

The Harvester's
Covid-19 Focused Webinar
to
Find Out What's Going On
Out There



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The Purpose of Today's Webinar

What other landscape companies are doing

&

Give ideas on how to handle the situation we are in



Head Harvester Steve

Let's find out from Harvester Steve
what the most frequently asked questions
he's getting regarding
COVID-19 from landscapers?



I keep hearing about this small business exemption for companies with fewer than 50 employees. What are some details that landscapers should know about this?

There is a lot of confusion, FAQs, and legal opinions about the COVID-19 pandemic floating around out there. Can you simplify it for us?

With the media frenzy about COVID-19, what is another common question that you have heard from landscapers?

How can we reduce FEAR in our people, our customers and ourselves?

Any other basic questions from landscapers that you would like to share with our webinar listeners?



Head Harvesters Bill & Ed

Survey Results

Where did our respondents come from?

38 States - 3 Canadian Provinces

Company Mix

70% of companies: residential and commercial

50% of companies: primarily landscape maintenance

25% did mainly landscape construction

20% did equal amounts of both

Majority of companies that responded have been in business between 20 & 40 years.

Majority were between \$1 & \$ 5 million

Let's move on to our survey

Survey Says

Communicating with your customers?

90% Yes! - 10% No

Why is this important?

Verify service delivery

Have you lost business?

18% 0 Lost
35% 1-10%
9% 10-20%
4% 20-30%
6% over 30%
28% too soon to tell

Do clients mind if working on their property?

87% No

13% Yes

What are you telling them?

Have some of your people (employees) quit?

85% No - 15% Yes

Are you communicating with your people?

99% Yes - 1% No

What are you telling them?

Are You Interviewing New People?

50% Yes - 50% No

What happens if one of your employees is exposed to a person or thinks they have contracted COVID-19.....Harvester Bill please.

Have you created a 90-day plan moving forward?

65% No - 35% Yes

Are you worried about not being able to replace crew members when this is over?

62% No - 38% Yes

Have you revised your capital spending?

70% Yes

30% No



Head Harvester Chris



What are two things you should not stop doing?

Have you changed your marketing as a result?

52% No - 48% Yes

Are your salespeople actively selling?

70% Yes - 30% No



Head Harvesters Bill & Ed

Are there opportunity despite the problems?

56% Yes - 18% No - 26% Not Sure

Have you shifted to other types of work?

76% No - 10% Yes

14% Thinking About It

Are you investigating state and federal programs?

88% Yes - 26% No

What is your biggest problem right now?

What is your biggest future concern?



Head Harvester Fred

Harvester Fred says.....

“It’s tough out there, especially right now and you don’t have to do it alone.

The Harvest Leaders Group members are not alone they are helping one another!

Let's recap...

What have we learned from others?



Head Harvester Bill

Be a Leader

Have a Plan

Cash is King & Queen

Communicate with clients & employees

Take advantage of state and federal programs

Keep track of your people & vehicles with GPS



Head Harvester Ed

Don't stop Marketing

Don't stop Selling

Don't stop Recruiting

Don't be FEARFUL

Don't stop adapting & innovating

Don't waste time – read & learn

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Now, Go Out There

“Harvest Your Potential”

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