

Landscaping Hiring Toolkit

Job ad template | Ten interview questions | Pay-rate worksheet

1. The job ad (template)

Write the ad like a short commercial for your company. The person reading it is deciding whether you're worth working for, so tell them. Don't use it to screen people out; that's what the application and interview are for.

[Job title] at [Company name], [Town/area]

If you're looking for [a steady outdoor job with a crew that works well together / a career with room to grow], you're in the right place.

[Company name] has been [mowing / building patios / maintaining commercial properties] in [area] since [year]. We're [growing / adding a crew], and we're looking for [number] [role].

Why work with us:

- Pay: [\$__ to \$__ an hour, paid weekly/biweekly on time]
- [Bonus: ____]
- [Equipment: we maintain our equipment, so you're not fighting broken gear]
- [Crew: ____]
- [Growth: people who do well here move up to ____]
- [Schedule: ____]

What you'll do: [3 to 5 plain lines about the actual work]

What we need: [driver's license? / able to lift __ lbs / experience with ____, or willing to learn]

How to apply: [Click Apply / call or text ____]. It takes about [5] minutes. We get back to every applicant within [1 week].

Put the pay in. It's the first thing every applicant wants to know. **Say when they'll hear back**, and then do it. **Don't add a season or a deadline** unless the job really is seasonal.

2. Ten interview questions

Ask every candidate the same questions, in the same order, and write down what they say.

- 1 What's the last outdoor or physical job you did, and what did a normal day look like?
- 2 Tell me about a day at work that went wrong. What happened, and what did you do?
- 3 How do you get to work, and how early can you start?
- 4 What equipment have you run? What would you need to be shown?
- 5 It's 90 degrees and the job isn't done at quitting time. What do you do?
- 6 Tell me about a time you noticed a mistake someone else made. What did you do about it?

- 7 What would a crew leader you've worked for say you're best at, and what they'd want you to work on?
- 8 What makes you want to stay at a job, and what has made you leave one?
- 9 A customer walks out and complains about the work while you're on site. What do you do?
- 10 Where would you like to be in two years, and how could this job help you get there?

Listen for specifics. "I'm a hard worker" tells you nothing; "I ran the mower for two seasons and trained the new hire" tells you something.

3. Pay-rate worksheet

Part A: what the market pays

- Role: _____
- What other companies near you advertise for this role: \$_____ to \$_____ an hour (from job boards and ads you can see)
- What people in this role could earn in other local jobs (warehouse, construction, retail): \$_____ an hour
- What we'll offer: \$_____ an hour, plus [bonus / raises / benefits]

Part B: what one hour really costs us

- Hourly wage: \$_____
- Payroll taxes (%): _____ = \$_____
- Workers' comp (per hour): \$_____
- Benefits and paid time off (per hour): \$_____
- Other (uniforms, phone, training) per hour: \$_____
- **Burdened labor cost per hour: \$_____** (use this in the pricing calculator)

Part C: does the job still price out?

- At this burdened cost, run a typical job through the pricing calculator. Price: \$_____ Margin: _____%
- If the margin is too thin, the choice is to raise prices, change the crew mix, or rethink the offer. Don't underpay and hope the person stays.