Ready-To-Use Templates of Real Quotes and Proposals for Residential, Commercial & Industrial Sites

- Cut And Paste Onto Your Own LetterHead For Quick And Easy To Do Quotes

Ready-To-Use Templates of Real Quotes and Proposals for Residential, Commercial & Industrial Sites

By Gerry Faehrmann

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The information is believed to be accurate but not infallible.

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How To Do Quotes To Help You Win Residential and Commercial Contracts and Accounts

In my previous business of Corporate Landscape Maintenance - I had plenty of experience in submitting quotes for all sorts of Landscape Maintenance tasks.

This experience has seen me amass a large collection of quotes for hundreds of different sites around Sydney and the metropolitan area.

Some things to keep in mind when using these Templates are:

- If there is a situation where you are quoting on a certain task, and if we have not covered it in these templates, then by all means go to our Facebook page at http://www.facebook.com/YourLawnAndGarden and LIKE us and THEN ask a question in the comment box (or wherever), and we will answer by email to those that have purchased this report.
- 2. You should be able to put together any quote for any job by cutting and pasting any information from the templates to your own Business LetterHead.
- 3. The important thing to remember is that others have paid for this report, and if you have a question that needs answering, I want everyone to benefit.
- 4. I have selected 5 quotes for this series of Templates. Some of these quotes are around 8 pages long, and I believe you will have enough information to cut and paste to create any quote you need.
- 5. I am a bit anal when it comes to grammar and spelling. So you should rest easy knowing that you are using reliable information.

- 6. All of these sample quotes are from real life situations. We actually submitted these quotes to different prospects. Some of these quotes turned into jobs.
- 7. All of these jobs were profitable. In fact, Lawn Green at the time employed sub-contractors on around 65%-70% of the contract price, where the sub-contractors used their own machinery.
- 8. These sub-contractors stayed with me for years, so I must have been pricing the jobs well enough for them to stay.
- 9. Around 2005, Lawn Green re-badged itself to become the Lawn Expert. In doing so, I decided to stop chasing the Landscape Maintenance contracts, and to focus my energy on building a viable Weed and Feed Lawn Care business.
- 10. Consequently, in presenting these \$7 Reports, I believe I am revealing all in terms of the Subject Matter.
- 11. Although I have only selected 5 sample quotes, they are representative of the hundreds of quotes I have completed. I can assure you that the flavour of all those quotes is constant.

<u>Information About the Ready-To-Use</u> <u>Templates</u>

Now, I want to share with you something that will make your life so much easier.

This report, "Ready-To-Use Templates of Real Quotes and Proposals for Residential, Commercial & Industrial Sites" is packed with 5 Ready-To-Use Templates of Quotes that we (at Lawn Green) have used for all sorts of Residential and Commercial Sites in our past Lawn and Garden Maintenance business.

In sharing this report with you I am revealing all the "TIPS" in How To Prepare a Quote For A Job whether it is for the little old lady down the street or for a large commercial/industrial site.

The way you prepare your quote for any prospect or customer has a bearing on your chance of winning the job contract.

Before we launch into the Sample Quotes, there are some more things I want to highlight:

- 1. Below we have several samples of quotes for real jobs we have worked on or quoted for.
- 2. I have included addresses (which you can Google for a satellite image of the ADDRESS of the site quoted on) and if possible you can see the sites (with image ZOOM IN).
- 3. We have included the Date of Quotes and the \$ amounts for the different activities and jobs required of us.
- 4. As we are not in the LawnMowing and Gardening Business anymore, we are not "pulling any punches".
- 5. What you see in these samples is the exact same information and pricing (at the time of quoting).

- 6. These samples are formatted fairly simply, that is, in this document. So you may want to jazz up your own quotes with some nice formatting and more appealing layout of quotes.
- 7. The idea here is for you to cut and paste whatever you need to create a Professional looking quote.
- 8. Copy the whole lot if you have to.
- 9. Just don't copy this information onto your own website.
- 10. In each sample there is a little historical perspective about the quote. This is to help you understand the quote better.
- 11. Feel free to drive by these sites if you are in Sydney, NSW, Australia. Otherwise just Google the site address and you will get a good idea about the job.
- 12. With customers or prospects, I always refer to "quotes or quotations" as "Proposals". It sounds better! Quotes generally imply getting a quote price where everyone is competing on price. With a proposal, and with a well-written proposal, you have a chance to itemise all the things that need to be achieved on site. The proposal also demonstrates your knowledge and experience with Landscape Maintenance issues.
- 13. When I was competing for the larger corporate jobs, there were the key figures you had to deal with. These key figures, also known as the Key Decision Makers, were the people you wanted to identify quickly. You don't want to waste your time "shooting arrows in the dark" or "p!ssing in the wind". The point here is you want to know your target!
- 14. In preparing quotes, you need to know what lawn types you are dealing with. In most cases, the lawn types in your area are going to be either warm season grasses or cool season grasses depending on the latitude of your location.
- 15. Also, in preparing quotes, you need to know what plants you are dealing with. In most cases, the plants and trees used in your area or city are

going to be a constant in your local climate. To get familiar with the plants commonly used, you can go to your local nursery once a fortnight to learn the Common names of the plants. If you are real keen, you can learn the Botanical or Latin Names of these plants. In the sample quotes below, I generally refer to plants by there Common Names, and in some cases, the common name of the plant is the first name or part of the plant's Botanical name, for example, Viburnum from Viburnum odoratissimum

- 16. Your knowledge of Turf Grasses and Plant species will give you a competitive advantage. Almost always, the Key Decision Maker (the owner, property manager or whatever) is planning to meet you on site. This is your chance to impress this person with your knowledge and demeanour.
- 17. The larger jobs tend to attract more attention and because of this there is more "contractor churn".
- 18. The smaller jobs are better because they attract less attention, so when you get these jobs they stay with you a long time. These is 1 contract worth around \$25,000 per year that we used to look after. This was a customer we looked after for 15 years.
- 19. Big is not necessarily beautiful! Small is good, so cultivate your business with high yielding small jobs of \$5,000 pa to \$35,000 pa. That is, target the small jobs that are worth \$5,000 to \$35,000 pa. Build you business with these contracts. When the occasional big job comes along, take it but don't "put all your eggs in 1 basket".

