service interval. No mid-season down time for routine service.
- (5) SLT allows you to eliminate trailers for mobilizing equipment. It is much easier to train employees to operate trucks without trailers. You have fewer accidents and you have less theft.

****By making minor changes in how you manage your crew(s), you can uncover 484.5 man hours per year per crew using the SLT system. The chart above assumes a 3-man crew operating 234 days per year at a very modest \$9.50 per hour average wage rate. Your actual time and cost savings may vary.*

Why did I go through the trouble of writing you such a long explanation? What exactly is the point I am trying to make? Where am I going with this? Please let me explain.

I truly believe if I help you understand the importance of managing your labor to the minute that you will seriously consider my strategy for reducing wasted time and effort.

Furthermore, I think that a hard-working businessman or company manager will appreciate the fact that I am sharing years of costly trial and error experience without charging one dime! I think the productivity numbers above provide you with credible and compelling evidence that there can be a better way to organize and mobilize your lawn maintenance crews.



If you look closely at the **Five Chore Chart** above, you will see that I have illustrated that the 5 typical chores of fueling tanks, daily loading/unloading, looking for tools, reducing down time, and reducing trailer hook ups cost you \$5,400.75 per year in labor costs!

Make the change to the Super Lawn Truck system and you can gain 484.5 hours of sellable labor each year for every crew. The Super Lawn Truck system pays for itself with the labor savings alone!

How?

- The Super Lawn Truck system will allow you to eliminate or greatly reduce the amount of time you spend on chores that cost you a lot of money. It will also allow you to super-charge your marketing efforts! The most frequent comment I hear from my clients is simply, "I can't believe how many people notice my trucks! They tell me they see them everywhere!"
- You will gain control of equipment transportation and prevent losses that occur from theft. Your trucks will become a warehouse on wheels, and you will not have to buy a new facility or expand your storage space each time you add a crew. Keeping a low overhead in your company is a secret to keeping your profits high!

- Your employees' pride in their company will grow instantly! Your customers will appreciate the fact that you are so efficient and well-equipped to do their work. The potential customers in your area will recognize your company as the most professional in their area. The benefits go on and on.



*Imagine
your
company
tomorrow.*

Your crews get out quickly in the mornings because all of the tools are stored right on the

trucks. You can inventory an entire truck in less than 1 minute and make certain your team(s) have all of the assigned tools. Your crews never have to come back to the shop because they forgot a necessary tool. In fact, you have so much room on your trucks, you store backups of nearly every tool so if one breaks, they simply get the other



Here is what happened after introducing the Super Lawn Truck system:

I increased my annual income by 20% for every crew I operate in my company and doubled my profit in my lawn maintenance division! I did this by changing the way I equip my trucks, manage my tools, and schedule the labor! I still work the same number of hours per day, my crews just get more done in the time we have. I will earn more money everyday...for the rest of my days as a contractor! You can do this in your company!

tool to use the rest of the day. You stop wasting time! You are more productive each and every day!

I began to travel around the country looking at great landscape contractors' operations. One thing was missing: *a really efficient equipment transportation and storage system!* Every single landscape business I visited had crews that spent time loading trucks each morning. Each contractor complained about people stealing tools from their trucks and trailers. Their crews were heading to the gas station to fill mowers and 5-gallon gas cans *3-5 times per week.*

The truck and trailer systems they were using did not maximize the advertising opportunity for their company. The system I had worked on for so many years to perfect was not found anywhere! *So after 6 exciting years of painstaking, head scratching, back breaking research, testing, and development, my team of engineers has brought the very best truck system ever developed in our industry to you, the professional lawn maintenance contractor.* The patented system is called the **Super Lawn Truck!**

Most of my clients are small business owners. Most are very busy people. However, *I am certain that you are interested in learning more about increasing the profitability of your company.*

Stick with me!

The 6 years and **quarter of a million dollar investment** I made to perfect this system can be incorporated in your company right away. Super Lawn Truck can build for you a bulletproof, rolling billboard that will become your warehouse on wheels! Work all week long without a return trip to the fuel station. Organize your tools so that any employee, new or old, can find them quickly. You can even take advantage of the efficient irrigation parts storage cabinet so that *any lawn maintenance crew* can add irrigation repairs to their services and *add more profit from existing customers.* Your

team will look sharp, the company morale will soar, and customers will think you are immensely successful. You will make more money, land more jobs, and better manage your employees. It is just that simple!

Here we are today. You have contacted our company (or saw us at a show) and you are interested in this Super Lawn Truck System. You have probably faced many of the exact same difficulties I have just outlined in your own company. You are thinking about this system and you already know it is **one heck of an idea**. But will it work for you? Can it really increase your productivity, profitability, and employee morale? Can your company really afford an equipment storage and transportation system like this? Can you be sure this product is just right for your company?

I suggest you ask some of the people who have already taken their company to the next level with the Super Lawn Truck System. By the way, we now have clients using this Super Lawn Truck system in 35+ states & Canada. Visit <http://www.superlawntrucks.com> and look at hundreds of photos of the Super Lawn Trucks we have built for contractors. See more than 100 examples of Super Lawn Trucks that are in operation right now.

Here are a few exact quotes from Super Lawn Truck clients:



Dear Tony,

I just wanted to send you a note to let you know how much we are enjoying our Super Lawn Truck. As a small company (for now) a lot of thought went into our decision to buy a new truck, but the decision has already begun to pay off. I believe that in the long run our truck will cost us about half of what using a pickup and trailer combo would be over the expected life of the NPR. This does not include the increase in business we have already seen. One example is an estate that on our first visit to their property they were not able to see our truck but on a return visit for an estimate their entire attitude toward us changed when they got a look at our truck.

Comments to us have centered around three areas: Professionalism, Presentation and Permanence. We no longer look like every other lawn company on the street trying for a quick buck. Instead we look like we intend to be in business for the long haul, and that translates into jobs even when most of the time we are not the low bidder. Even though we only have one truck, some have mentioned that they "see our trucks all over town". What a difference in how people respond to us.

Space does not permit a full description of the benefits and time savings to us in using the Super Lawn Truck but they are enough that we are already planning for expansion and a second truck early next year. Thanks for all your help and look forward to future business with you.

Sincerely,

Michael Baker
Show Place Lawns
Jacksonville, FL

Dear Tony,

I am sending this letter to let you know about the super lawn truck. It is The Lawn Rangers' pride and joy. From the time our foreman checks in the morning to when he leaves the warehouse it takes approximate 4 minutes. Everything is on the truck to do a complete lawn maintenance job. It is an organized warehouse on wheels from its tool racks to its awesome ramp. It is almost impossible to see the labor and cost savings, until you own your own super lawn truck and watch your men and truck in action. It will make you a believer.

Our foreman takes so much pride in his super lawn truck, the first week he bought with his own money new floor mats and seat covers, so the employees would not mess it up. He also washes

the truck every Friday at the car wash with his own money, because he says their brushes are much better than the ones we have at our shop.

We have had a lot of compliments on the truck from all of our customers. It is a traveling billboard. I am so glad I invested in the super lawn truck.

Thanks,

Wayne Talley, President

The Lawn Ranger, Inc.

Mechanicville, VA

This excerpt comes from a letter sent in by Larry Brown of U.S. Lawns of North Atlanta.

