



Unit 2: Skills

Lesson Four: Pricing Landscape Designs

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STUDENT LEARNING OBJECTIVES

After completing these activities students will...

1. Define the aspects of pricing a landscape design.
2. Demonstrate the use of these aspects on their own landscape design.
3. Create an estimate that is accurate and competitive with other designers (students).

TIME REQUIRED: 60 minutes

RESOURCES:

1. Ingels, J. (2009). Chapter 14: Pricing the proposed design. *Landscaping: principles and practices* (7th ed.). Clifton Park, NY: Thomson/Delmar Learning. Equipment and Supplies.

EQUIPMENT AND SUPPLIES NEEDED:

1. "Pricing a Landscape" PowerPoint
2. A copy of the "Pricing a Landscape Notes Sheet" for each student
3. A copy of the "Landscaping Estimate" worksheet for each student taken from <https://www.template.net/business/word-templates/landscaping-estimate-template/>
4. Each student needs their landscape design from Unit Two, Lesson Three — Design Concepts

THESE ACTIVITIES ARE ALIGNED TO THE FOLLOWING STANDARDS:

AFNR Performance Element

- ABS.01. Apply management planning principles in AFNR businesses.
- ABS.02. Use record keeping to accomplish AFNR business objectives, manage budgets and comply with laws and regulations.
- ABS.05. Use sales and marketing principles to accomplish AFNR business objectives.

FFA Precept

- FFA.PL-A.Action: Assume responsibility and take the necessary steps to achieve the desired results, no matter what the goal or task at hand.
- FFA.PL-C.Vision: Visualize the future and how to get there.
- FFA.PL-E.Awareness: Understand personal vision, mission and goals.
- FFA.PG-I.Professional Growth: Assume responsibility for attaining and improving upon the skills needed for career success.
- FFA.PG-J.Mental Growth: Embrace cognitive and intellectual development relative to reasoning, thinking and coping.
- FFA.CS-N.Decision Making: Analyze a situation and execute an appropriate course of action.
- FFA.CS-P.Technical/Function Skills in Agriculture: Obtain knowledge and skills needed for a career in agriculture and related industries.

Common Career Technical Core

- AG-BIZ2 Use record keeping to accomplish AFNR business objectives, manage budgets and comply with laws and regulations.
- AG-BIZ3 Manage cash budgets, credit budgets and credit for an AFNR business using generally accepted accounting principles.
- AG-BIZ5 Use sales and marketing principles to accomplish AFNR business objectives.

NASDCTEc

- AGPG01.02 Practice good record keeping strategies and techniques to accomplish AFNR business objectives.
- AGPG01.03 Manage budget, credit, and optimal application of AFNR business assets using generally accepted accounting principles to promote business financial well-being.
- AGPG01.05 Appraise, select and employ technological resources to accomplish AFNR business objectives.
- AGPG01.06 Use sales and marketing principles common to agribusiness systems to accomplish AFNR business objectives.

Common Core- Math Practices

- CCSS.MP1: Make sense of problems and persevere in solving them.

- CCSS.MP2: Reason abstractly and quantitatively.
- CCSS.MP5: Use appropriate tools strategically.
- CCSS.MP6: Attend to precision.

AFNR Career Ready Practices

- CRP.02. Apply appropriate academic and technical skills. Career-ready individuals readily access and use the knowledge and skills acquired through experience and education to be more productive.
- CRP.04. Communicate clearly, effectively, and with reason. Career-ready individuals communicate thoughts, ideas and action plans with clarity, whether using written, verbal and/or visual methods.
- CRP.06. Demonstrate creativity and innovation. Career-ready individuals regularly think of ideas that solve problems in new and different ways, and they contribute those ideas in a useful and productive manner to improve their organization.
- CRP.07. Employ valid and reliable research strategies. Career-ready individuals are discerning in accepting and using new information to make decisions, change practices or inform strategies.

Partnership for 21st Century Skills

- Critical Thinking and Problem Solving
- Financial, Economic, Business, and Entrepreneurial Literacy
- Flexibility and Adaptability
- Implement Innovations
- Productivity and Accountability

LESSON PLAN:

1. *Introduction*

To put into perspective how much certain items can cost in a landscape, the first five slides in the “Pricing a Landscape” PowerPoint have a mini *The Price is Right* game. Have each student look at the item on the PowerPoint and estimate the cost without going over. The price of each item will appear on screen with an animation after the second click. Once the approximate price is on screen, see which student was the closest to the price without going over.

