Landscape Business Management Certificate

Many landscapers excel at the skills of landscaping but fail at the skills of business. These people spend years working harder rather than smarter, and many end up out of business. Is there an easier way? Yes! Enroll today in the new Rutgers Landscape Business Management Certificate. All the classes in this certificate series are led by experienced and successful members of the landscaping industry – people who are now willing to share their years of wisdom.

Required Courses: You must complete any three of the four classes below.

- **Making the Most Out of the Internet and Your Website**
  Do you have a website? Are you using social media? Are you getting the most possible gain from your internet presence—or do you still need to establish yourself there? Instructors Mary Zaletski and Victoria Vasile will teach you how to become players in the digital world. Take your internet marketing to the next level!

- **Common Sense Business and Pricing**
  Mark Borst and Chris James, two of New Jersey's most successful landscape contractors, will give you the benefit of their experience in this comprehensive one-day course. Learn about estimating and bidding, calculating overhead, marketing, effective work flow, and more. There will also be a question and answer session. Don’t miss the chance to consult with two of the area’s best!

- **Better Business Management Skills for the Landscaping Professional**
  Marcus vandeVliet is a popular industry consultant as well as the former owner of a successful landscaping business specializing in high-end residential projects. In this class, he will discuss the vital financial information you'll need to make a profit, including job costing, profit and loss statements, cash flow, financial ratios, hiring and firing, and more.

- **Landscape Project Management**
  The project is designed, estimated, and sold. Now what? Many project problems originate during the transfer from sales to production. Other problems occur due to poor project preparation. Marcus VandeVliet will show you how to make the transfer smooth and the preparation complete. The result is less wasted man hours, more projects completed on time, and higher profit margins—as well as a dramatically improved customer experience, leading to more referrals and repeat business.

**TOTAL COST: $585**

All classes will be held at the Rutgers campus in New Brunswick. Dates of classes subject to change. For current class dates and other information, please visit [www.cpe.rutgers.edu/lsbiz](http://www.cpe.rutgers.edu/lsbiz) or call: (848) 932-7317 and get started today!