"OVERALL THE SUPER LAWN TRUCK IS A MUCH MORE EFFICIENT SYSTEM FOR TRANSPORTING & STORING OUR EQUIPMENT. I ESPECIALLY LIKE TO SEE HOW FAST THE CREW USING THE SUPER LAWN TRUCK SYSTEM GET OUT IN THE MORNING."

Pat Barton of Earthworks Lawn & Landscape says this:

"SUPER LAWN TRUCKS, THANKS FOR HELPING US GROW! EARTHWORKS."

And check out what one of our recent purchasers, Dan Maki, Property Care Department Head of Glen Gate Company, had to say about the experience of buying a Super Lawn Truck.

BTW... THE TRUCK LOOKS AWESOME, AND I HAVE TO SAY YOUR COMPANY IS ONE OF THE BEST COMPANIES I HAVE EVER DEALT WITH, AND I BUY BETWEEN 8 - 15 CARS-TRUCKS EVERY YEAR FROM DIFFERENT DEALERS ALL OVER THE PLACE.

You can read more quotes from our clients at <http://www.superlawntrucks.com>.

Consider just a few recent equipment revolutions

- How long did you look at stick edgers before you decided it was faster than the old-fashioned, three-wheel push edgers?
- How long did you experiment with mowing times before you decided the ZTR riding mowers were faster than walk-behind mowers?
- Did you ever buy a hand-held blower and later decide that backpack blowers would get the job done a whole lot quicker?
- Have you already decided that enclosed trailers make your company look 10,000 times more professional than open flatbed trailers?



You can watch video interviews of SLT clients at <http://www.superlawntucks.com>. **There is only one trend in the lawn maintenance business that remains unchanged year after year.** Invest in the most sophisticated, most durable, most labor saving, and productive equipment in the industry, or get left in the dust by those who will. *Watch carefully! Look around the industry!* **The most successful companies in the entire country invest continually to keep their equipment up to date with technology.**

The Super Lawn Truck System is the next major innovation in our industry that will energize and organize your company for many years to come.

Does your existing equipment transportation system solve the problems I have discussed, or does your current transportation system breed the most annoying problems you face each day and each year?

More recently, there has been considerable effort to promote “working smarter” and “lean management” business approaches. These efforts are led by smart people who want you to improve your business performance. You can choose to invest several thousand dollars to engage a consultant to help you improve your business performance. After you write the check, you will be happy because they will have helped you improve your company. Many of the ideas they will teach are the exact principles I have explained to you within this **FREE Business Builder Plan**.

What I am revealing to you in this **FREE Business Builder Plan** is worth several thousand dollars to you this year and every year in your future! I am happy to be able to help you! Please remember this! There is not another person or another company who manufactures trucks engineered specifically for the landscape industry who can help you massively improve your business performance. Super Lawn Trucks is the one, the only, and the original "work smarter" truck body manufacturer in the USA.

There is not another truck dealer or manufacturer in the USA who patented the Super Lawn Truck system in 1998. We design, manufacture, and install all of our components inside our modest facilities. We keep our overhead as low as possible so we can keep our prices as low as possible. We have intentionally limited our product lines so we can proudly say we are experts at building Super Lawn Trucks quickly and without flaws! We take great care to respond quickly to any service requests...but frankly, we may be compared to the Maytag repairman, sitting around waiting on a service call to happen. We build our products to last longer than the trucks they ride on!

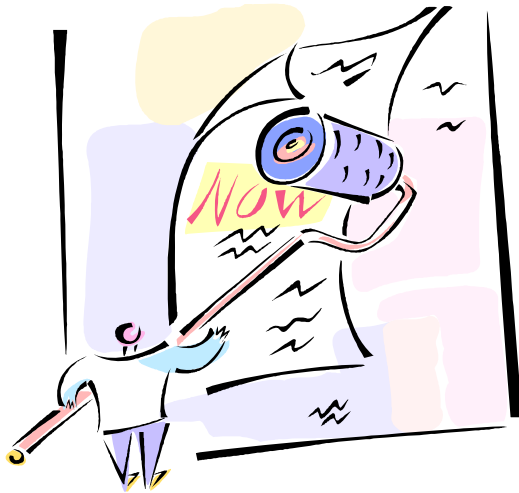


This Super Lawn Truck system works and it will pay for itself in 18-24 months!

What matters today is that you prepare your company for the future. Think about it. If even one of your competitors beats you to this idea, you will know it the day their rolling billboard hits the street. Your customers will not be able to ignore their presence in your market area! They

will become so visible, so quickly that you will shake your head and say, "I wish I had taken action to buy that system." Your customers will see how professional the other company looks and will begin to wonder if this more professional-looking company can serve them better. Do not let this happen to you! I suspect that since you have expressed some level of interest that you will not let this opportunity pass you by. Remember, you called, mailed, or visited us first because you know this is a great idea that will make a huge impact on your business all year long for many years.

You are gaining insight from the *Free Business Builder Plan* that we advertise in the National Trade Publications. This explains the financial impact this innovative truck system will provide you and your company! Refer back to the chart of numbers and study each and every line. You will find that the Super Lawn Truck system can save up to 484.5 man-hours for each lawn maintenance crew each year. Now, you can simply allow these labor savings to translate into a reduced payroll in excess of \$5,000 per year or you can do what I recommend. Use the 484.5 man-hours as a new opportunity for each crew to produce more work! If you have a billable man-hour rate of H\$30 per hour you will see an increase of \$14,500 per year for the same labor expenditure. There is more!



How do you advertise your company now?

What would it cost you to go to a billboard advertising company in your market area and hire them to design and display a billboard highlighting your company for one year? Let's estimate a very modest \$300 per month advertising benefit by placing two 7' x 16' billboard size signs on each side of your truck. You and I both know that one billboard in Anytown, USA costs more than \$300 per month. I have had quotes from \$700 to \$5,000 per month per billboard in my

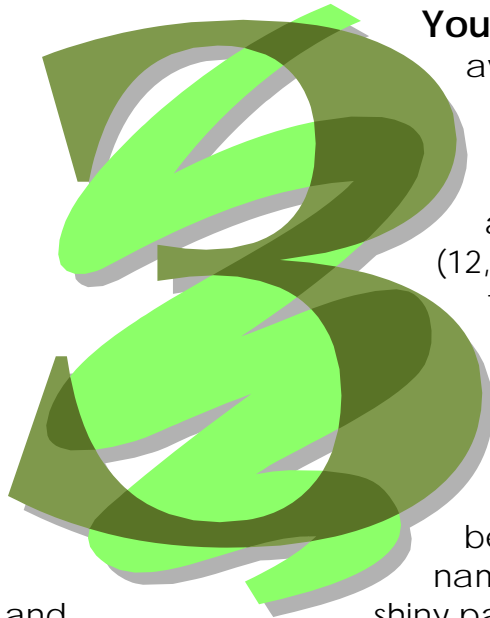
hometown! You and I also know that you cannot (at any price) lease or purchase a billboard in a residential neighborhood. The billboard is tireless! It is always working for you! **My point is this - the advertising benefit is a very modest understatement of the actual benefits you receive with the Super Lawn Truck system.**

The information and numbers in this business plan are the numbers I took to the bank in 1992 in order to secure financing for the very FIRST Super Lawn Truck system ever built. I have personally verified these numbers in actual field production from 1993 to 2006! Using the exact information I have shared with you, I grew my own landscaping company to a fleet size of 30 Super Lawn Trucks serving hundreds of customers each week. I employed over eighty people and generated millions and millions of dollars in revenues each year. In 2006, I sold that landscape company for a nice seven-figure profit and was able to retire at the age of 41! Landscaping can be a very lucrative business if you take a business-like approach!