As many of you have experienced, estimating the costs of items can be hard. Throughout this lesson, we will discuss pricing a landscape, and later, we will practice pricing the landscape we made in a previous lesson.

2. *Activity*

Make sure each student has a copy of the “Pricing a Landscape Notes Sheet”. The notes sheet prompts what students should record as you lecture slides 8 through 12, which provide various definitions for pricing terms and concepts.

For the activity students will need their landscape design from Unit 2, Lesson Three — Design Concepts and a copy of the “Landscape Estimate Template.”

Using the landscape design and materials list created in Unit Two, Lesson Three, have students create an estimate for their landscape project. Students are trying to “win” the bid for their own landscaping company. First, students will need to create a list of specifications for their landscape design. With this list, students will be able to more accurately offer a bid to the property owner. Make sure that each landscape design meets the minimum requirements of what is to be included in the design. To acquire the cost of the items, have students gather prices from online retailers or local greenhouses. To make this process smoother and even the playing field for the bids, you may want to create a standard list of prices for all students to use.

When all students have their estimates complete, hold a bidding war for the project. The student with the lowest bid “wins” the project for their landscaping business.

3. *Reflection*

After the bidding war is complete, debrief with students about what did and did not work when pricing estimates. Utilize a class discussion to talk through these points.

4. *Leveling Up*

Give students another opportunity to win the bid. Students can utilize the information learned in the class debrief to improve some aspects of their estimate.

If students finish early or would like more practice, have them repeat the process with another landscape design they either completed themselves or found online.

NAME: _____

Pricing a Landscape Notes Sheet

DIRECTIONS

Use the area below to guess the price of these landscaping materials without going over the actual price. Use the remainder of the worksheet to take notes on vocabulary terms commonly used within the landscaping industry.

Northern Oak	Mulch	Spirea Shrub	Black-eyed Susans	Paver

COST

PRICE

ESTIMATE

BID

SPECIFICATIONS

LANDSCAPING ESTIMATE

PAGE NO. _____ OF _____

PROPERTY NAME AND ADDRESS		LOCATION
CONTACT PERSON	PHONE NUMBER	DATE
PROPERTY MEASUREMENTS		
BED/GARDEN SIZE	LAWN SIZE	SOIL TYPE
		IRRIGATION

PLANTS					LABOR			
TREES	TYPE	SIZE	QTY.	TOTAL		HOURS	@	TOTAL
		x			DESIGN / PLANNING			
		x			GRADING			
		x			SOIL PREPARATION			
TOTAL					PLANTING			
SHRUBS	TYPE	SIZE	QTY.	TOTAL	MULCHING			
		x			EDGING & BORDERS			
		x			PRUNING			
		x			FERTILIZING			
TOTAL								
FLOWERING PLANTS	TYPE	SIZE	QTY.	TOTAL	LAWN INSTALLATION			
		x			SOD			
		x			SEEDING			
		x						
TOTAL					LAWN MAINTENANCE			
MATERIAL					MOWING			
	QTY.	PRICE	TOTAL		THATCHING			
SOIL					AERIFICATION			
MULCH					RAKING			
PEAT MOSS					FERTILIZING			
PEAT HUMUS					WEED CONTROL			
WOOD CHIPS								
BARK					MASONRY & STONE WORK			
SHREDDED CYPRESS					STONE WALLS			
MANURE					STAIRS			
LOAM					TERRACING			
CLAY					WALKWAYS			
SAND					PATIOS			
GRAVEL								
LIME					WATER FEATURES			
FERTILIZER					INSTALL POND			
VERMICULITE					INSTALL WATER FOUNTAIN			
OTHER								
TOTAL					IRRIGATION			
LANDSCAPE FABRIC					SPRINKLER			
	QTY.	PRICE	TOTAL		DRAINAGE			
					MISCELLANEOUS			
TOTAL					ROTOTILLING			
LAWN MATERIALS					POST HOLE DIGGING			
	SQ. FEET	PRICE	TOTAL		STUMP REMOVAL & GRINDING			
SOD					SPRING / FALL CLEANUP			
					DEBRIS REMOVAL			
TOTAL					TOTALS			
	POUNDS	PRICE	TOTAL		TOTAL LABOR			
SEED					TOTAL PLANTS			
TOTAL					TOTAL MATERIALS			
HARD MATERIALS					TOTAL LANDSCAPE FABRIC			
	QTY.	PRICE	TOTAL		TOTAL LAWN MATERIALS			
STONE					TOTAL HARD MATERIALS			
BRICK					DELIVERY CHARGE			
WOOD					EQUIPMENT CHARGE			
TOTAL					TOTAL			