Landscaping Business

Budget Planning Worksheet

Use this worksheet to plan and track your landscaping business budget. Fill in each section with your specific information and financial projections.

Company Information

Company Name: ____________________

Date Created: ____________________

Fiscal Year: ____________________

Prepared By: ____________________

Part 1: Startup Cost Planning

Complete this section if you're starting a new landscaping business or planning major expansions.

Equipment Costs

Item	Low Est.	High Est.	Your Budget
Commercial Mower	$3,000	$8,000	$ ____________
String Trimmer	$300	$600	$ ____________
Leaf Blower	$200	$500	$ ____________
Basic Hand Tools	$500	$1,000	$ ____________
Other: __________________			$ ____________
Other: __________________			$ ____________
EQUIPMENT SUBTOTAL			**$ ____________**

Vehicle & Transportation

Item	Low Est.	High Est.	Your Budget
Used Truck	$15,000	$25,000	$ ____________
Equipment Trailer	$2,000	$4,000	$ ____________
Other: __________________			$ ____________
VEHICLE SUBTOTAL			**$** ______________

Legal Setup & Insurance

Item	Low Est.	High Est.	Your Budget
Business License/Legal Setup	$500	$1,500	$ ____________
Insurance (First Year)	$3,000	$5,000	$ ____________
Workers Comp Deposit	$2,000	$5,000	$ ____________
Other: __________________			$ ____________
LEGAL & INSURANCE SUBTOTAL			**$** ______________

Working Capital

Item	Low Est.	High Est.	Your Budget
Software (First 3 Months)	$450	$1,200	$ ____________
Fuel Deposit/Cards	$1,000	$2,000	$ ____________
Material Inventory	$1,000	$3,000	$ ____________
Marketing/Website	$500	$2,000	$ ____________
Other: __________________			$ ____________
WORKING CAPITAL SUBTOTAL			**$** ______________

TOTAL STARTUP COSTS **$** ________________________________

Startup Funding Sources

Personal Savings: $ ___________________________

Loan/Financing: $ ___________________________

Investment/Partner Capital: $ ___________________________

Other: ______________________ $ ___________________________

TOTAL AVAILABLE FUNDS: $ ___________________________

Part 2: Monthly Operating Budget

Use this section to plan your regular monthly expenses. These costs continue regardless of revenue.

Labor & Personnel (Monthly)

Position/Role	# Staff	Cost per Person	Total Monthly
Owner/Manager Salary	___	$ __________	$ __________
Field Crew Members	___	$ __________	$ __________
Crew Leader/Foreman	___	$ __________	$ __________
Administrative Staff	___	$ __________	$ __________
Seasonal Workers	___	$ __________	$ __________
Other: ______________	___	$ __________	$ __________
LABOR SUBTOTAL			**$** ___________

Vehicle & Equipment Operations (Monthly)

Expense	# Units	Cost per Unit	Total Monthly
Fuel Costs	___	$ __________	$ __________
Vehicle Maintenance	___	$ __________	$ __________
Equipment Maintenance			$ __________
Equipment Replacement Fund			$ __________
Other: ______________			$ __________
VEHICLE & EQUIP. SUBTOTAL			**$** ___________

Facility & Overhead (Monthly)

Expense	Amount
Shop/Warehouse Rent	$ ________________
Utilities (Electric, Water, etc.)	$ ________________
Phone/Internet	$ ________________
Storage (Additional)	$ ________________
Office Supplies	$ ________________
Other: _____________________	$ ________________
FACILITY SUBTOTAL	**$** __________________

Insurance & Legal (Monthly)

Coverage Type	Amount
General Liability Insurance	$ ________________
Workers Compensation	$ ________________
Commercial Auto Insurance	$ ________________
Bonding (if required)	$ ________________
Legal/Professional Services	$ ________________
Other: ______________________	$ ________________
INSURANCE SUBTOTAL	**$ ________________**

Part 2: Monthly Operating Budget (continued)

Marketing & Business Development (Monthly)

Marketing Activity	Amount
Digital Marketing (Google, Social)	$ ________________
Direct Mail/Print Advertising	$ ________________
Website Hosting/Maintenance	$ ________________
Referral Program Costs	$ ________________
Networking/Events	$ ________________
Other: _____________________	$ ________________
MARKETING SUBTOTAL	**$ __________________**

Software & Technology (Monthly)

Software/Service	Amount
Business Management Software	$ ________________
Accounting Software	$ ________________
Scheduling/Routing Software	$ ________________
CRM/Customer Management	$ ________________
Other: _____________________	$ ________________
SOFTWARE SUBTOTAL	**$ __________________**

TOTAL MONTHLY OPERATING COSTS **$ ___________________________**

Annual Operating Costs (Monthly × 12): **$ __________________________**

Part 3: Revenue Planning

Project your monthly revenue to understand cash flow throughout the year.