What's so special about a Super Lawn Truck system?

The Super Lawn Truck is a combination of hardware, know-how, and a rock-solid approach to business management. If you decided to operate a restaurant and you wanted to learn from the executives at the McDonald's Hamburger University, you would have to write a check for \$100,000+ to purchase a franchise and receive training (which won't include a building). You would have to sign a contract that says you will pay the franchiser 2-10% of the gross sales of your new restaurant for life. We are talking huge money here. I am sharing with you exactly what you need to know to become an efficient operator making real money in the landscaping business! Let me go over the details.

You must get from place to place, with people and equipment. First there is the truck itself, an Isuzu NPR or GMC W 3500 diesel or gas powered truck. You have a choice. Gas or diesel powered trucks are available. These are the most widely used medium-duty, commercial trucks in the world, for a very good reason.



You get a 3-year unlimited mileage warranty! This is not available on any other truck in the United States and I have conducted years of research on this matter. You can ask practically anyone in the entire country who operates successful delivery fleets, other landscape contractors, or rental truck fleets about the truck itself. It is easy to drive, handles a huge payload (12,000 lbs GVW or larger) and it is more maneuverable than any half ton pick-up truck. Best of all, **you do not need a CDL** (commercial drivers license) to operate this size of truck. The cab-forward design allows a tighter turning radius than a Ford Mustang!

Then, you have the box, or the bed, of the truck. We use 12', 14', 16', 18', 20', 22' & 24' Morgan Van Bodies. This company has been in business for 30+ years building one of the most recognized names in van bodies nationwide. All aluminum sides hold onto a slick and shiny paint job and protect your tools for years and years. They provide you with a one-year warranty on their body, and a **5-year structural warranty**.

You have options on how to build your body. You can choose from a maximizer side door for super fast personnel entry at curb side. This roll-up side door features a 2-step side entry low to the ground for convenient and fast entry or exit to the rear storage area of the truck. You may choose to place a swinging side door large enough to load palletized products into the side of the truck. You may choose to place a small hutch door to allow for a hose reel on a sprayer to be pulled out quickly. If you can conceive it, we can probably build a door to accommodate it.

I know there are other van body manufacturers. I have tried a few other bodies, but I won't mention their names out of respect. Morgan is simply built with impeccable quality and is one of the highest quality manufacturers in the USA. They respond quickly to our orders and they are located near our manufacturing facility. In fact, Morgan has facilities all over the country and they provide nationwide warranty service for our clients. We keep shipping costs to a minimum by partnering with this well-respected company.

Over time we have learned that a well-built Morgan body can last longer than the truck itself. Some of our clients choose to keep the body and put it on a new cab and chassis when they wear out the original. The body can keep earning money for you even after the original truck has seen 300,000 miles and has been retired.

Can you think of any other people on the earth who are harder on equipment than landscape employees? We have seen it all haven't we? Employees are not kind to equipment. You really need to over-build the parts and components of a system to work dependably! That is exactly what we have done.



The Super Lawn Truck system will contain some or most of these options:

Hydra-Ramp System: Easy & Fast Loading! Eliminates trailers! This heavy-duty ramp (*patent #6,102,646*) will give your enclosed truck the capacity to carry all types of power equipment. One-man operation is made possible by a quick-operating hydraulic system. Very large

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commercial riding mowers and walk-behind mowers load easily into the rear of your truck. It neatly folds up to provide a lockable rear door for security and transport. We provide the best anti-skid, non-slip surface on a loading ramp in the entire USA. Cheap, expanded metal is not part of a Super Lawn Truck hydra-ramp! We offer low cost, expanded metal ramps for those of you on a tight budget.



Fuel Station System: Save Labor, Prevent Spills, & Reduce Mixing Time! Heavy-duty construction allows for the convenient storage of 39.5 gallons of regular gasoline and 14 gallons of pre-mix fuel. Completely installed with electric fuel pumps, fuel gauges, hoses, hand valves, required labeling, and vented fuel caps. You will carry enough fuel to last all week and prevent wasted time at the gas station. You can choose to add a third tank for diesel fuel and mix & match the tank sizes listed. You can also add locking fuel caps if you desire.



Irrigation Parts & Inventory Storage System:

Add-On Service! With over 45 bins that are adjustable, this cabinet will fit your specific inventory needs. Small parts, large parts and hand tools are a breeze to keep track of day in and day out. Installation allows for full use of floor space in the Super Lawn Truck. Durable, heavy-duty construction of melamine & maple hardwood, these cabinets are built to last. The wood finish has a clear lacquer sealer to extend wood life. We will even provide you

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with a list of suggested irrigation parts inventory to get you started in this very profitable add-on service.

Utility Shelf System: Maximize Efficiency & Space! Choose from a single or double-stacked utility shelf. Store spare parts, bagged products, supplies, tarps, buckets, or anything up to 500 pounds! The utility shelf is mounted high enough to drive mowers underneath. You keep all your supplies off the floor and maximize floor space for mower or tractors.



Super Lawn Truck Hand & Power Tool Storage System:

System: Inventory Your Tools In One Minute Flat!

Prevent Breakage & Loss! This system allows you to organize and safely store these items: string trimmers, stick edgers, pole pruner, 8' step ladder, back pack sprayer, 2-gallon hand sprayer, shovels, rakes, brooms, backpack blowers, loping shear, scissor shear, power gas shear, multi-shaft power tools, pesticide containers, clip board, water cooler, spool of string for trimmers, and more. This complete system will allow you to carry all the tools you need to do almost any

landscape chore every day in an organized, easy-access manner. No Super Lawn Truck is complete without this system!

Underbody Tool Storage System: Maximize Efficiency & Space! This storage box is mounted under the body so you can quickly get to hand tools when you are doing field repair work. Lock up your tools to prevent theft! We have underbody toolboxes in 24", 36", 48", and 60" in length.

Debris Dumper™: Our newest innovation allows 2.5 or 5 cubic yards of debris to be easily stored, transported, and then quickly unloaded with hydraulic operation. Double doors on each

side of the Debris Dumper allow for fast loading. The side dumping Debris Dumper™ is perfect for operators who provide pruning and lawn bagging services. One truck - no trailer - easy operation!

Marketing Package: Can you put 7' x 16' signs on your existing truck(s)? You will be the talk of the neighborhood when everyone can see your company name and phone number displayed proudly on the side of your Super Lawn Truck. These two rolling billboards will promote your business super fast! *This marketing weapon should only be used if you are proud of your work and want to grow your business.*

I want you to know that we help you create very professional marketing for your company! We will help you design the sign, lay out your logo, company information and create a powerful image for growth. You will work directly with one of our design professionals. You will be provided a proof of the ad for your approval prior to installation on your truck.

You have the ability to put your marketing system on steroids with the changeable fleet graphics option! Special installed hardware, high-resolution graphics, and large format printing will transform your truck to a 4-color billboard. Display huge photos of your work, team photos, or flowers galore. You can start with one design and add more displays to promote new services as you grow. You can't do this with a pick-up truck!