Ready-To-Use Templates of Real Quotes and Proposals - Sample 1

Sample Quote 1 (Approximately 7-9 Pages Long after proper formatting on your own LetterHead):

Historical notes about the quoting process, the job, and afterwards:

We got a chance to quote this job in consultation with the 3 or so committee members of the Community Association. Sometimes there are dominant characters that control the quoting process, you just need to navigate this process with the main people in mind.

We were successful in winning the contract, which was worth approximately \$120,000 per year. Having said that, we lost the contract after 12 months.

In my view, this was attributed to the persuasive nature of the 2 prominent and bossy Committee members. We believe we delivered a good level of service, however, personalities won over!

However, the interesting thing with this contract, the company that won the Landscape Maintenance contract for this site (after us) were 10-15% more expensive than our price. Figure that out!

I believe the contractor that took over from us, a well known & large Landscaping business, were able to persuade the Community Association committee with references from other large sites they looked after. Good luck to them!

The point here is I was able to run this contract with proper staff and machinery etc. So what this tells you there is good money in these jobs.

Sample Proposal 1:

30th November, 2001

Re: Abbotsford Cove Community Association – (Deposited Plan 270127), Cnr. Great North Road, Walton Crescent, Blackwall Point Road and Melrose Crescent, Abbotsford

The Lawn, Garden & Grounds Maintenance Programme that follows provides all the requirements of mowing, edging and trimming, fertilisation and weed control to all lawn areas, and other lawn renovation services as required; and all garden and landscaping maintenance services as required.

The areas affected by this proposal include all community association lawn and garden areas bounded by Great North Road, Walton Crescent, Blackwall Point Road and Melrose Crescent, and all nature strips along the above roadways. This proposal, however, does not include the maintenance of Abbotsford House.

Proposed Works

- 1. Lawn Service (Community Association lawn areas)
- a. Mow, edge and trim all turfed couch lawn areas in Abbotsford Cove Residential Estate (community association areas only), and including large foreshore lawn areas and all nature strips along Walton Crescent, Great North Road and Blackwall Point Road as directed.
- b. Maintain all concrete and paved areas free of lawn clippings with vacuum machine. Edge & trim edges around tree mulching.
- c. All litter and debris will be removed from lawn areas prior to mowing. The lawn will benefit from frequent mowing and being mowed higher (at around 30mm high), hence, producing (over time) a thicker and more lush lawn.

The Lawn Service will be performed: every week from November – March inclusive, every 2 weeks from April – October inclusive, This represents a total of 36 visits per year.

Cost Per Lawn Service...\$990.00 (inc GST)
Total Annual Cost Per Lawn Service...\$35,640.00 (inc GST)

- 2. Lawn Service (Melrose Crescent lawn areas)
- a. Mow, edge and trim all turfed couch lawn areas along Melrose Crescent (from Blackwall Point Road to foreshore) as directed.
- b. Maintain all concrete and paved areas free of lawn clippings with vacuum machine. Edge & trim edges around tree mulching.
- c. All litter and debris will be removed from lawn areas prior to mowing. The lawn will benefit from frequent mowing and being mowed higher (at

around 30mm high), hence, producing (over time) a thicker and more lush lawn.

The Lawn Service will be performed: every week from November – March inclusive, every 2 weeks from April – October inclusive, This represents a total of 36 visits per year.

Cost Per Lawn Service...\$150.00 (inc GST)
Total Annual Cost Per Lawn Service...\$5,400.00 (inc GST)

3. Lawn Green's Lawn Care Programme

One of the site's prominent features is the lawn and grassed areas. With minimal investment, the lawn areas can be maintained to mint condition. Constant attention and treatment is required for the control of weeds, and rejuvenation of the lawn. We recommend a lawn treatment programme of at least 4 treatments per year.

Each lawn treatment will provide for the following as required:

- •Fertilisation: a balanced feeding (dependent on time of year) of nitrogen, phosphorus, potassium, iron and the essential nutrients.
- •Broadleaf Weed Control: control of actively growing weeds such as clover, bindii, dandelions, etc.
- •Annual Grassy Weed Preventative: a pre-emergent control for summer grass, crowsfoot, wintergrass and other weeds.

Each lawn treatment will cover all lawn and grassed areas as directed.

The treatment programme will comprise the following:

Treatment 1 (Spring):

Fertilisation and broadle af weed control as required.

Treatment 2 (Summer):

Complete balanced fertilisation, pre-emergent annual grass control and broadleaf weed control.

Treatment 3 (Autumn - M arch):

Continued fertilisation and broadleaf weed control as required.

Treatment 4 (Winter – June):

Pre- and post-emergent wintergrass control, broadleaf weed control and fertilisation as required.

i. Community Association lawn areas Cost Per Lawn Treatment...\$2,310.00 (inc GST) Total Annual Cost of Lawn Treatment Programme...\$9,240.00 (inc GST)

ii. Melrose Crescent lawn areas

Cost Per Lawn Treatment...\$390.00 (inc GST)

Total Annual Cost of Lawn Treatment Programme...\$1,560.00 (inc GST)

Your Special Guarantee: You can have greener, weed-free lawns when you subscribe to Lawn Green's Lawn Care programme.

