

Weston Zimmerman



Co-Founder & CEO



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Host:
**THE
COST**
OF DOING BUSINESS

**Follow The Cost of Doing
Business Podcast**



Weston Zimmerman grew up in the green industry, with boots-on-the-ground experience in working in a successful landscape business in central PA. He led the team to the Aquascape Artist of the Year award in 2017.

There was a long journey to overcome the challenges of knowing your numbers and being profitable as that business grew over the years. Weston was particularly passionate about evaluating kinks in workflows and looking for ways to make everyone's life a bit easier. And so, in 2016 the hustle and grind started to build a software platform that automates knowing numbers and simplifying daily workflows. Through this, Weston is on a mission to help landscape and hardscape businesses realize their potential and enable their prosperity.

FREE BUDGETING TOOL to Accompany Talk

**START EARNING
THE PROFIT YOU
WANT FROM YOUR
BUSINESS**

**Scan the Code Below to Access
the Free Budgeting Tool**



<https://synkedup.com/get-the-budgeting-tool/?return=estimating>

- ✓ **Supercharge your Profits**
- ✓ **Learn your Man-Hour Price**
- ✓ **Learn whether you will be Profitable**



Name

First

Last

Phone

Email

What Services Do You Provide (Choose One)

- ☐ Mostly, if not all, installation
- ☐ About 50/50 installation and maintenance
- ☐ Mostly, if not all, maintenance
- ☐ Mostly installation, some maintenance
- ☐ Mostly maintenance, some installation

Season Start Date

Season End Date

Number of normal working
days in a week

Production Days

Sales Goal

(projection for upcoming year)

Total Field Labor Costs

(projection for upcoming year)

Total Field Labor Hours

(projection for upcoming year)

Total UNBILLABLE Hours

(hours above that are unbillable)

Material Costs

(projected annual cost of materials for billable
jobs for the upcoming year)

Billable-by-the-unit
Equipment Costs

(projected annual cost of ownership for
equipment that you bill out for)

Subcontractor Costs

(projected annual cost for subcontractors that
you pay yourself, but then pass on/mark up
the cost to the customer)

Overhead Costs

(Projection of all overhead costs for upcoming
year)

Net Profit

Man Hour Price

Cost

Overhead

Profit

**OVERHEAD
IS THE #1
PROFIT
KILLER**