Custom Paint Job: Do you stand out from the crowd? With this unique touch **you will** differentiate your company from the other guys. A color scheme is a critical component in your marketing message. Think like UPS, Coca-Cola or McDonald's. Does your truck(s) command attention? Your Super Lawn Truck will shine and draw attention to your company's work. You will present a professional image in your market area and improve company morale.

Super Cab Option: Your Super Lawn Truck can be equipped with a 4-door cab for the safe transport of up to 7 workers on your landscape team. The standard cab allows a driver and 2 passengers. Now you can transport up to 7 people with one truck! Each person has his or her own seat belt. This is a perfect option for companies who work large job sites and need to transport 4 to 7 workers in one truck!

Custom Options Per Your Request: Do you want an air compressor, on-board restroom, water tank, power inverter, directional traffic control lights, receiver hitch for towing, trailer wiring harness, or a back-up buzzer? Is there another unique



feature you want on your truck? Just ask us about it. We may have already designed and completed a similar project. Our goal is to be your commercial truck body builder of choice!



SLT Eco 12-GL: With fuel prices on the rise, we went back to drawing board and designed a small truck. This is the first "light duty" SLT system designed for the residential and small commercial landscape contractor with a cargo capacity under 5263 pounds. This unit is big on features, but with a lower price point than our original medium duty line up. With a gross vehicle weight rating under 10,000 pounds and lower profile, we have engineered a lower price option for our clients. Business owners reduce fuel consumption, and improve safety and security measures for their equipment and

employees. Engineered specifically for green industry businesses, this line of SLTs gives small landscape companies the competitive advantage needed for long-term business success. Complete product specifications are available at <http://www.superlawntrucks.com>.

What will the Super Lawn Truck system cost?

Of course, your price is determined by the options you select and your credit history. If you have not received a FREE QUOTE from Super Lawn Trucks yet, you should request one now. Go to www.superlawntrucks.com and build a truck online for the fast quote.



Super Lawn Trucks have an operating cost of \$8.00/hour or less. That is about \$2.67 per man hour with a 3 man crew. If you operate a 7 man crew that only \$1.14 per man hour! This includes cost of purchase, fuel, insurance, tag, repairs, and maintenance.

We sell more trucks each year than many dealerships across the USA. We have trucks at our yard and are ready to build. Very few body building companies anywhere in the USA can respond as quickly as we do. Go to www.superlawntrucks.com. When you arrive take a tour of our site looking at dozens of product videos, hundreds of photos of trucks we have built and read articles that help you learn how to improve business profits. And when you see the truck that perfect for you, complete the information request form. We will provide you a firm purchase price, an approximate payment, and nearest possible delivery date within 24 business hours. This information is FREE! We'll never use that old trick that high-paid, high-pressure commissioned sales agents use - "Call for price".

You now have in your hand all of the information about this entire system. We have not spent a fortune on slick and shiny brochures that you will look at one time and throw in the trash. If you want to see pictures, go to our web site at <http://www.superlawntrucks.com> and look at the dozens of pictures there. You can watch a video tour. We keep adding more, but frankly, the pictures will never do the system justice.

So What Do You Do Next?

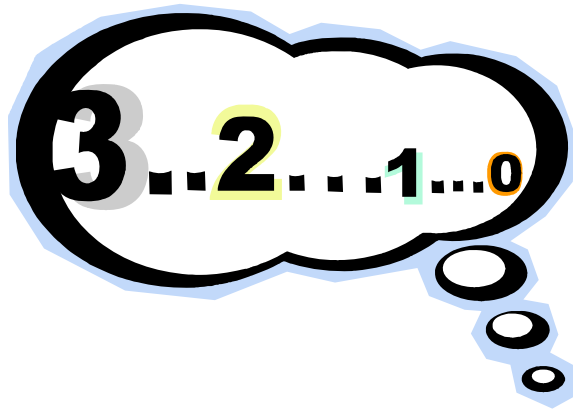
Here's how to see it before you decide to buy it. You have several choices.

- Visit our shop in Fort Valley, GA and take a look at one of the "sold" truck systems under construction. Just let us know when you can come. This sounds like fun, right? We are not that far from you. If you come see me, I will buy you lunch! What will it take, one or two or three days to come and see for yourself what you already think is a great idea? You probably need some time away from work anyway to relax and strategize about where your company is headed.
- Our trucks are now operating in 35+ states from Oregon to Texas to New York to Florida & even in Canada. We can arrange for you to visit with a contractor who is using this system in your area. Then you can get the story straight from one of our clients! You do not have to take our word for it. This system works well and we are impacting an industry one company at a time!
- You can also visit us at one of our trade show booths this year. Call toll free for details 866-923-0027.
- Visit our website often. We update information on trade shows, seasonal specials, and product videos.

Oh, I almost forgot to mention this! *There are FREE VIDEOS on our web site. View them as often as you like. We continue to add more.*

Watch for seasonal specials that can save you money on your purchase or lease. Check our web site frequently.

How do you purchase or lease a Super Lawn Truck system?



In order to get your system under construction, you need to do **three** simple things:

1. Select your options. Many of our orders begin with a visit to The Truck Builder Feature at www.superlawntrucks.com. We are open on the web 24 hours a day, seven days a week.
2. Call us toll free 866-923-0027 between the hours of 8 AM & 5 PM EST to discuss your order. During this conversation, we will answer any questions you have and **we will spend as much time with you as you want**. We will not rush you or put you under any type of pressure. We will provide the details about payments, deposits and delivery schedules. Our sales staff can take your credit application right over the phone or fax it to you to fill out.
3. Or, I have placed a copy of our credit application online at www.superlawntrucks.com. You can print this application, fill it out, and then fax it to our office 24 hours a day at (478-822-9707). We will process your application quickly and get right back with you to confirm your order and provide a delivery schedule.

It is that simple! You can be using your new truck system in as little as 2 weeks!

At Super Lawn Truck, we have been attracting the most forward-thinking contractors in the country to purchase this tested and proven equipment mobilization, organization and storage system. You will become the most recognized, most efficient, and most profitable landscape contractor in your area quickly (if you are not already).

Your company morale will go through the roof (everybody wants to be #1). You will have your tools securely stored from thieves. You will be able to Super Charge your marketing program. You will reduce the number of times you go to the gas station (and pay people to eat breakfast) each week. You will easily organize your tools. You will have the best commercial grade truck in the industry working for you. You may be able to reduce your need for a new storage facility! You may be able to move out of the garage once and for all!

GO AHEAD; PICK UP THE PHONE AND CALL US AT 866-923-0027. WE CAN MAKE THE ENTIRE PURCHASE PROCESS AN EDUCATIONAL EXPERIENCE THAT IS QUICK AND EASY.

Yours truly,

Tony Bass and the entire Team at Super Lawn Truck, Inc.



What Can You Do at www.superlawntrucks.com

- *Print a credit application*
- *View 100+ photos of Super Lawn Trucks and options*
- *Watch a video presentation of Super Lawn Trucks*
- *Build your own customized Super Lawn Truck*
- *Learn about seasonal specials*
- *Find out what trade shows we are scheduled to attend*
- *Access information that can help you make a decision on a future Super Lawn Truck purchase*
- *Request a **FREE QUOTE***

PS - You can call us 24 hours a day, 7 days a week. Just leave us a message if it is after business hours. But please, give us a specific time for a phone appointment. We will call you at that precise moment. This way, we will not have to play that silly game of phone tag. 866-923-0027, 478-822-9704 (my direct line), or email me at tony@superlawntrucks.com

PSS – Special Red Carpet Treatment for Super Lawn Truck Clients! We will pick you up at the Atlanta Hartsfield International Airport and you will be transported to our shop in a private limousine! Our customers deserve the best treatment money can buy! See you soon.

