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I want to start my own lawn care business

Myles Udland, Brian Sozzi, and Julie Hyman break down some of Friday's early market movers, which include: Wish suffering a quarterly loss and drop in revenue due to a slowdown in growth, SoFi lowering its outlook despite doubling its revenue for its latest quarter, 23andMe posting its first quarterly earnings that saw the company expand its customer database to 11.6 million, and Honest's stock plunging after missing estimates on revenue.Shares of Novavax (NASDAQ: NVAX) were up 29.6% as of the market close on Thursday. Dynavax Technologies (NASDAQ: DVAX) stock jumped 19%. Novavax rebounded from a sell-off last week after the company announced it was delaying the U.S. Emergency Use Authorization filing for COVID-19 vaccine candidate NVX-CoV2373 until the fourth quarter of 2021.After so much drama and many police visits, she got the upper hand. Who would've thought that a small piece of paper has such power?Sundial Growers Inc. (NASDAQ: SNDL) ("Sundial" or the "Company") reported its financial and operational results for the second quarter ended June 30, 2021. All financial information in this press release is reported in millions of Canadian dollars and represents results from continuing operations, unless otherwise indicated.In this article, we discuss the 10 cheap EV stocks to buy now. If you want to skip our detailed analysis of these stocks, go directly to Forget Tesla: 5 Cheap EV Stocks to Buy Now. Last month, the European Commission, the executive branch of the European Union, outlined ambitious targets as part of a [...]Yahoo Finance's Julie Hyman breaks down the latest business headlines. Brilliant Car Cleaning Hacks Local Dealers Wish You Didn't KnowShares of Cricut (NASDAQ: CRCT) have plummeted today, down by 24% as of 10:50 a.m. EDT, after the company reported second-quarter earnings. The results beat expectations, but management's cautious commentary regarding Cricut's outlook may have rattled investors. Revenue in the second quarter increased 42% to \$334.5 million, ahead of the consensus estimate of \$317.4 million in sales.Shares of The Honest Company (NASDAQ: HNST) got destroyed Friday after the recently IPO'd maker of environmentally conscious personal care, beauty, baby, and household products missed earnings in its Q2 2021 financial report this morning. Analysts had forecast that The Honest Company would lose \$0.14 per share on sales of \$79.5 million, which sounds bad enough already. In fact, however, The Honest Company lost \$0.17 per share on sales of only \$74.6 million -- and the stock is down 25% in 10:35 a.m. EDT trading because of it.Shares of GameStop (NYSE: GME) were trending 2.6% lower in morning trading Friday, following a week of vacillation by traders in the video game retailer. Just like yesterday's bump higher, there was no company-specific news to account for GameStop's lower stock price today. Video game behemoth Activision Blizzard (NASDAQ: ATVI) is embroiled in a sexual-harassment and toxic-workplace imbroglio, but three top designers of some of the game developer's most important titles, including Diablo and World of Warcraft, are no longer with the company.Language Learning Advice From An ExpertThe furor over a sexual-assault incident at Alibaba represents peril for China's tech sector because it lends an additional stick to authorities bent on beating up big online platforms.Anjalee Khemlani joins Myles Udland, Brian Sozzi, and Julie Hyman to discuss the latest COVID news, which includes: the FDA approving the use of a vaccine booster shot for immunocompromised people, Moderna studies confirming the company's vaccine is effective against multiple variants, the Supreme Court rejecting a challenge to Indiana University's vaccination requirement, and Facebook planning a January 2022 return to office as concerns over the Delta variant persist in the nation.Microsoft Corporation (NASDAQ:MSFT) stock is about to trade ex-dividend in 4 days. The ex-dividend date is one...The leaders of America's largest cannabis companies are getting confident Congress could pass important marijuana banking reforms.The biopharma company's second quarter was better than expected. The future looks pretty bright, too.Whether you realize it or not, artificial intelligence has already had a profound impact on the world. Consider the smart assistants on mobile devices, the language processing capacity of search engines, and the systems that surface recommendations across websites, apps, and streaming platforms -- all of these technologies lean on artificial intelligence. In fact, AI could add \$15.7 trillion to the global economy by 2030, according to research from Price Waterhouse Cooper.The First Trust Rising Dividend Achievers ETF selects quality dividend stocks while spreading risk evenly.There are a few issues one can observe in Lucid Group, Inc. (NASDAQ:LCID) presentation - it is too early to state anything, but a great time to start questioning. Investors can notice a lot of footnotes and estimates, which is a great starter, but when the company taunts being first place in multiple categories and comparisons, this adds risk to the plausibility of their pitch."I was told by my income tax preparer that she should have paid some kind of a tax. But she never filed income taxes for years as she was not required to because of her low income.Moving into late summer, the only certainty in the markets is uncertainty. The July jobs report was solid, but businesses continue to deal with a stubborn labor shortage. The Biden Administration looks like it will get what it wants from Congress, in the form of a \$1 trillion infrastructure bill and the \$3.5 trillion budget package, but inflation is rising and the massive infusion of government spending will likely make that worse. It seems for every market argument, there's a counter-argument.Shares of Chinese electric vehicle maker Nio (NYSE: NIO) were trading lower on Friday. A Wall Street analyst trimmed his bank's price target for Nio's American depositary shares after the company provided conservative guidance with its earnings report on Wednesday. Nio reported