



In this area the name Green has been synonymous with the quality for the past 34 years, starting in 1989 when Donnie and Connie Green opened Greener the Better Landscaping. Donnie had worked for an established landscaper for ten years prior to that. Connie was the assistant manager at a commercial flower garden company for six years. Receiving the financial aid that was required, they decided to blend their talents and determination into a new business. Their three children were quite young at that time; Lonnie was four, Bonnie was three and Ronnie was one. It wasn't very long before all three children were involved with the company. What kid can resist digging in the dirt most of the day.

Greener the Better grew to be an extremely profitable enterprise within three years of being founded. Believing that their success should be a means for the family to reach out to their community, Connie started the Green Gate Foundation, Opening a World of Opportunities. The main emphasis is on assisting high school students with furthering their education, be it career tech, community college or a university. Through designated company funds and donations ten scholarships, from \$3,000 to \$15,000 are awarded annually. Applications are found on the foundation's website, GreenGate@gmail.org. Employees should refer clients or other interested individuals to the site. Donations can be made there also.

Through their high school years, and beyond, the three Green children were actual paid employees. Lonnie enrolled in the welding program at the local career tech center. Showing excellent skills he competed and won the state SkillsUSA contest in welding. The competition at the national level was tougher yet he earned a bronze medal placing third. Not long after that he realized that there was a need for quality services to maintain his parents' beautifully created landscapes.

Saving up money from working for his parents and from numerous welding jobs, he was able to acquire the funds necessary to open **Lonnie's Champion Lawn Care** in 2012. The store is located at 9149 Green Way Boulevard, Skills Town, America 24484 and can be reached at 249-THE-BEST (843-2378) or LonnieChamp@gmail.com In the eleven years since opening his business has flourished, increasing his total lawn care crews from one to five, three to handle residential customers and two dedicated to commercial cliental. Currently he is involved in opening a second location in a nearby town. There are also investors who have shown an interest in him going state-wide. The secret to the success of **L C L C** is practicing outstanding customer service.

Every client is to be treated with respect, even if there are misunderstandings about somethings. Every crew member is expected to be courteous and helpful to everyone they meet while on the job. Knowing that repeat customers are key to a successful business Lonnie set up a reward program. After every ten services the client will receive a free service of their

choice. **L C L C** introduced a new customer appreciation discount, whereas first time clients receive 10% off all work performed at that time.

Brother Ronnie also incorporated that same commitment to customer service when he started his business Ronnie's Ride On Lawn Equipment in 2017. He realized that some people want to maintain their beautiful landscapes themselves. He carries a full line of rider mowers, of various horsepower, push and mulching mowers, trimmers, leaf blowers as well as storage sheds. And of course Lonnie has his employees refer any customers who need equipment to his brother's business.

As for Bonnie, she has not opened her own business but is the obvious person to take over Greener the Better. After acquiring an education in business management and training in the latest technical advances in landscaping she has already taken over some of the duties from her parents. Having the same green thumb for success, Bonnie is ready to take over when Donnie and Connie retire. All three of the Green children are married and have children of their own, so the lawns in this area will be in good hands for generations to come.

YOUR DUTIES

With the increase in business **Lonnie's Champion Lawn Care** saw that it was necessary to hire someone to answer the phone and assist in other areas. You are that person and today is your first day on the job. You should answer all calls pleasantly with the following greeting, "Good day, you have reached **Lonnie's Champion Lawn Care** this is (your first name). How may I help you today?"

A similar greeting should be used with all walk-in customers, "Welcome to **Lonnie's Champion Lawn Care**. What can we do for you today?"

Be sure to ask for names and a good contact number when talking to people on the phone. Getting the address is essential to schedule and work or estimates, there are schedule forms for both. Make sure there are no conflicts with the requested date and time. Doubling updates is not acceptable. Any emergency schedule dates must be referred to management, owner, or store manager, for approval. When the occasion arises that you need to allude to the Pricing Sheet be sure to inform people of services that require a visual estimate for an accurate cost.

Concerning any disgruntled clients, use heart-felt apologies, not placing the blame on co-workers or circumstances. You have the authority to offer up to a 20% discount on any future services for any inconveniences. Management must be informed as soon as possible with their name, phone, address, and nature of the complaint. The same holds true to the end of shift report that you present to the store manager which needs to include and scheduling or any possible services.

You will be working with the following people:

Dylan Goodyard: Store Manager

Aimee Mulchmore: Crew 1 Leader

Cameron Bettersod: Crew 3 Leader

Hannah Hedgeworth: Commercial Crew C2 Leader

Teresa Trimback: Estimator/Service Writer

Remington Rakeright: Crew 2 Leader

Byrson Bush: Commercial Crew C1 Leader



ONE TIME SERVICE CHARGE

Yard Size Sq. Ft.	Mow	Edge	Weed	Seed	Fertilize
1,000 - 4,000_____	\$45	\$35	\$70	\$335	\$55
4,001 - 8,000_____	\$60	\$35	\$85	\$535	\$70
8,001 - 12,000 _____	\$80	\$50	\$100	\$735	\$90
Over 12,001 _____	\$100	\$50	\$120	\$935	\$110

Weekly, Bi-Weekly, Monthly Plans can be structured through our Service Writer
 Weed regulation through our pre-emergence treatment should be conducted Jan. 1, Feb. 1 and Sept. 1 to be effective.

SOD INSTALLATION, \$2 per Sq. Ft.

1,000 - 4,000_____	\$2,000 - \$8,000	4,001 - 8,000_____	\$8,000 - \$16,000
8,001 - 12,000 _____	\$16,000 - \$24,000	Over 12,001 _____	Price Quoted

ARTIFICIAL TURF INSTALLATION, \$12 per Sq. Ft.

1,000 - 4,000_____	\$12,000 - \$48,000	4,001 - 8,000_____	\$48,000 - \$96,000
8,001 - 12,000 _____	\$96,000 - \$144,000	Over 12,001 _____	Price Quoted

HOURLY SERVICES

Bush/Hedge Trimming_____ \$50 an Hour Mulching_____ \$40 an Hour

VISUALLY ESTIMATED SERVICES

Tree Trimming_____ \$375 (Approximate per Tree) Limbs Must Be Clear of Power Lines
Includes Hauling Away All Limbs, Leaves, Etc.

Property Cleanup_____ \$150 (Starting Price, Extent of Cleanup Determines Quote)

SPRINKLER SYSTEM INSTALLATION (Based on Sq. Ft.)

1,000 - 4,000_____	\$3,500	4,001 - 8,000_____	\$7,000
8,001 - 12,000 _____	\$10,000	Over 12,001 _____	Price Quoted

All Lonnie's Champion Lawn Care yard maintenance workers are professionally trained and bonded. All equipment is maintained with blades sharpened and engines serviced on a regular basis. All pre-emergences and fertilizers are within government regulated standards. A list of chemical content will be made available upon request. Children and pets should NOT be allowed in areas treated for a 24-hour period.

Helpful Tip: Water before 10:00 am and avoid watering in the late afternoon or night



WORK SCHEDULE

	9:00	10:30	1:00	2:30	4:00	5:30	OTHER
MON							
TUE							
WED							
THU							
FRI							

ANY CHANGE TO EXSISTING SCHEDULE MUST HAVE MANAGER APPROVAL