PSSS – If you want to arrange your own bank financing, we will provide you with a sample bank financing request letter. Some of our start-up companies have found that local bank financing is a great way to purchase or lease a Super Lawn Truck.

Since 1998....

Super Lawn Trucks has been building customized enclosed, commercial truck bodies engineered for the lawn and landscape contractor. Our clients are happy to deal directly with the manufacturer to keep costs as low as possible and speed the time for delivery. We would be proud to help you with your custom truck purchase.

PART 2

3 Secrets for Saving Fuel for Landscape Contractors

By Tony Bass



Each and every day I talk to owners and managers of landscape companies. We talk about solutions for mobilizing people and equipment. We talk about the Super Lawn Truck system.

With fuel costs rising, fuel consumption is always part of the discussion. Fuel mileage varies based on the type of truck you drive and the load you put on it. Often, the conversation heads in another direction: how to be a success in this business, even when uncontrollable cost rise quickly. Here are the secrets for dealing with this rise in fuel cost.



Successful companies have one thing in common, they know their costs. And when you know your costs, you will know that even when fuel is \$4.00 per gallon, it is nothing compared to the amount of money you pay your employees for their services. Labor makes up 30% to 40% of the direct cost to provide lawn and landscape services. Fuel costs, even in today's prices, makes up 1% to 3% of the direct cost of providing a lawn service.

So pay very close attention to what I am about to say. If you think your business profits are being squeezed by fuel costs, you're wrong! Here is what you need to know.



In order to be a success in this business, you are going to need to know (3) things:

1. You have to know your costs in order to price your work correctly.
2. You must learn how to become a better marketing and sales person.
3. You must be proficient finding, recruiting and retaining super star employees.

The most powerful strategy you can deploy within your company to improve profitability will be to improve the productivity of your labor force. **If you are able to improve productivity by just 10% (six minutes per hour), you can grow your profits by almost 50%!** Take a look at the 2 simplified profit and loss statements below.

COMPANY #1 - GOOD COMPANY		
Gross Sales	\$1,000,000	100%
Direct Cost		
Labor	\$350,000	35%
Materials	\$100,000	10%
Equipment	\$150,000	15%
Subs	\$20,000	2%
Gross Profit		
Profit	\$380,000	38%
Overhead	\$300,000	30%
Profit	\$80,000	8%
A 10% increase in productivity		

=

COMPANY #2 - GREAT COMPANY		
Gross Sales	\$1,000,000	100%
Direct Cost		
Labor	\$315,000	32%
Materials	\$100,000	10%
Equipment	\$150,000	15%
Subs	\$20,000	2%
Gross Profit		
Profit	\$415,000	42%
Overhead	\$300,000	30%
Profit	\$115,000	12%
A 44% increase in the bottom line!!!		

Which company would you rather own, company #1 (\$80,000 net profit) or company #2 (\$115,000 net profit)? Company #2 profits 44% greater (\$35,000) than company #1 and the only difference is that labor costs are 10% lower (6 minutes/hour). How can this happen in your company?

Your Company Can Become A Great Company!

Knowing your costs is the very first step to building a really profitable company. There is no substitute for preparing an accurate operating budget each year. However, building a budget is not enough. You must track your costs as the year progresses and make adjustments along the way. During the summer months, you make crucial decisions as you hire people, price your jobs and manage the workflow. Changes in economic conditions such as rising fuel costs may require you to raise prices. The most successful companies I encounter only raise prices when they know exactly how much they need to raise prices. Furthermore, these successful companies know which accounts are the most profitable and only raise prices on the least profitable (or losing) accounts first. **Secret #1 has been revealed!**



Your marketing and sales efforts must be effective. You must be able to generate enough leads to maintain gross sales volume and you must sell the jobs at the same price levels or higher as competition heats up and your prices rise. You must be prepared to deal with common price objections brought up during the sales process. Get mentally prepared to sell your company's services even when you are not the lowest priced option. Learn what to say when you present your company's proposal and the prospect takes in a big gasp of air. This takes sales training. Anyone can learn how to improve their sales results. One strategy is to provide every prospect with 2 to 3 options (prices) to choose from on every proposal your company provides. Your sales will improve instantly! **Secret #2 revealed!**



Hire quality people and properly equip them to be efficient workers. It is true that some people outwork others. When you surround yourself with top performers, they can simply produce more work in less time. When you properly equip your people, they can get more done in less time. When you invest in training, your people get more done in less time. You must spend more time planning. You must meet as a team to plan your day, your week, your month and your entire year. How much time have you spent planning lately? You must discuss potential problems and common solutions to those problems. Forgetting to load the necessary tools and supplies onto the truck each day can rob your profitability. So, get your crews organized and stop time wasting events. When you take these simple steps, you can save 10% on labor (just 6 minutes per hour) even if you don't have super star employees! **Secret #3 revealed!**

THE SOLUTION FOR RISING FUEL COSTS!

For many small business owners, the enemy is time. How do I find the time to do the things that can transform my company into a great company? The transformation requires hard work! But the best news is that the steps you take to work on your business will be infinitely more financially rewarding than working in your business. As long as you are guessing at how much to raise prices or guessing which accounts are not profitable, you are out of control.

You are likely making a mistake in at least one of the 3 critical areas of business I just mentioned. Even one mistake is holding you and your company back from its true potential. I have to break the news to you. **Rising fuel costs is not your biggest problem today.** It may be the easiest problem to talk about. It could become the proverbial "straw that broke the camel's back", but is not your biggest problem.

If you are reading this article I would be willing to bet that your company is doing quality work, you have a good client base and you have been in business for years. **I would also be willing to bet that you could be doing a lot better!**

Pricing your work correctly, efficient and effective marketing and putting quality people on your team will always be your greatest challenges. Super successful company owners hire experts (also known as consultants or find a mentor with a track record of success) to help them get more accomplished, in less time, with fewer mistakes. Their business grows. They earn more money. They gain more freedom from daily work. They maintain better relationships with their families while spending less time at work.



COMPANY OWNERS SHARE INFORMATION!

Learn from others who are going down the same road you are. Recent case studies on super successful companies can be found at the Super Lawn Trucks web site under the NEWS button: [Robbins Landscaping, VA](#) , [AAA Lawns, AR](#) and [Phillips Landscape Contractors, MD](#) . You will hear straight from company owners who have faced challenges and found ways to profit greatly.

This article was originally written by Tony Bass, President of [Super Lawn Trucks](#) and [Tony Bass Consulting](#) in June of 2008. He can be reached at 866-923-0027 or tony@superlawntrucks.com.

Part 3 – Case Studies

AAA Lawn Service - It's Not Just About the Growing Grass

Nestled in the beautiful Ozark Mountains, Fayetteville, Ark., has long been recognized for its spectacular scenery, including mountains, lakes, streams and breathtaking year-round foliage. And since 1996, Terry Delany of AAA Lawn Service has been working hard to keep the lawns of Northwest Arkansas green, well trimmed and attractively landscaped. As with any start-up business, Terry wanted to grow. But, something just wasn't clicking. As hard as he worked and brought in new business, he struggled to pay the bills, let alone turn a profit. Wasted time, wasted effort, disappearing tools and trailer trouble were mounting. Delany needed help, but where to start – operations or economics?