Monthly Revenue Projections

Month	Maintenance	Design/Install	Seasonal	Other	Total
January	$ ______	$ ______	$ ______	$ ______	$ ______
February	$ ______	$ ______	$ ______	$ ______	$ ______
March	$ ______	$ ______	$ ______	$ ______	$ ______
April	$ ______	$ ______	$ ______	$ ______	$ ______
May	$ ______	$ ______	$ ______	$ ______	$ ______
June	$ ______	$ ______	$ ______	$ ______	$ ______
July	$ ______	$ ______	$ ______	$ ______	$ ______
August	$ ______	$ ______	$ ______	$ ______	$ ______
September	$ ______	$ ______	$ ______	$ ______	$ ______
October	$ ______	$ ______	$ ______	$ ______	$ ______
November	$ ______	$ ______	$ ______	$ ______	$ ______
December	$ ______	$ ______	$ ______	$ ______	$ ______
ANNUAL TOTAL	**$ ______**	**$ ______**	**$ ______**	**$ ______**	**$ ______**

Target Revenue Mix

Service Type	% of Total	Target Annual $
Maintenance Contracts	______%	$ ________________
Design & Installation	______%	$ ________________
Seasonal Services	______%	$ ________________
Off-Season/Winter	______%	$ ________________
Other Services	______%	$ ________________
TOTAL	**100%**	**$ ________________**

Customer & Pricing Targets

Target Number of Customers: ____________

Average Maintenance Contract Value: $ ____________

Average Design/Install Project Value: $ ____________

Target Customer Retention Rate: ________%

New Customers Needed per Month: ____________

Part 4: Profit Analysis & Cash Flow Planning

Annual Profit Projection

Total Annual Revenue (from Part 3): $ ________________________

Total Annual Operating Costs (from Part 2): $ ________________________

PROJECTED ANNUAL PROFIT: $ ________________________

Profit Margin %: _________%

Industry Benchmark: Established landscaping companies typically achieve 10-20% profit margins. First-year businesses often see 5-15% margins.

Cash Flow Management

Planning for seasonal fluctuations is critical. Most landscaping businesses need 3-4 months of operating expenses in cash reserves to cover winter months.

Target Cash Reserve Amount:	$ ________________________
Current Cash on Hand:	$ ________________________
Monthly Cash Reserve Goal:	$ ________________________
Months to Reach Target:	___________

Off-Season Revenue Strategy

What services will you offer during slower months to maintain cash flow?

Service 1: __________________________	Target Revenue: $ ___________
Service 2: __________________________	Target Revenue: $ ___________
Service 3: __________________________	Target Revenue: $ ___________

Total Off-Season Revenue Target: **$ ___________**

Part 4: Profit Analysis & Cash Flow (continued)

Equipment Replacement Planning

Plan for equipment replacement before it becomes an emergency. Budget 10-15% of equipment value annually.

Equipment Item	Current Age	Expected Life	Replacement Cost	Replace By
Commercial Mower	___ yrs	3-5 years	$ __________	________
Truck	___ yrs	7-10 years	$ __________	________
Trailer	___ yrs	10+ years	$ __________	________
Other: __________	___ yrs	___ years	$ __________	________
Other: __________	___ yrs	___ years	$ __________	________

Part 5: Action Plan & Budget Review

Your Top 3 Financial Goals (Next 12 Months)

1. ____

____

2. ____

____

3. ____

____

Budget Red Flags to Avoid

- ■ Underestimating seasonal cash flow gaps
- ■ Over-investing in equipment before securing revenue
- ■ Inadequate insurance coverage
- ■ No equipment replacement fund
- ■ Ignoring overhead costs (utilities, insurance, etc.)
- ■ No emergency cash reserve (aim for 3-4 months operating expenses)
- ■ Unrealistic profit margin expectations for first year

Budget Review Schedule

Monthly Review Date: ____________________ **Responsible Person:** ____________________

Quarterly Review Date: ____________________ **Responsible Person:** ____________________

Annual Review Date: ____________________ **Responsible Person:** ____________________

Next Steps (Complete in Next 30 Days)

- ■ ____ Target Date: ________
- ■ ____ Target Date: ________
- ■ ____ Target Date: ________
- ■ ____ Target Date: ________
- ■ ____ Target Date: ________
- ■ ____ Target Date: ________

Budget Commitment

I commit to using this budget as a living document to guide my business decisions. I will review it regularly, adjust as needed based on actual results, and use it to maintain the financial health of my landscaping business.

Signature: ________________________________ **Date:** ________________

Remember: This budget is a planning tool. Review it monthly, adjust as needed, and use it to make informed decisions about pricing, hiring, equipment purchases, and growth investments. Keep your actual expenses and revenue tracked alongside these projections to understand variances and improve future planning.