(Note: Please refer to attached conditions for the success of your Lawn Care guarantee)

- 4. Lawn Aeration Service
- a. Aerate all lawn areas annually (at Spring September). Lawn aeration helps shatter & relieve soil compaction, loosen soil around root zone, improve water infiltration and nutrient uptake by lawn turf.
- b. All large lawn areas will be aerated using an Aerovator aerating machine (driven by a tractor), and the smaller areas (with difficult access) with a self-propelled lawn coring machine.
- c. Please mark & identify all underground services including irrigation lines & sprinkler heads before works commence. All care taken but no responsibility for any sprinkler parts and underground services/utilities (not marked and identified) damaged by aerating equipment.
 - 1. Community Association lawn areas Cost Per Lawn Aeration Service...\$5,000.00 (inc GST)
 - 2. Melrose Crescent lawn areas Cost Per Lawn Aeration Service...\$650.00 (inc GST)
- 5. Garden & Ground Service
- a. Trim all shrubbery and plant growth ensuring easy access of vehicular and pedestrian traffic (all trimming from ground level only). All shrubs will be trimmed/maintained to encourage thick/green foliage, and to prevent 'woody' appearances. All hedges will be trimmed at least 6 times per year, or as required. Trim ground cover plants (gardenia radicans, hibbertia scandens, star jasmine ivy and gazanias) to within garden borders.
- b. Underprune (crown-lift) all trees including eucalyptus trees, deciduous trees, crepe myrtles, jacarandas, frangipanis, robineas & peppercorn trees as required. The under-pruning of trees will enhance their appearances, encourage straighter tree trunks, and prevent the scratching of cars in carparks.

- c. Trim viburnums, camellias, lavender, Japanese box, photineas, xylosmas, murray as, gardenias, lilly pillys, New Zealand Christmas Bushes, nandinas, azaleas, grevilleas (Robyn Gordons), melaleucas, hebes, westringias & callistemons as required. All hedges will be trimmed at least 6 times per year. Trim flax, lomandra & dietes (native irises) as required.
- d. Remove dead leaves & spent flowers & stalks from crinums, gymea lilies, Birds of Paradise, cliveas and agapantha.
- e. Remove dead fronds from palms, palm trees (from ground level only) and tree ferns.
- f. Clean kerbside gutters.
- g. Vacuum tennis court surfaces every week.
- h. Remove all litter from drains.
- i. Maintain gardens, driveways, roadways & roundabout, footpaths and all external concrete and paved areas free of weed growth.
- j. Fertilise plants & trees with slow release fertiliser pellets every 52 weeks. The trees will be fertilised (correctly) around their "drip line". Install iron sulphate around the base of plants (where plants such as murray as & japanese box are deficient in iron).
- k. Remove garden stakes where not required. Secure stakes with hessian ties as required. Garden stakes are only needed for anchorage, support and/or protection of trees.
- 1. Remove failed plants and replace with new plants as required.
- m. Monitor health of trees, plants & shrubs for pest & disease.
- n. Remove paspalum clumps from lawn areas with Roundup poison (weed wand). Paspalum removal requires time for complete eradication.
- o. Maintain driveways, footpaths, and all external concrete and paved areas free of leaves/litter with vacuum machine (every 4 weeks).
- p. Monitor irrigation system with seasonal conditions.
- q. Remove sticks & branches from gardens in carpark area.
- r. Remove all rubbish from site.

The Garden & Ground Service will be performed every week for 30 hours, that is, every day from Monday to Friday for 6 hours per day.

Cost Per Weekly Garden & Ground Service...\$1,050.00 (inc GST)
Total Annual Cost Per Garden & Ground Service...\$54,600.00 (inc GST)

Note: The Cost of the Weekly Garden & Ground Service includes all necessary capital equipment and labour to complete all tasks above. However, any expenses incurred for garden expense items (perishables) such as garden fertiliser (e.g. osmocote), garden chemicals (e.g. pest spray chemicals, roundup/glyphosate, stakes and so on) will be paid for by the client. The cost of perishables should not be more than say \$2,500 per year. All purchases will be verified with supplier invoices, thereby passing on savings made on bulk items.

6. Mulch Installation

a. Supply and install 50 cubic metres of pine-chip (to a depth of 50mm) to gardens as required. The mulch will ensure soil moisture retention, and minimise weed growth. The more obvious benefit of mulch installation will be the improved appearance of the gardens. Savings in water bills will be more likely if mulch is installed at correct depth.

Cost Per Mulch Installation...\$3,300.00 (inc GST)

7. Plants

a. Supply and plant advanced (200mm pots) shrubs to gardens. Fertilise same.

Unit Cost per advanced shrub...\$15.00

Prices for supply and installation of larger plants or more exotic types of plants will be quoted as requested.

8. Lawn Top-dressing

Top-dressing lawns is mainly recommended for removing the lumps and bumps (undulations) from lawn areas. There are some areas that require top-dressing, such as along edges of concrete paths or kerbing. The amount of soil required is minimal.

Cost per supply & install 1 cu. metre top-dressing soil...\$185.00 (inc GST) (Note: 1cu. metre of soil will cover approx. 100 sq. metres to a depth of 10mm)

9. Irrigation

The automatic & manual watering systems should be regulated for lawn & garden watering at the following frequency & time periods.

All lawns and gardens should be watered 2-3 times per week (at 30 minutes each time) in the summer months (that is, October - March inclusive).

All lawns and gardens should be watered once per week (at 30 minutes each time) in the winter months (that is, April - September inclusive).

Comments regarding site irrigation:

a. All irrigation systems (and particularly electronically controlled irrigation systems) require regular check-ups for adjustments to the controller device & repairs for any faulty sprinkler heads and pipework.

Cost Per Irrigation Repairs & Maintenance (Labour)...\$55.00 per hour (inc GST)

10. Annual Cost Summary

10.	Annual Cost Summary
	Year 1 and so on
Part 1:	Lawn Service (Community Assoc.) \$35,640
Part 2:	Lawn Service (Melrose Crescent) \$5,400
Part 3:	Lawn Care
	i (Community Assoc.)\$9,240
	ii (Melrose Crescent) \$1,560
Part 4:	Lawn Aeration Service
	i (Community Assoc.)\$5,000
	ii (Melrose Crescent) \$650
Part 5:	Garden Service \$54,600
Part 6:	Mulch Installation \$abnormal
Part 7:	Plants and Materials \$abnormal
Part 8:	Lawn Top Dressing \$abnormal
Part 9:	Irrigation \$abnormal
TOTAL	\$112,090

Note:

- a. All proposed costs in this proposal are inclusive of the 10% Goods & Services Tax.
- b. All proposed costs in this proposal will be subject to an increase in line with CPI increases at the beginning of each new financial year.