FOUNDED: 1996

PRODUCT/SERVICE: Lawn Care and Maintenance

AVG. GROWTH RATE: More than 23 percent annually

EMPLOYEES: 35

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INNOVATION ON WHEELS?

Instead of ramping up his marketing and advertising efforts, he kept coming back to a product advertisement he had seen in a landscaping magazine. So in 1999, he opted for something more ambitious: purchasing a Super Lawn Truck System. Offering an enclosed truck that served as a mobile warehouse and rolling billboard, the Super Lawn Truck promised to save time, money, decrease property damage and provide a secure space for his growing collection of lawn care equipment. And that was important to Delany, as not only were his

open-air trailers uneasy to drive and a handling hazard, but they served as an open invitation for thieves. Better yet, the Super Lawn Truck System included a tool storage system, fuel stations for both regular gas and pre-mixed fuel, a patented Hydra Ramp™ to make mower loading and unloading a breeze, and more. Delany was sold. Convinced of its benefits, he took the risk of purchasing such a large piece of equipment that he truly couldn't afford.

THE AMERICAN DREAM IS FOR RISK-TAKERS

"It was a huge risk, and people always tell you that you shouldn't buy what you can't afford. But in my mind, I knew that this purchase would make me work doubly-hard to pay for a truck that has a proven system for success in my industry," said Delany. After the purchase, Delany quickly saw the efficiencies and the possibilities the truck brought to his business and added two partners to help him expand the company. However, the AAA Lawn Service team still couldn't break into the black, and hiring a specialist to give an unbiased view of the business, help identify problem areas and recommend strategies to get the business on track was just what Delany needed.

A TWO-FOR-ONE SOLUTION

The force behind the Super Lawn Truck System is Tony Bass, who for 10 years while owning and operating his own landscape business, engineered equipment to master efficiency in his landscape company. With the help of his father, he obtained two U.S. Patents on these inventions, which lead to the creation of the Super Lawn Truck. Bass, also a consultant to the green industry, has more than 20 years of experience including founding, growing and ultimately selling his initially small landscaping business for a seven-figure profit. "Why not learn from someone who has been there and tasted success? I was already seeing the savings and efficiencies of having a Super Lawn Truck, why not take advantage of Tony's business building savvy as well," thought Delany.

GETTING DOWN TO BUSINESS

After an initial three days with Bass, Delany added monthly conference calls to continue drawing on Bass' industry expertise and working together towards practical and effective solutions. "Tony not only helped us get back on track financially, but also helped with organizing our company into divisions, and giving each partner separate responsibilities. He also forced me to make some tough decisions and that meant cutting loose partners and employees who were floundering in the new system and holding us back," explained Delany.

A NEW PERSPECTIVE

"The main thing I drew from our partnership was to understand that this business wasn't about just making enough money to pay my bills, but to succeed, I needed to start thinking, and working, in terms of creating a self-sufficient company that in turn would be a money maker," said Delany. According to Bass, "The American Dream is much more entrepreneurial. And people know that work is a reality for everyone. It's not about just improving your business performance and expanding revenues, it's about shaping ones own destiny: mobility and flexibility to be an owner, and not an owner/operator."

SUPER SAVINGS

The Super Lawn Truck has been a time and money saver in so many more ways for AAA – from the ease of tool storage and inventory, to security and time savings of leaving the tools inside a locked truck. The Super Lawn Truck’s double cab allows seven workers to go out at the same time, saving the company 40 percent in time and money on each job by not sending out a second fuel-filled truck. AAA’s accident rate has also decreased, “driving a truck and trailer is difficult and as careful as one tries to be, you are going to bump and bang into things. The Super Lawn Truck is one unit, easy to drive and maneuver in and out of traffic, as well as narrow streets and driveways,” added Delany.



STANDING OUT IN A CROWD

In an industry where most businesses typically spend two to five percent of gross sales on advertising, AAA’s Super Lawn Truck serves as the company’s only form of advertising and accounts for less than a half percent of gross sales. “We’ve painted our trucks a neon, lime green paint and they far overshadow everyone else’s standard white truck with lettering. Because they are so recognizable we don’t need to do any other advertising. We just drive and park, people see them and call. It’s really that simple,” said Delany.

A CUT ABOVE THE REST

AAA Lawn Service was a one-man, one-mower operation when Terry Delany started his business in 1996. AAA now employs 35 full-time staff members and they use a fleet of trucks to serve customers in Fayetteville and beyond. From struggling to turn a profit to boasting trackable growth of 23 percent a year, AAA Lawn Service has

become a successful lawn maintenance company. "Tony taught me that running a company is about being able to walk away and having faith things won't fall apart. You don't have to be a cog in the machine at the expense of personal and family time. Success is about having more time – more time for family, for hobbies, for travel. It's not about how much money you have, it's about living your life on your own terms," says Delany.



Robbins Landscaping Success Blooms

Adding on a
business line
enabled landscape
firm to branch out
into new markets

It's the age-old question for most businesses: How can you expand your customer base and grow your sales volume? For at least one Virginia landscape designer, the answer to that question was clear. Doug Robbins, president of Robbins Landscaping Inc. (RLI), added a new line of landscaping equipment and successfully adapted his services to meet his customers' needs. Robbins, based in

Richmond, had been a design and build landscaping company since its founding in 1989. Prior to 2002, the company had been creating customized outdoor living spaces, perfect for entertaining, relaxing or just escaping the everyday world. But Robbins saw the potential for more. "We wanted to get into the maintenance market," Robbins said. "We were looking to run more of a multi-dimensional landscaping firm."

FOUNDED: 1989

PRODUCT/SERVICE: Lawn Design, Build, and Maintenance

AVG. GROWTH RATE: More than 15 percent annually

EMPLOYEES: 21

PRIORITIZING GROWTH

"When we wanted to accelerate our firm's growth, we considered a variety of options: increasing market share with our existing product offerings; increasing consultant utilization; or offering additional products and services. In the end, we found a consultant who not only improved and reenergized our main facet of business, but also guided us to adding a whole new service line to the mix," said Robbins. The consultant that ultimately helped Robbins to do just that was Tony Bass of Tony Bass Consulting and president of Super Lawn Trucks.



WHO HAS THE TIME?

"For many small business owners, the enemy is time; that is, finding the time to do everything that has to be done in a manner that maximizes opportunities for growth," noted Bass. "Big businesses employ specialists to hire, budget, forecast, market and perform all the other tasks required to

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survive and thrive in a competitive marketplace. Small business owners do not have that luxury. Even if the business succeeds, it fails to achieve its potential.” The pair took a good, hard look at the business from top to bottom and pinpointed a couple of areas where simple tweaks could dramatically increase operations, *and* profits.

FOCUSED SYSTEMS IMPROVEMENT

“We had plenty of systems in place, but not everybody understood all the different components of each system and we were inconsistent in tracking and measuring our progress,” noted Robbins. Following guidelines and roadmaps laid out in Bass’s comprehensive [Employee, Customer and Employee System handbooks](#), allowed the company to better organize its books in a clear and concise way and gave the management team an enhanced understanding of all the costs associated with the business. “Tony drove home the point that you need to build a business that works, with systems in place that allow different areas of the business to run efficiently. As a result, it has allowed me to focus on what I need to do to lead a successful company,” said Robbins. From sales and estimating strategies to newsletter content, these system improvements have allowed the company to reap a 15 percent annual increase in business.

