



## Winter Hours

## Vander Kooi Seminars

# Contractors...

...would you like to make more money in this tight economy?

## Now You Can! 2 Day Estimating & Bidding Workshop

The Vander Kooi Group's proven estimating principles have helped thousands of landscape contractors worldwide to become more successful!

### Aquarius Supply Locations:

Hawthorne, NJ

November 17th-18th, 2008

Norristown/King of Prussia, PA

January 13th-14th, 2009

See reverse side for registration details.

## Our hours are changing!

**Effective November 1  
our winter hours will be in effect:**

**7 am — 4 pm Monday-Friday  
Closed on Saturdays**

## HOW will successful estimating systems increase my profits?

As you're probably aware, your estimating systems lead your company. If you're losing money on your bids, then your company is losing money.

Multipliers, square foot pricing, and meeting budgets to get jobs do not insure that you are making a profit. In the Vander Kooi 2-Day Workshop we focus on 10 Core Areas that work together to put you in control of your company and your future!

## When you leave the workshop you'll know...

1. What your company's total overhead, or "Bill in the night" is for the next year and the proper way to recover that overhead.
2. How much money you can pay yourself, your administrative staff, and your field employees.
3. How to arrive at accurate labor burden percentages.
4. How much money is your equipment truly costing and how to charge customers for that equipment.
5. How to use stable production rates instead of volatile dollars and cents to manage a job.
6. What your average crew wage is and what your billable hourly rate is with markups.
7. How to structure your company to insure each division is responsible for making a profit.
8. What your break even point is for the next 12 months.
9. How to handle changing economic factors such as increased fuel, labor, and equipment costs throughout the year.
10. How to job cost to insure you are making a profit on each and every job instead of waiting until the end of the year to see if there is any money left in the checkbook.

Visit us on the web: [www.AquariusSupply.com](http://www.AquariusSupply.com) Order online: [www.webstore.AquariusSupply.com](http://www.webstore.AquariusSupply.com)

To remove your name from our mailing list, please [click here](#), and type "remove" in the subject header.

Questions or comments? E-mail us at [sales@AquariusSupply.com](mailto:sales@AquariusSupply.com) or call your local [Aquarius Branch](#).

**Not getting your newsletter  
via email?  
Send your request to  
[newsletters@AquariusSupply.com](mailto:newsletters@AquariusSupply.com)**

# What makes the Vander Kool Group experts on estimating in the Green Industry?

Over 2,000 companies have been through our estimating workshops over the last 25 years.

Charles Vander Kool, our founder and the creator of this system, has close to 4 decades of experience in the Green Industry including having personally bid over \$1 billion dollars in work. Additionally he has lectured to over 200,000 contractors worldwide and is regarded as a leading authority by attendees and sponsors alike on estimating.

Dozens of colleges worldwide use Charles Vander Kool's books and estimating system as the authority by which to teach their horticulture students.

VK Associates have written hundreds of management articles for Green Industry publications including articles in *HardScope Magazine* and *Distinctive Landscaping Journal*

We present an average of 200 seminars each year to the construction industry.

Most of our trainers were once students of the VKA estimating principles in their own struggling landscape companies who became very successful before we asked them to be part of our team.

## Satisfied Client

*"When it comes to the financial or management side of our business, we have always looked to Vander Kool & Assoc. Inc. for advice."*

*Steve Patti, The Patti Group, Novelty, OH*

# Course Outline

The workshop is taught in an informal and confidential atmosphere encouraging feedback and one-on-one help with your trainer.

## On Day 1, 8:30 a.m. - 5 p.m.,

### you will...

Create a profit and loss statement and budget for the upcoming year and determine your:

- Labor, equipment, material, and sub costs
- Yearly and hourly equipment costs
- Average crew wages and billable hours
- Labor burden
- Overhead
- Overhead recovery percentages

## On Day 2, 8:30 a.m. - 3 p.m.,

### you will...

**Meet with one of our consultants** in a private meeting to analyze the information developed on the first day. National averages and benchmarks from VKA are compared and suggestions are offered according to your situation.

**Learn how to job cost** to the level of knowing where every dollar you spend will come back to you on the bids you produce.

**Incorporate the information** into an estimating system and will produce an actual bid with a bid opening using the markups and information unique to your company that you created on day one.

# VKA 2-Day Workshops Registration Form

**Dates and Locations** (both held at Aquarius Supply)  
Hawthorne, NJ .....Nov. 17th-18th, 2008  
Norristown/King of Prussia, PA ...Jan. 13th-14th, 2009

## Cost

Registrations: \$995 first person; \$395 each add'l person  
Early Registration Discount: \$100 if preregistered by November 3rd for Hawthorne and December 15th, for Norristown/King of Prussia

## Schedule

Day 1: 8:30 a.m. - 5 p.m.  
Day 2: 8:30 a.m. - 3 p.m.  
Lunch 11:30 a.m. - 12:30a.m.  
(Coffee and soft drinks included)

## Seminar you will be attending

- Hawthorne, NJ
- Norristown/King of Prussia, PA

Company \_\_\_\_\_

Contact Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

VISA  MC  AM EX

Card # \_\_\_\_\_

Expiration Date \_\_\_\_\_

Printed Name of Cardholder \_\_\_\_\_

Authorized Sig. \_\_\_\_\_

\$995 first person.....\$995

\$395 each additional person \_\_\_\_\_ x \$395 \_\_\_\_\_

Total amount \_\_\_\_\_

**Mail, phone, or fax order to:**

Vander Kool & Assoc., P.O. Box 621759  
Littleton, CO 80162

Tel. 303-697-6467, Fax 303-697-6815