Gerry Faehrmann, Manager

Reasonable conditions required for the success of your Lawn Care guarantee:

- 1. Your lawns and gardens are suitably irrigated
- 2. Your lawns will be irrigated the day after each lawn care application occurs
- 3. Your lawn areas have reasonably good turf coverage before lawn care begins
- 4. Your lawns will be treated for paspalum control with a separate programme
- 5. Your lawns will be treated for Slo-Mow Lawn Care with a separate programme
- 6. Your lawns will require a minimum (generally) of 3 months for full rejuvenation
- 7. You will instruct your lawn-mower man to mow your lawn frequently
- 8. Your lawn-mower man will only remove one-third of the grass's leaf, that is, your lawn-mower man will raise the mower's cutting height
- 9. You will instruct your lawn-mower man to regularly sharpen the mower blades
- 10. You will water your lawns in the early morning time to help reduce chances of fungal attacks
- 11. You will water your lawns deeply for 30 minutes (twice weekly in summer in drier conditions, and once weekly in winter in drier conditions)
- 12. You will delay mowing your lawn for 24 hours after the lawn care application has occurred
- 13. Your greener, absolutely weed free lawns guaranteed forever guarantee will apply whilst you remain a client of Lawn Green for 12 months or more
- 14. You may use the Lawn Green Lawn Care Programme on a less regular basis, however, the guarantee will only apply for 14 21 days
- 15. You will keep children and pets away from the lawn areas until the lawn care application has dried
- 16. You will contact the Lawn Green office if rain has fallen within 4 hours of the lawn care application as the effectiveness of materials may be reduced or diminished
- 17. You will contact the Lawn Green office if lawn damage occurs due to insect or fungal attacks
- 18. You will strive to implement the necessary horticultural practices such as correct mowing, watering and so on

Your expectations:

- 1. Your telephone calls will be answered promptly in business hours
- 2. Your telephone calls will be returned promptly (or within 24 hours)
- 3. Your needs will be assessed on site
- 4. Your service requirements will be met promptly (within 7 non-rainy days)
- 5. You will always be treated courteously

End of Sample 1...

Ready-To-Use Templates of Real Quotes and Proposals - Sample 2

Sample Quote 2 (Approximately 5-6 Pages Long after proper formatting on your own LetterHead):

Historical notes about the quoting process, the job, and afterwards:

This quote came about as a result of a cold call after the site development had completed. I rang the builder or property agent expressing my interest in supplying a quote for landscape maintenance. They told me to contact the owner of the site, Coles Myer (Property Holdings). They asked for me to provide a quote soon after.

Apparently, only 1 or 2 quotes were requested. We were successful in winning the job. We had this job for around 3-4 years

These contracts are a good source of income although they are smaller in size. I have to say that the smaller jobs don't attract the big contractors, so you don't get the customer churn like with some prominent bigger jobs.

You should remember that with these little jobs you can advertise all your extra services (like weed & feed lawn care, plant replacement, irrigation repairs & maintenance) with your quote. These little jobs are good money because they are noted in quotes and you don't have to do the "big sell".

The Gold is in the Smaller Corporate Jobs!

Sample Proposal 2:

16th January, 2004

Kelly ville Plaza, Wrights Road, Kelly ville. N.S.W. 2155

Re: Kelly ville Plaza, Wrights Road, Kelly ville

The Lawn and Garden Maintenance Programme that follows provides all the requirements of mowing, edging and trimming, fertilisation and weed control to all lawn areas, the maintenance of all garden and paved areas, and the supply and installation of plants and mulch.

Proposed Works

- 1. Lawn and Garden Service
- a. Mow, edge and trim all lawn and grassed areas including nature strip along Wrights Road. Maintain driveways, and all concrete and paved areas free of lawn clippings with vacuum machine. All litter and debris will be removed from lawn areas prior to mowing. The lawn will benefit from frequent mowing and being mowed higher, hence, producing (over time) a thicker and more lush lawn.
- b. Trim all shrubbery and plant growth ensuring easy access of vehicular and pedestrian traffic (all trimming from ground level only). All shrubs will be trimmed/maintained to encourage thick/green foliage, and to prevent 'woody' appearances. Plants will be trimmed to individual plant shapes as required. Trim ground cover plants to within garden borders.
- c. Remove dead leaves and spent (dead) flowers and stalks from agapantha.
- d. Raise canopies of all trees including eucalyptus trees as required. The under-pruning of trees will enhance their appearances, encourage straighter tree trunks, and prevent cars from being scratched. The crowns of all trees will be left to grow naturally.
- e. Trim grevilleas, westringias and callistemons as required.
- f. Clean kerbside gutters.
- g. Remove all litter from driveways and gardens.
- h. Maintain gardens, driveways, and all footpath and paved areas free of weed growth.
- i. Maintain all carpark and paved areas free of leaves/litter every 4 weeks.

- j. Fertilise plants & trees with slow release fertiliser pellets every 52 weeks. The trees will be fertilised (correctly) around their "drip lines".
- k. Remove garden stakes where not required. Secure stakes with hessian ties as required.
- 1. Remove dead plants as required.
- m. Remove sticks & branches from gardens.
- n. Remove all rubbish to council tip.

The Lawn & Garden Service will be performed:
every week from November - March inclusive,
every 2 weeks from April - October inclusive,
This represents a total of 36 visits per year.

Cost Per Lawn & Garden Service...\$170.00 (inc GST)
Total Annual Cost Of Lawn & Garden Services...\$6,120.00 (inc GST)

2. Lawn Green's Lawn Care Programme

One of the site's potentially prominent features is the lawn and grassed areas. With minimal investment, the lawn areas can be maintained to mint condition. Constant attention and treatment is required for the control of weeds, and rejuvenation of the lawn. We recommend a lawn treatment programme of at least 4 treatments per year.