BRANCHING OUT

After taking steps to fine-tune his company’s operations, Robbins was ready to grow and that meant extending his firm’s offerings. Knowing that the market for residential lawn and landscape services has an annual growth rate of more than 10 percent a year, adding a property management division seemed logical. “We were already providing the design and installation services, the maintenance aspect was a natural fit for us,” added Robbins.

JOINING THE CROWD

When he decided to enter the property management world, Robbins stepped into competition with dozens, if not more companies whose sole purpose was to provide those specific services –

and many had been doing it for years. As he was first going to market his new service to his current crop of clients, he had to make sure that what he was offering was of top quality from the get go. "Expanding your business can be rewarding or a disaster of mammoth proportions, and knowing that the landscaping market is very large and highly competitive, we couldn't afford to make a mistake."

THREE BIG ADDITIONS



"While working with Tony, he introduced us to the Super Lawn Truck system and explained the benefits of adding them to our fleet," noted Robbins. With the Super Lawn Truck, tasks that consume 568 hours per year can be completed in just 84 hours, leaving 484 free to serve additional clients. The trucks were a perfect fit from the start, offering the RLI team an enclosed mobile warehouse and a rolling billboard – attracting a lot of attention to the new line of business. "I can't begin to tell you just how much these trucks have revolutionized the way I thought I would go about starting a property management line. They are neat, clean, safe and add to the professionalism within our company. The time and money saved with our three trucks has been the icing on the cake," said Robbins.

A SOUND STRATEGY

Robbins attributes the growth of his company not only to the Super Lawn Trucks, but also to a strategy of providing a wider variety of services while not abandoning the basics that got him to where he is today. "Working with Tony and having his expertise at the ready, being able to pick his brain and adopt his proven strategies was truly what made this a successful venture for us," said Robbins. "Tony taught me to create tools that are useful and have the knowledge about why things work the way they do. "Profits were up 150 percent in the first year since adding the

property management line, and now represent 27 percent of RLI's overall business. According to Bass, "while an additional product or service will hopefully work for your business, you must work at making it a success. This includes exercising due diligence – research and evaluation. Planning done in the beginning is the best predictor of the outcome."

AWARD WINNING COMPANY

Robbins Landscaping, Inc. is a 2008 recipient of the national Pros In Excellence Award, a peer industry award sponsored by PRO Magazine, Ariens Company, Stihl, Inc., and the GIE + Expo. This award is given to those landscape contractors who achieve the highest level of service and professionalism. One of only three companies in the United States given this prestigious industry award, Robbins Landscaping Inc. was featured in PRO Magazine! [Click here](#) to read the article from the December 2008 issue.

Phillips Landscape Contractors - Off-Season Upgrades

Many types of businesses have off-seasons when business is slow and sales tend to decrease. Instead of just accepting reduced sales volumes during these times, Tom Phillips of Phillips Landscape Contractors (PLC) often takes the time to build his business acumen and plan for the future. While at a winter workshop in 2002, he attended a presentation by guest speaker, Tony Bass, that struck a cord and left him feeling energized with enthusiasm about bettering his business.

FOUNDED: 1996

PRODUCT/SERVICE: Landscape Contractors

EMPLOYEES: 25

COMMON SENSE DELIVERED

A hot ticket, the annual winter workshop features national speakers discussing the latest best practices in landscape entrepreneurship. "Tony's presentation was unlike others I've attended in that it was very high energy and really got me fired up. While he wasn't dispensing rocket science, he was sharing what I would call 'golden nuggets' of information that are often forgotten in the daily grind of running a business. Everything I gained that day our company could easily implement, and in turn, almost immediately reap the dividends," said Phillips.



A ROADMAP TO GREATER PERFORMANCE

"After the presentation, I wanted more. Based on Tony's experience, I knew there had to be more snippets of wisdom I could glean from him that would enhance the way we operated," said Phillips. Upon his return to the office, Phillips purchased "[The Money Making Secrets of a Multi-Million Dollar Landscape Contractor](#)" business manuals. According to Bass, for many small business owners, the enemy is time. Finding time to do everything that has to be done in order to maximize growth. Bass, a consultant to the green industry with more than 20 years of experience bases his counsel and educational materials on the principals he discovered while founding, growing and ultimately selling his initially small landscaping business for a seven-figure profit. "It's about learning how to work smarter, not harder, and do the things that will pay big dividends."

GETTING OFF THE "SHORT LIST"

One very important, and profitable concept, Phillips gathered from Bass was he needed to raise the bar when it came to his bid presentations. "Often potential clients are reviewing multiple bids and like most decisions we make in our lives, the more information we have the better," noted Phillips. "We extended our bid packages to include more details and content that would answer the reader's questions or objections." "When a client sees a contractor has it together on a proposal, they can assume they'll get quality service out on the field," said Bass. "Most of the time the decision is based on the confidence level the owner has in the contractor. And unless you have a really great existing relationship with that owner already, your bid proposal is the best chance to get that confidence across." "Now I know that the bid needs to speak for itself. When my presentation is stacked up against one submitted on a coffee-stained, cocktail napkin or

carbon paper with numbers that are hard to read and columns that are added incorrectly—I know there is no contest,” said Phillips. The result – revamping the bid process increased business wins by more than 15 percent.

TAMING THE TRUCK RODEO

As with most businesses, when everyone starts at the same time traffic jams can arise – whether it is in the parking lot or at the water cooler and coffee makers. When you add to the mix several, large landscaping trucks all loading materials, aligning their teams and hustling out the door at the same time, headaches are imminent. “One time-saving tip I picked up was to stagger the start times of my crews. Not only did it eliminate the daily dance the trucks often performed, it allowed me to spend more time with each crew in the morning. Important job specifics often times would get missed when I had to try to shout over the top of dozens of men in the morning. This enhanced time engineering allowed for meetings to be run more efficiently and most importantly, more effectively with smaller teams,” added Phillips. So what could a simple shift in scheduling save a company like PLC? “Twenty man hours a week, and more than likely that was at an overtime pay rate!”



