

# WHAT OUR USERS ARE SAYING

**K**arl Goertzen has cherished plants and his relationship with God for years. The former pastor of 16 years is now the owner of Oasis Planterios, Inc., a small landscaping firm in Winnipeg, Manitoba, Canada.

Six years after entering the market, Goertzen is running a profitable business: the company posted \$260,000 in revenue in 2007, and expects 15 to 25 percent growth in revenue for 2008.

“That success is driven by several factors: good clients, reliable equipment, quality service and hardworking employees,” he says.

And the equipment Goertzen chooses to do the job is Grasshopper. He has two FrontMount™ power units, one 722D (diesel) and one 723K (gas). Both mowers are equipped with a PowerVac™ Collection System.

The seasonal (April through October) business’s primary accounts are 10 commercial clients with as many as 15 different properties each to mow on a weekly basis.

His crews mow 65 acres (approx. 1/4-sq. km.); they collect all the clippings, removing more than 1.5 tons of grass each week in the wet spring season and half a ton of grass during the warmer, drier months in the summer and early fall.

“You have to try to clog the Grasshopper. The PowerVac™ gathers clippings with sparse clogging and makes it easy to remove the clippings when the collector is full.”

In addition to weekly mowing, Oasis provides tree and shrub care (including planting and pruning), and sod and hardscape installation. Goertzen is also certified to apply chemicals and fertilizers for weed control and pest management.



“With fuel taking such a large portion of revenues, we run the diesel as much as possible because it consumes fuel at half the rate,” he says.”

**“The Grasshoppers have larger decks and provide a great cut. That means less time on each job, so we can get more done each day.”**

“The work load is good. If I had more, I would need more employees, equipment, warehouse and storage space, travel time and transport trucks. Even with more billings, it would raise my costs. I like keeping my costs low.”

In today’s economic environment, keeping costs low is essential, especially when it comes to equipment and fuel, two overhead expenses that can suffocate an independent contractor. Goertzen says that putting the right equipment on the job is key to managing overhead costs.

Goertzen also likes to keep his workforce small, usually no more than 10 employees in season, which makes quality control more manageable. Another benefit to fewer employees is that Goertzen has more time to invest in them to build professionalism and character.

“I take pride in taking the time to do the job right, whether it’s in business or in life,” he says. “As long as you have the right people, the right equipment, a healthy appetite for business success and a steadfast faith, there is almost no limit to your potential.” ~