Each lawn treatment will provide for:

- •Fertilisation: a balanced feeding (dependent on time of year) of nitrogen, phosphorus, potassium, iron and the essential nutrients.
- •Broadleaf Weed Control: control of actively growing weeds such as clover, bindii, dandelions, etc.
- •Annual Grassy Weed Preventative: a pre-emergent control for summer grass, crowsfoot, wintergrass and other weeds.

Each lawn treatment will cover all lawn and grassed areas including nature strip along Wrights Road.

The treatment programme will comprise the following:

Treatment 1 (Spring – September):

Complete fertilisation, pre-emergent annual grass control and broadleaf weed control as required.

Treatment 2 (Summer – December):

Continued balanced fertilisation, broadleaf and pre-emergent weed control as required.

Treatment 3 (Autumn - March):

Continued balanced fertilisation, and broadleaf weed control as required.

Treatment 4 (Winter – June):

Pre- and post-emergent wintergrass control, broadleaf weed control and fertilisation as required.

Your Special Guarantee: You can have greener, absolutely weed-free lawns – guaranteed forever! when you subscribe to Lawn Green's Lawn Care programme.

Cost Per Lawn Treatment...\$110.00 (inc GST)

Total Annual Cost Of Lawn Treatment Programme...\$440.00 (inc GST)

(Note: Please refer to attached conditions (at end of this document) for the success of your Lawn Care guarantee)

3. Mulch Installation

a. Supply and install 55 cubic metres of pine-chip to all gardens as required. The mulch will ensure soil moisture retention, and minimise weed growth. The more obvious benefit of mulch installation will be the improved appearance of the gardens. This service should be performed every 2 years.

Cost per Mulch Installation...\$3,190.00 (inc GST)

4. Plants

Prices for supply and installation of all plants including larger plants or more exotic types of plants will be quoted as requested.

5. Irrigation

The automatic & manual watering systems should be regulated for lawn & garden watering at the following frequency & time periods.

All lawns and gardens should be watered 2-3 times per week (at 30 minutes each time) in the summer months (that is, October - March inclusive).

All lawns and gardens should be watered once per week (at 30 minutes each time) in the winter months (that is, April - September inclusive).

Cost Per Irrigation Repairs & Maintenance (Labour)...\$75.00 per hour (inc GST)

(Normally, it is in the client's interest to cap this service to say 4 hours if carrying out investigative or troubleshooting work.)

6. Cost Summary

Part 1: Lawn & Garden Service \$6,120 Part 2: Lawn Treatments \$440 Part 3: Mulch Installation \$abnormal Part 4: Plants \$abnormal

Part 5: Irrigation \$-

TOTALS \$6,560

Note:

a. All proposed costs in this proposal are inclusive of the 10% Goods & Services Tax.

b. All proposed costs in this proposal will be subject to an increase in line with CPI increases at the beginning of each new financial year.

Gerry Faehrmann, Manager

Reasonable conditions required for the success of your Lawn Care guarantee:

- 1. Your lawns and gardens are suitably irrigated
- 2. Your lawns will be irrigated the day after each lawn care application occurs
- 3. Your lawn areas have reasonably good turf coverage before lawn care begins
- 4. Your lawns will require a minimum (generally) of 3 months for full rejuvenation
- 5. You will instruct your lawn-mower man to mow your lawn frequently
- 6. Your lawn-mower man will only remove one-third of the grass's leaf, that is, your lawn-mower man will raise the mower's cutting height
- 7. You will instruct your lawn-mower man to regularly sharpen the mower blades
- 8. You will water your lawns in the early morning time to help reduce chances of fungal attacks
- 9. You will water your lawns deeply for 30 minutes (twice weekly in summer in drier conditions, and once weekly in winter in drier conditions)
- 10. You will delay mowing your lawn for 24 hours after the lawn care application has occurred
- 11. Your greener, absolutely weed free lawns guaranteed forever guarantee will apply whilst you remain a client of Lawn Green for 12 months or more
- 12. You may use the Lawn Green Lawn Care Programme on a less regular basis, however, the guarantee will not apply
- 13. You will keep children and pets away from the lawn areas until the lawn care application has dried

- 14. You will contact the Lawn Green office if rain has fallen within 4 hours of the lawn care application as the effectiveness of materials may be reduced or diminished
- 15. You will contact the Lawn Green office if lawn damage occurs due to insect or fungal attacks
- 16. You will strive to implement the necessary horticultural practices such as correct mowing, watering and so on

Our Commitment To You:

- 1. Your telephone calls will be answered promptly in business hours
- 2. Your telephone calls will be returned promptly (or within 24 hours)
- 3. Your needs will be assessed on site
- 4. Your service requirements will be met promptly (within 7 non-rainy days)
- 5. You will always be treated courteously

End of Sample 2...

Ready-To-Use Templates of Real Quotes and Proposals - Sample 3

Sample Quote 3 (Approximately 2 Pages Long after proper formatting on your own LetterHead):

Historical notes about the quoting process, the job, and afterwards:

This quote was for extra work requested, even though we had the regular Service Contract. Some jobs that you have on your books may be for regular Landscape Maintenance. This is great, however, there maybe those little extras that you can squeeze out of the customer

Refer over page for Sample Quote 3.

Sample Proposal 3:

20th May, 2005

Re: Kelly ville Plaza,

Wrights Road, Kelly ville

Proposed Works

1. Re-location Of Plants

a. Transplant all existing westringias (coastal rosemary), grevilleas, NZ Christmas bushes and ground covers from the carpark strip gardens to appropriate positions in front garden beds along Wrights Road, and garden bed at south/eastern corner of shopping centre building.

b. This is a difficult task to give a fixed price on, however, we would estimate around 10 hours (at \$55.00 per hour inc GST) to re-locate all plants as required.

