

Wills Manning – Manning Landscape and Lawn Care

Background:

I was inspired to work for myself the summer of 2015 after purchasing my first rental property and remodeling it. I set out on a goal to only work for myself the next year (2016) and I was able to accomplish that.

Overview:

We are a full service Landscape company. Our company goal is sustainable growth and quality of service to every single customer we interact with. We are unique to this industry because we are able to embrace the internet by creating great online content that people want to follow through social media and google.

Personal Qualities:

I am a very driven person who is very eager to learn all things business. My strengths are leadership and getting people to buy into me (through sales and through teaching the crew how to do things). My goal is to study other long term businesses and learn what makes them so successful. I am constantly learning how to value taking risks on behalf of the company, but the longer I am in business the more conservative and frugal I have become. I really try to analyze each investment the company makes to ensure that it aligns with our future growth plans. I recently had to overcome the obstacle of being extended in the snow removal business. We had to let some accounts go because we could not keep up with the work, but we also were not willing to lose the customers. I had to work with each customer to make sure that we could still have the opportunity to regain their trust in the future.

The Future:

My future goals for the company are to look at our numbers and make sure those are solid before growing so large. It is key for our company to stay profitable and keep our quality of service very high. Growth will continue to happen if we are able to continue to sustain both of those objectives. I will also be trying to implement better training programs for the company so that eventually one day I will be able to step away and have things run seamlessly because of the systems that were implemented. These systems will not come overnight and will require a great deal of training for the employees.