its second-quarter results after the U.S. markets closed on Wednesday, and while they were somewhat better than Wall Street had expected, the conservative guidance might have raised some eyebrows.The Chinese electric vehicle maker reported improving quarterly results, but still didn't turn a profit. Long a tool of professional landscaping companies, lawn and garden vacuums are slowly encroaching on leaf blowers as the yard cleanup tool of choice. How do these machines suck up your lawn's dead leaves?By Tristin HopperYou've mowed, weeded and raked your yard for hours -- but you're not done with your lawn just yet. If you don't pay attention to your lawn's edges, your yard will look a little sloppy. If you're still clueless, we'll show you how to edge your lawn -- or hire someone to do it for you.By Stephanie WatsonIt may be time to dethatch your lawn, but you'd never know it unless you know what to look for. You'd better find out, though -- it could make the difference between a healthy and decaying lawn.By Linda C. Brinson Photo: shutterstock.comAmericans are not bashful when it comes to expressing their love of lawns—it has been estimated that there are more than 40 million acres of lawn in the United States. But if you really want to show your lawn some love, you'll have to do more than mow it. If you're starting from scratch, you'll need to learn about your soil and climate, and then decide between sod, seed, or a lawn alternative. If you are working with an existing lawn, you'll want to familiarize yourself with the proper way to water, fertilize, and eliminate (or better yet, prevent) unwanted weeds.If you count yourself among the lucky homeowners with land to spare for a verdant landscape, these guidelines should help you cultivate a beautiful lawn that will reward you year after year.SeedSodLawn AlternativesWateringFertilizingMowingWeed ControlSEED Before you decide on a Kentucky bluegrass, Bermuda or rye, find out which grass is best for your climate by consulting the USDA plant hardiness zone map. Perform a soil test to see if you need to make any amendments before planting seed, and then follow these guidelines:Till the soil and remove weeds, rocks, and plants. Consider adding fresh topsoil mixed with an organic material to improve water retention, and a fertilizer to stimulate germination.For small areas you can sow the seed by hand; for larger areas use a seed spreader. Cover the seeded soil with straw to protect the seeds and help them retain moisture. Section off the area to avoid foot traffic.Water daily and do not mow the grass until it is at least three inches high. Water less frequently as the grass matures.SOD Laying sod is a great way to have a lawn without the wait, but it's a big job. Best done during the fall or spring in the North, or during spring in the South, lay sod during cooler weather so the grass can take root and avoid the risk of burnout. Familiarize yourself with this how to before deciding if sod is right for your lawn.Related: Artificial Turf, 7 Reasons to Consider the New "Grass" AlternativeLAWN ALTERNATIVES Lawn alternatives provide as much greenery and coverage as a regular turf but can be lower maintenance, hardier, and even scent-filled. There are many varieties to consider—from micro clover to Corsican mint—so be sure to check to see which is best for your lawn, climate, and upkeep.WATERING Most lawns require about one inch of water per week. It's better to give your grass a good soak every three days than to water a little bit every day. Your lawn will tell you when it needs watering, provided you know the signs. As you walk over the grass, your footsteps should readily disappear; if they don't, you need to water. A bluish-green color and curling grass blades are also indicators of dehydration.Watering less frequently encourages roots to grow downward (in search of water), which makes your lawn more stable.In most climates, a deep, thorough watering twice a week should be enough to keep your lawn happy.Water your lawn in the early morning, so there will be less evaporation. Grass will also have a chance to dry out before the sun starts beating down.FERTILIZING Grass requires small amounts of many nutrients (calcium, magnesium, and sulfur to name a few). Macronutrients like nitrogen, phosphorus, and potassium are needed in larger quantities. A soil test performed by your local extension office will reveal what your lawn needs to succeed. The results of the test will include a range of information, such as your soil's pH.Cool-season grasses (including Kentucky bluegrass and tall fescue) benefit most from fertilizer in the fall, at which time the added nutrients go a long way toward bolstering root growth.For warm-season grasses (including zoysia and Bermuda), springtime fertilization is appropriate once the lawn is actively growing, about six weeks after the last frost date.Using slow-release fertilizer prevents nutrient overload and lowers the risk that your application will contribute to shoot, not root, growth.Related: Need a New Lawn Mower? 10 Top-Rated Grass GuzzlersMOWING When choosing a lawn mower, take into consideration the size of your lawn, the presence of inclines and obstructions, comfort (if you decide to go with a riding mower), safety, and maintenance. You want a mower that will suit your unique landscape, and be user-friendly. When you mow,Never cut more than one-third of the blade; any more will shock the plant.During hot summer months, cut your lawn higher than the recommended rate.Switch mowing directions to prevent turf wear and soil compaction.WEED CONTROL Familiarize yourself with these common lawn-care problems, from dandelions and ants to brown patches. Learn to mitigate—or better yet, prevent—these pesky predicaments to keep your lawn healthy and lush all year long. August 31, 2016 7 min read The following excerpt is from Entrepreneur's Start Your Own Lawn Care or Landscaping Business. Buy it now from Amazon | Barnes & Noble | iTunesAs the owner of a lawn care service, the actual lawn care you do will be the single most important part of your regular business day. But you'll also have to attend to numerous other details to keep your business