(Approximate) Cost per Re-Location Of Plants...\$550.00 (inc GST)

2. Plant Supply & Installation Service

- a. Supply and plant 220 star jasmine plants (Trachelospermum jasminoides) (150mm pots) to 23 strip garden beds in carpark area (between Wrights Road & shopping centre building), and excluding 2 narrow strip gardens along the western and eastern boundaries). All these garden beds will be characterised by a tree or two (2) and a mass planting of ground cover star jasmine. The 150mm pots (for the star jasmine) are a better size as the plant will perform better as a ground cover.
- b. Supply and plant 6 murray as (Murray a paniculata) (200mm pots) to 2 garden beds adjacent to shopping centre main entrance.
- c. Fertilise all plants with 9 month slow release Scotts garden blend fertiliser.

Cost per Plant Supply & Installation Service...\$2,195.00

3. Mulch Installation

a. Supply and install 55 cubic metres of pine-chip (embankment grade mulch) to all gardens between Wrights Road and shopping centre building. The mulch will ensure soil moisture retention, and minimise weed growth. The more obvious benefit of mulch installation will be the improved appearance of the gardens.

Cost per Mulch Installation...\$3,696.00 (inc GST)

4. Irrigation

The automatic watering systems should be regulated for lawn & garden watering at the following frequency & time periods.

All lawns and gardens should be watered 2 times per week (at 30 minutes each time) in the summer months (that is, October - March inclusive).

All lawns and gardens should be watered once per week (at 30 minutes each time) in the winter months (that is, April - September inclusive).

Cost Per Irrigation Repairs & Maintenance (Labour)...\$75.00 per hour (inc GST)

(Normally, it is in the client's interest to cap this service to say 4 hours if carrying out investigative or troubleshooting work.)

Gerry Faehrmann, Manager

End of Sample 3...

Ready-To-Use Templates of Real Quotes and Proposals - Sample 4

Sample Quote 4 (Approximately 6-8 Pages Long after proper formatting on your own LetterHead):

Historical notes about the quoting process, the job, and afterwards:

This quote came about as a result of a cold call. This quote did not turn into a job for us.

However, the site is located in a prominent location so maybe the prospect had requested more quotes.

More quotes, more competition and less chance of winning the job.

Refer below for Sample Quote 4.

Sample Proposal 4:

26th February, 2001

Auburn Home Mega Mart, 265 Parramatta Road, Auburn. N.S.W. 2144

Re: Auburn Home Mega Mart, 265 Parramatta Road, Auburn

The Lawn and Garden Maintenance Programme that follows provides all the requirements of mowing, edging and trimming, fertilisation and weed control to all lawn areas, the maintenance of all garden and paved areas, monitoring the site's irrigation system, and the supply and installation of plants and mulch.

Proposed Works

- 1. Lawn and Garden Service
- a. Mow, edge and trim all lawn and grassed areas including nature strips along Parramatta Road, Junction Street, Short Street and Duck Street. Maintain driveways, and all concrete and paved areas free of lawn clippings with vacuum machine. All litter and debris will be removed from lawn areas prior to mowing. The lawn will benefit from frequent mowing and being mowed higher, hence, producing (over time) a thicker and more lush lawn.
- b. Trim all shrubbery and plant growth ensuring easy access of vehicular and pedestrian traffic (all trimming from ground level only). All shrubs will be trimmed/maintained to encourage thick/green foliage, and to prevent 'woody' appearances. Plants will be trimmed to individual plant shapes as required. Trim ground cover plants to within garden borders.
- c. Raise canopies of all trees including casuarinas as required. The underpruning of trees will enhance their appearances and encourage straighter tree trunks. The crowns of all trees will be left to grow naturally.
- d. Trim & underprune grevilleas and callistemons as required.
- e. Clean kerbside gutters.
- f. Remove all litter from driveways and gardens.
- g. Maintain gardens, driveways, and all footpath and paved areas free of weed growth.
- h. Fertilise plants & trees with slow release fertiliser pellets every 26 weeks. The trees will be fertilised (correctly) around their "drip lines".

- i. Remove garden stakes where not required. Secure stakes with hessian ties as required.
- j. Remove dead plants and replace with new plants as required.
- k. Remove paspalum clumps from kikuyu lawn areas with Roundup poison (weed wand) as required.
- l. Monitor irrigation system with seasonal conditions. Water all lawns and gardens regularly. It is important to irrigate lawns and gardens (heavily, that is, for 20-30 minutes) around two times per week, rather than every day for say 5 minutes each time.
- m. Remove sticks & branches from gardens. Remove castor oil plant from gardens.
- n. Remove all rubbish to council tip.

The Lawn & Garden Service will be performed:

every week from November – March inclusive, every 2 weeks from April – October inclusive.

This represents a total of 36 visits per year.

Cost Per Lawn & Garden Service...\$290.00 (inc GST)
Cost Per Initial Lawn & Garden Service...\$490.00 (inc GST)
Total Annual Cost Of Lawn & Garden Services...\$10,440.00 (inc GST)

2. Lawn Green's Lawn Care Programme

One of the site's prominent features is the lawn and grassed areas. With minimal investment, the lawn areas can be maintained to mint condition. Constant attention and treatment is required for the control of weeds, and rejuvenation of the lawn. We recommend a lawn treatment programme of at least 4 treatments per year.

Each lawn treatment will provide for the following as required:

- •Fertilisation: a balanced feeding (dependent on time of year) of nitrogen, phosphorus, potassium, iron and the essential nutrients.
- •Broadleaf Weed Control: control of actively growing weeds such as clover, bindii, dandelions, etc.
- •Annual Grassy Weed Preventative: a pre-emergent control for summer grass, crowsfoot, wintergrass and other weeds.

Each lawn treatment will cover all lawn and grassed areas including nature strips along Parramatta Road, Junction Street, Short Street and Duck Street.

The treatment programme will comprise the following:

Treatment 1 (Spring – September):

Complete fertilisation, pre-emergent annual grass control and broadleaf weed control as required.

Treatment 2 (Summer – December):

Complete balanced fertilisation, pre-emergent annual grass control and broadleaf weed control.

Treatment 3 (Autumn – March):

Continued balanced fertilisation, and broadleaf weed control as required.

Treatment 4 (Winter – June):

Pre- and post-emergent wintergrass control, broadleaf weed control and fertilisation as required.

