Weston Zimmerman



Co-Founder & CEO

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Host:
THE
COST
OF DOING BUSINESS

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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

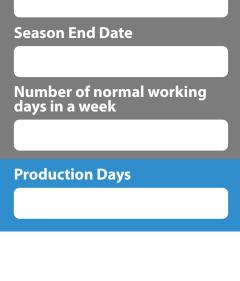


https://synkedup.com/get-the-budgeting-tool/?return=estimating

- ✓ 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 Mostly installation, some maintenance About 50/50 installation and maintenance Mostly maintenance, some installation Mostly, if not all, maintenance Sales Goal **Net Profit** (projection for upcoming year) **Season Start Date Season End Date Total Field Labor Costs** (projection for upcoming year)











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)