running smoothly and pave the way for additional business later.To begin with, part of your time will be spent on the phone scheduling jobs, marketing, ordering supplies and talking to salespeople. It's essential that you stay organized. You can either do this with software or organizational notebooks, although with the inexpensive cost of laptop and tablet computers there is really no reason not to do this electronically. We suggest keeping separate categories such as "Current Clients," "New Clients" and "Potential Clients" (with related logistics and proximity); "Marketing and Social Networking Channels"; "New Service Ideas"; "Research on the Top Green Professionals"; "Expenses" and "Income." It's important to record details, even if you only have a few clients when you first start out, because creating good habits in the beginning will pay off later by helping you keep your facts straight.Another good reason to map out the details is that you should service all clients located in roughly the same area on the same day. Recording types, sizes and locations will help you cluster mowing jobs and keep you from wasting valuable time crisscrossing your market area. A monthly planner that you keep by your office phone is all you need. Microsoft Office also has a monthly calendar template included with Word that you can use if you prefer to note your appointments electronically, or there are myriad ways (such as an app from Google) to keep electronic calendars that are synchronized with all your electronic devices.Some green professionals believe the time you spend building up your customer base in the first two years should be equal to that of actual lawn care so you have the option of being selective about the kind of clients you want. So make sure you budget time for marketing and advertising. The part of your advertising that addresses summer services should be done in the spring, right before the start of the regular mowing season. Your winter services, like snow removal, should be marketed in late fall, preferably with a magnetic business card, so that when the snow comes down, there you are, right on the fridge. Occasionally, you'll hear about an advertising opportunity too good to miss, like buying an ad in a recital program for a dance school in an affluent area or sponsoring a Little League team. You'd then have to spend time creating a new advertising piece. Finally, general office administration will take up a chunk of your time. This will include returning phone calls, handling the finances (i.e., accounts payable and receivable), giving instructions to employees, rescheduling work hampered by weather and sending out invoices. Getting paid for your services should be simple and not take a lot of time. Tension can build if customers don't respond to invoices in a timely fashion and it can damage your relationship with them. You wind up giving second and third notices and this can create unnecessary friction between you and your customer. Sometimes they're running behind with all of their bills, or having tough financial times, or simply just too busy to send it in. None of these personal problems that customers have should become your problem, but life isn't that simple, is it?One way around this problem is to have your clients submit a credit card number, even if they're paying by check. If you can get your customers to enroll in an electronic, automatic billing, flat monthly rate program, there will be no invoices or waiting for checks to be written and sent. Their payment is deducted from their bank account on the fifth day of each month for that month. If people choose to primarily pay by check, if they don't pay you by a certain date, you can just charge their credit card.If you want to use hard copies to deliver an actual paper invoice, ServiceCEO offers a handy invoicing and tracking system with many customizing features. You can also keep it very simple in the beginning when you just have a handful of customers by using a preprinted invoice form from your local office supply store that you leave inside the customer's screen door or rubber band it to the knob. Just keep the book of invoice forms in your truck and handwrite the bill at every stop. It's not necessary to speak to customers at all, and in fact, they'll probably appreciate that you didn't interrupt them just to hand over a bill. But don't leave your bill in the mailbox. It's considered private property, and it's illegal to use it for anything other than mail delivered by a USPS carrier.Weathering the storm(s) Even in the sunniest of climes, you're likely to have days when you can't mow or plant or prune. There's not much you can do when grass and landscaping are wet -- except maybe catch up on paperwork, read over equipment catalogs and go through your email. That's why many green industry service providers choose to work a five-day workweek, leaving Saturdays (and Sundays, if necessary) unscheduled just in case the weather wreaks havoc on their work plans. Alternatively, you can work longer hours on a regular maintenance day to catch up -- chances are people won't even blink if you're out merrily mowing or trimming as the sun is setting because it means they don't have to.There's one more weather phenomenon you may actually welcome, at least in the northern tier of the country. Snow plowing can be a very lucrative mainstay or sideline to add to your lawn or landscaping business. It doesn't cost much to launch a snow removal service -- basically you need only a snow blade for your mower or truck and some extra advertising efforts. Best of all, offering such a service means you'll have a regular income stream even during the slowest part of the year.Marc Wise and Lindsay Stame of Greenwise Organic LawnCare in Evanston, Illinois, can count on a lot of snow to support their supplemental plowing service during the harsh Midwestern winters, as well as the growing demand for applications of their eco-friendly ice melt product that is safe for pets, plants, and the water table. They also offer an LED light-hanging service for the holiday season and create seasonal displays for events.

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