Cost Per Lawn Treatment...\$440.00 (inc GST)

Total Annual Cost of Lawn Treatment Programme...\$1,760.00 (inc GST)

Note: A dramatic response will be seen following the initial treatment of the large variety of obvious weeds. Once weeds are controlled, the benefit of fertilisation will gradually produce a thicker and a more attractive turf.

Your Special Guarantee: You can have greener, absolutely weed-free lawns – guaranteed forever! when you subscribe to Lawn Green's Lawn Care programme.

(Note: Please refer to attached conditions (at end of this document) for the success of your Lawn Care guarantee)

3. Mulch Installation (Annually)

a. Supply and install 15 cubic metres of pine-chip to gardens as required. The mulch will ensure soil moisture retention, and minimise weed growth. The more obvious benefit of mulch installation will be the improved appearance of the gardens. Savings in water bills will be more likely if mulch is installed at correct depth.

Total Annual Cost Of Mulch Installation...\$1,650.00 (inc GST)

4. Plants

a. Supply and plant advanced (200mm pots) shrubs to gardens. Fertilise same.

Unit Cost Per Advanced Shrub...\$22.00

Prices for supply and installation of larger plants or more exotic types of plants will be quoted as requested.

5. Lawn Top-dressing

Top-dressing lawns is mainly recommended for removing the lumps and bumps (undulations) from lawn areas. There are some areas that require top-dressing, such as along edges of concrete paths or kerbing. The amount of soil required is minimal.

Cost Per Supply & Install 1 Cu. Metre Top-Dressing Soil...\$185.00 (Inc GST)

(Note: 1cu. metre of soil will cover approx. 100 sq. metres to a depth of 10mm)

6. Irrigation

The automatic & manual watering systems should be regulated for lawn & garden watering at the following frequency & time periods.

All lawns and gardens should be watered 2-3 times per week (at 30 minutes each time) in the summer months (that is, October - March inclusive).

All lawns and gardens should be watered once per week (at 30 minutes each time) in the winter months (that is, April - September inclusive).

Comments regarding site irrigation:

a. All irrigation systems (and particularly electronically controlled irrigation systems) require regular check-ups for adjustments to the controller device & repairs for any faulty sprinkler heads and pipework.

Cost Per Irrigation Repairs & Maintenance (Labour)...\$55.00 per hour (inc GST)

7. Annual Cost Summary

Part 1:	Lawn and Garden Service	\$10,440
Part 2:	Lawn Treatments	\$1,760
Part 3:	Mulch Installation	\$abnormal
Part 4:	Plants	\$abnormal
Part 5:	Lawn Top-dressing	\$abnormal
Part 6:	Irrigation	\$abnormal
TOTALS		\$12,200

Note:

a. All proposed costs in this proposal are inclusive of the 10% Goods & Services Tax.

b. All proposed costs in this proposal will be subject to an increase in line with CPI increases at the beginning of each new financial year.

Gerry Faehrmann, Manager

End of Sample 4...

Ready-To-Use Templates of Real Quotes and Proposals - Sample 5

Sample Quote 5 (Approximately 6-8 Pages Long after proper formatting on your own LetterHead):

Historical notes about the quoting process, the job, and afterwards:

The Ettamogah Pub is an Aussie franchise PUB concept, and there are several of these Pubs around Australia.

When the Ettamogah Pub at Kellyville was completed, I approached them to provide a quote for all the mowing, gardening and lawn care.

Quote was accepted, and we had this job for 2-3 years.

A new manager took over and decided in his wisdom to save money by cutting the service levels to the site. The contract for a more basic (and reduced) level of service was given to another contractor. So for the last so many years the site looks like sh!t.

Even as I write this, I drive pass this site every few weeks and shake my head at how bad the site looks. The contractor looking after the job obviously does not understand the "UPSELL" concept.

Sample Proposal 5:

15th June, 2005

Ettamogah Pub, Cnr. Windsor Road & Merriville Road, Kelly ville. N.S.W. 2155

Re: Ettamogah Pub,

Cnr. Windsor Road & Merriville Road,

Kelly ville

The Lawn, Garden and Grounds Maintenance Programme that follows provides all the requirements of mowing, edging and trimming, fertilisation and weed control to all lawn areas, the maintenance of all garden and paved areas, and including all landscape maintenance duties as required.

Proposed Works

- 1. Lawn Mowing Service
- a. Mow, edge and trim all turfed lawn areas including nature strips along Windsor Road and Merriville Road as directed.
- b. Maintain all concrete and paved areas free of lawn clippings with vacuum machine.
- c. All litter and debris will be removed from lawn areas prior to mowing.
- d. The lawn will benefit from frequent mowing and being mowed higher (at around 30mm high), hence, producing (over time) a thicker and more lush lawn.

The Lawn Mowing Service will be performed: every week from November – March inclusive, and every 2 weeks from April – October inclusive.

This represents a total of 36 visits per year.

Cost Per Lawn, Garden & Ground Service...\$255.00 (inc GST)
Total Annual Cost Per Lawn, Garden & Ground Service...\$9,180.00 (inc GST)

2. Garden Service

- a. Trim all shrubbery and plant growth ensuring easy access of vehicular and pedestrian traffic (all trimming from ground level only). All shrubs will be trimmed/maintained to encourage thick/green foliage, and to prevent 'woody' appearances.
- b. Trim ground cover plants (grevillea ground covers, hibbertia scandens) to within garden borders.
- c. Underprune all low branches of all tree canopies including eucalyptus trees and casuarinas as required. The under-pruning of trees will enhance

their appearances, encourage straighter tree trunks, and prevent the scratching of cars in carparks.

