



**GREENUP SERVICE CENTER
COMPANY STANDARDS
FISCAL YEAR 2025**

Customer Growth Standards

Lawn Customer Base Goal (minimum).....	15.0%
Irrigation Customer Base Goal (minimum),	15.0%
(increase in number of customers)	

P & L STANDARDS

Net Revenue Increase (minimum)	15.0%
Irrigation Net Revenue Increase (min).....	15.0%
Operating Profit Margin	24.0%
Operating Profit Dollar Increase	20.0%

ADMINISTRATION STANDARDS

Lawn Care Collections	100%
(minimum of monthly revenue)	
Lawn Care Debit Balance.....	50%

SALARIES & WAGES

Total Salaries & Wages	31%
Lawn Specialist.....	14.5%
Irrigation Maintenance.....	20.0%
Irrigation Repair.....	10.0%
Service Manager	3.5%
Office Salary	3.0%
Aerations.....(Aeration Revenue only) ...	20.0%
Sales	7.0%
Employee Benefits.....	8.0%
TOTAL PAYROLL	39.0%

MATERIAL & SUPPLY

Material & Supply Expense	12.0%
Lawn Materials	11.5%
Lawn Tools & Equipment	}
Repairs – tools & equipment	
Depreciation-tools & equipment	
Irrigation Maintenance.....	5.0%
Irrigation Repair.....	15.0%

AUTO EXPENSE

Auto Expense	9.0%
Lease.....	4.5%
Gas & Oil.....	2.5%
Repair & Maintenance	1.0%

Miscellaneous Direct Expense	2.0%
Sub-Contract Labor (50%)	
Irrigation & Renovation Labor (50%)	

General & Administrative Expense	6.5%
---	-------------

Occupancy Expense	3.0%
--------------------------------	-------------

Advertising Expense.....	4.0%
---------------------------------	-------------

TOTAL P & L EXPENSE.....	75.5%
-------------------------------------	--------------



**GREENUP SERVICE CENTER
COMPANY STANDARDS
FISCAL YEAR 2025**

PRODUCTIVITY STANDARDS

REGULAR SERVICES

Each Lawn Specialist will be assigned a minimum of 6 hours (360 minutes) of production per day for 20 work days. The time assigned to each stop will be as follows:

- . 8 minutes of fixed time plus 2.5 minutes per 1,000 square feet**

For Example: With the average size lawn being 4,500 square feet, a specialist would be assigned 19.25 minutes per service. An average route would have a minimum of 18-19 services per day or 360-380 services per month.

ANNUAL AERATION/POTASSIUM TREATMENT/SOIL TESTING

Aeration technicians will be assigned - 45,000 sq ft of annual aeration per day

INITIAL SERVICES WITH AERATION & POTASSIUM TREATMENTS

Start technicians will be assigned - 35,000 sq ft of starts per day

LAWN AND IRRIGATION SKIPS, ALLOWANCES, CANCELLATIONS

- Lawn Skips (# customers - not \$).....0.3% or less of total Customers Scheduled**
- Lawn Allowances & Discounts0.5% or less \$ to P & L Contract Charges**
- Monthly Cancellations (# customers - not \$)..... 2.15% or less (Use Customer Base at beginning of year)**

SALES STANDARDS

**All Lawn Sales Specialists
monthly/annual minimum \$28,500 monthly - \$342,000 annually**

**All Lawn Service Specialists will be assigned a monthly sales quota:
8 New Sales per Month (Average 2 per week)**

Service Mgrs, Technicians, Specialists-Annual Minimum... \$20,000 Sales per Year

IRRIGATION STANDARDS

**Irrigation Monitoring and Adjustments \$975 daily
Irrigation Initial Service and Repair \$1800 daily**