THE VALUE OF SIX MINUTES

“At the presentation, one of my ‘ah-ha’ moments came in the form of Tony’s handout that detailed the value of six minutes,” stated Phillips. Through years of painstaking research, Bass had put together a chart that shows landscaping companies (and any business for that matter) exactly what six minutes of wasted time costs a company in dollars and cents. Most managers, as well as employees, know that it is much more than just six minutes – whether it’s in trips to the bathroom, smoke breaks or just lollygagging around at the jobsite. “Managers need to consider the man hours spent doing these tasks are not production hours, so they will have a

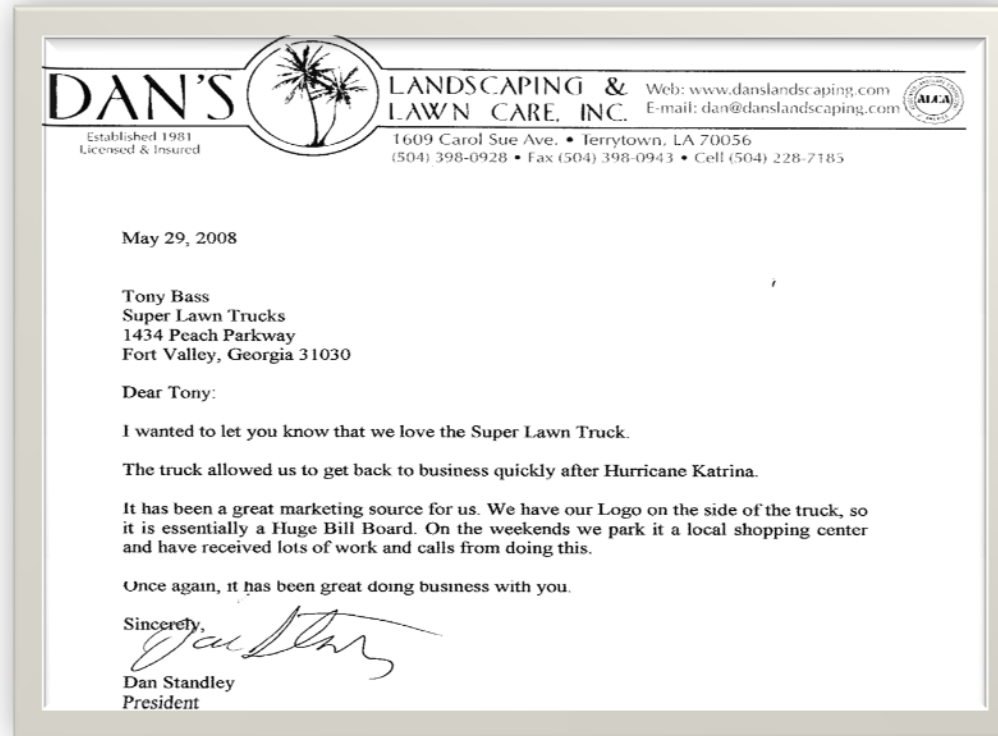
hard time billing their customers for these hours. Six minutes doesn't seem like much, but it adds up quickly," said Bass. Phillips shared the chart with his employees and now incorporates it into his job evaluations. "When someone comes and asks me for a raise, I ask them what they've been doing with their six minutes? It may sound minimal, but it is in those six minutes where company profitability and bonuses come into play."



EFFICIENT AND EFFECTIVE

In business and in management, operating in efficient and effective ways is the key to good performance and to successfully reaching your business goals. "We've incorporated many of the systems outlined in the manuals – from adding educational information into our employee handbook, overhauling our estimating systems and more accurately predicting job costs, to including a quick customer satisfaction survey on the back of our payment envelopes," explained Phillips. "I can say with confidence, that the tactics and strategies I've learned from Tony have allowed us to pick up the pace along the path to more profitability."

Hear What Super Lawn Truck Owners Have to Say!



Super Lawn Trucks 1610 Peach Parkway Fort Valley, GA 30130 866-923-0027

A RECENT EMAIL MADE OUR DAY!



Tony, Lynn , Deborah and Staff

We received our new Super Lawn Truck about three weeks ago. I wanted to thank you and your staff for the excellent job you all did. My wife, Shawn and I have been in the lawn and landscape business for 25 years now. We take great pride in the way we market our company. We have 20 trucks now and they all look pretty good with our logo and the red color of each truck. The new truck we purchased from you is not only much more efficient, but it represents our company in a way that sets us apart from others. Thank you for helping us to achieve a new and very exciting look. I would recommend your company in a heartbeat .You delivered exactly what you said you would and delivered it right on schedule as promised. We are very happy with our new Super Lawn truck.



Best Wishes

John and Shawn Ferrie



What would your insurance agency say if you decided to go with a Super Lawn Truck System?

Read what a risk underwriter at a major insurance company specializing in the landscape industry has to say about the Super Lawn Truck System.



Tony Bass
Super Lawn Trucks
1434 Peach Parkway
Fort Valley, GA 31030

Dear Tony,

Any insurance corporation will tell you that finding new and better ways to reduce workplace accidents and injuries to valued employees is a daunting task. The cost of workplace safety and accident prevention isn't just a legal requirement – it is a charge that goes straight to your bottom line. We know that a top priority for green industry owners is to control losses and manage risks, all the while protecting workers, products, equipment and of course, profits. As a Risk Control Manager for W.S. Pharr who has provided insurance to this industry for more than 20 years, I can tell you that the top losses for these companies are from stolen equipment and work related injuries.

Finding a piece of equipment that not only reduces one of those headaches, but both is a stroke of luck for any owner. With that in mind, I can see that the Super Lawn Trucks were designed to protect landscape business owners from the common risks of daily operations and at the same time allowing for flexibility, efficiency and productivity.

Here are just a few features we found on the Super Lawn Truck system that can help owners control some of those costs and losses:

- **Hydra Ramp System:** is the only ramp offered on a landscape truck that is fully hydraulic – reducing manual lifting injuries. Plus, the ramp is coated with an anti-skid epoxy that provides more slip resistance than the standard expanded metal decks.
- **Enclosed Truck Bodies:** allows a company to store equipment overnight eliminating the need for daily loading/unloading, which has attributed to over 30% of our customers worker compensation losses. The enclosed body is also a secure and lockable place to store equipment thus eliminating the threat of theft.
- **Debris Dumper:** its hydraulic dumping operation and swinging door access for side loading safely carries and quickly dumps landscape waste. Additionally, it prevents debris from coming in contact with hot engines and causing damage to equipment, and the truck.
- **Other Safety Features:** all Super Lawn Trucks have the option to come equipped with an auxiliary fuel system that removes the need to carry gas cans avoiding theft or dangerous spills during transport. Along with the cab forward design, these trucks also increase maneuverability and reduce the risk of costly accidents.

At the end of the day, every business owner wants to set and achieve higher risk management standards, thus improving their insurability and reducing costs. In this case, the benefits realized by owning a Super Lawn Truck system will positively improve a company's ability to meet long-range financial and business goals. I'd like to thank you for your role in developing such a practical product and fostering a safer workplace within our industry.



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About [Tony Bass](#) and Tony Bass Consulting:

Tony Bass founded Tony Bass Consulting in 1998 to help businesses in the green industry succeed. As a consultant and through his entertaining keynote speeches, seminars, workshops and educational materials, Bass translates seemingly complex business procedures into easy-to-follow roadmaps and guidelines that sharply reduce the time and stress involved with doing things right. The results include better, more motivated employees, superior business practices across the board and the precious time required to shift from reactive to proactive thinking. Bass bases his counsel on 20 years of green industry experience, including founding, growing and ultimately selling his initially small landscaping business for a seven-figure profit. For more information or to purchase books and audio training products online, visit <http://www.tonybassconsulting.com>.

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Super Lawn Trucks has been building customized, enclosed truck bodies specifically engineered to increase the productivity of lawn and landscape companies, municipalities and grounds maintenance organizations since 1998.

Our patented products are being used all over the United States and Canada. We market our truck bodies and specialty components direct to the end user. Our web site is the front door to our company. Interested buyers can quickly view hundreds of finished trucks, product videos and detailed product descriptions.

Clients find the online *Truck Builder* feature a quick and easy tool to select from 13,000 unique combinations of cab/chassis, bodies, and optional storage components.

Find out about us at <http://www.superlawntrucks.com>.