- d. Trim grevillea shrubs, westringias and lomandras as required. All hedges will be trimmed at least 6 times per year.
- e. Remove dead shrubs from gardens. Note: There is a dead tree in garden adjacent to building along Windsor Road. This really should be cut down ASAP as it poses a serious OHS risk to the site. We can recommend a tree surgeon/lopper to quote on the tree removal.
- f. Remove self-seeded wattle trees from gardens.
- g. Clean kerbside gutters.
- h. Remove all litter from drains and carpark areas.
- i. Maintain gardens, driveways, footpaths and all external concrete and paved areas free of weed growth.
- j. Fertilise plants & trees with slow release fertiliser pellets every 52 weeks. The trees will be fertilised (correctly) around their "drip line".
- k. Remove garden stakes where not required. Secure stakes with hessian ties as required. Garden stakes are only needed for anchorage, support and/or protection of trees.
- 1. Remove all garden waste from site.

The Garden Service will be performed every 4 weeks.

This represents a total of 13 visits per year.

INITIAL Cost Per Garden Service...\$1,650.00 (inc GST) Cost Per Garden Service...\$440.00 (inc GST) Total Annual Cost Per Garden Service...\$5,720.00 (inc GST)

3. Lawn Green's Lawn Care Programme

One of your property's prominent features is the lawn and grassed areas. With minimal investment, the lawn areas can be maintained to mint condition. Constant attention and treatment is required for the control of weeds, and rejuvenation of the lawn. We recommend a lawn treatment programme of at least 4 treatments per year.

Each lawn treatment will cover all lawn and grassed areas as directed.

The Lawn Care programme will comprise the following:

Treatment 1 (Spring – September):

Complete balanced fertilisation (with all essential nutrients), pre-emergent annual grass control and broad leaf weed control as required.

Treatment 2 (Summer – December):

Complete balanced fertilisation, pre-emergent annual grass control and broadleaf weed control as required.

Treatment 3 (Autumn – March):

Continued balanced fertilisation, pre-emergent annual grass control and broadleaf weed control as required.

Treatment 4 (Winter – June):

Pre- and post-emergent wintergrass control, broadle af weed control and fertilisation as required.

Your Special Guarantee: You can have greener, weed free lawns – forever when you subscribe to Lawn Green's Lawn Care programme.

Cost Per Lawn Care Treatment...\$575.00 (inc GST)
Total Annual Cost Of Lawn Care Programme...\$2,300.00 (inc GST)

Note: A dramatic response will be seen following the initial treatment of the large variety of obvious weeds. Once weeds are controlled, the benefit of fertilisation will gradually produce a thicker and a more attractive turf.

4. Mulch Installation

a. Supply and install 100 cubic metres of pine-chip to all gardens (to a depth of 50mm) as required. The mulch will ensure soil moisture retention, and minimise weed growth. The more obvious benefit of mulch installation will be the improved appearance of the gardens. Savings in water bills will be more likely if mulch is installed at correct depth.

Cost Per Mulch Installation...Contact The Hills BarkBlower on 9654.2288 for a quote

5. Irrigation

The automatic & manual watering systems should be regulated for lawn & garden watering at the following frequency & time periods.

All lawns and gardens should be watered once per week (at 40 minutes each time) in the summer months (that is, October - March inclusive).

All lawns and gardens should be watered once per month (at 40 minutes each time) in the winter months (that is, April - September inclusive).

Comments regarding site irrigation:

a. All irrigation systems (and particularly electronically controlled irrigation systems) require regular check-ups for adjustments to the controller device & repairs for any faulty sprinkler heads and pipework.

Cost Per Irrigation Repairs & Maintenance (Labour)...\$75.00 per hour (inc GST)

Gerry Faehrmann, Manager

End of Sample 5...

Other Resources and \$7 Reports

Sources For More Information To Help Your Business:

http://www.Youtube.com/user/YourLawnAndGarden

http://EzineArticles.com/?expert=Gerry_Faehrmann

http://www.Facebook.com/pages/YourLawnAndGarden/1999618

<u>06695502</u> - please LIKE us to follow us on Facebook and to stay posted of latest info available

http://www.LawnGreen.com.au/Sitemap

http://www.YourLawnAndGarden.com/

Further Questions:

If you have any questions or queries, please go to http://www.facebook.com/pages/YourLawnAndGarden/1999618
06695502 & LIKE us first then hit the COMMENT button and ask away!!!!

Support & Technical Backup:

So now we have seen how we price different landscaping and gardening activities, but we need to be able to back our quotes up with solid technical info to get the prospect over the line (ie accepting the quote).

Go to www.LawnGreen.com.au/Sitemap
and to http://EzineArticles.com/?Expert=Gerry_Faehrmann
for over 100 reports of Expert info on lawns and the how to's of rejuvenating lawns - with this information you will be better qualified to get your quotes accepted.

For more visually appealing examples of Expert info go to my YouTube channel at

http://www.Youtube.com/user/YourLawnAndGarden

- you will be able to diagnose your customers' lawn problems more easily.

Other \$7 Reports include:

- "How To Do Quotes For Your Lawn Mowing And Gardening Business"
- "Your 'Getting Started' Occupational Health & Safety System assessment package"
- "Starting A Lawn Mowing Business (from scratch)"

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You have just read Version 1.0 of "Ready-To-Use Templates of Real Quotes and Proposals for Different Residential, Commercial & Industrial Sites", published in April 2012.

The Report will be changed, or added to, from time to time. If you are on our email database, we will let you know of Content changes and additions made to the Report.

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To ensure you comply with your legal obligations you must refer to the appropriate legislation of your country or province. You should seek independent legal advice if you need assistance on the application of the law to your situation.

Financial Advice

The Report does not make any actual or implied promises with forecasts for profits or sales.

Lawn Care Referrals

If you are a contractor and have Customers that need the services of Lawn Green, then please contact us:

- Via www.LawnGreen.com.au and fill out the "Free Quote Request" Quote Box, or
- 1. Simply telephone Lawn Green at 1300 55 74 72 and we can follow up the Referral by calling the Customer directly, or
- 2. Refer your customers to www.LawnGreen.com.au where they can get a Free Copy of "The 5 Secrets To A Great Looking Lawn" Report

Internet and Contact Details

www.LawnGreen.com.au - for Greener Weed Free Lawns

<u>www.YourLawnAndGarden.com</u> - "The Place Where Successful Contractors Meet"

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