LANDSCAPT · ESTIMATING & JOB COSTING

Price every job from real numbers, then see how it actually performed

Budget-based estimates, online proposals with signatures and deposits, one-click conversion to jobs, and job costing that measures actual hours and cost against what you quoted.

1 · Set up	2 · Estimate	3 · Send	4 · Accept	5 · Convert	6 · Measure
Services, rates, break-even labor rate	Hours, cost, overhead, margin per line	Secure proposal link, approvals	Signature and optional deposit	Job, package, or project in a click	Actual vs. estimated hours and cost

1. Estimates built on a budget, not a guess

Every line shows its hours, cost, price, and margin as you build it

- Each service is set to budget one of two ways: **Manual** (you enter the hours) or **Production Rate** (hours come from the measured area divided by the service's square feet per man-hour). Hourly lines use the quantity as the hours.
- **Cost** fills in from budgeted hours times your fully burdened **break-even labor rate**, which already includes overhead. Type your own cost on any line to override it. A built-in calculator builds hours from crew size and time.
- **Overhead** is either one flat percentage or set by cost type: labor, subcontract, materials, equipment, and other. The summary panel nets it against gross profit to show net profit.
- **Margin is visible on every line**, color-coded: green at 30% or more, gray from 10% to 30%, red below 10%. An amber warning flags likely mistakes, such as costs above price or an hourly service priced under your break-even rate.
- Per-line **complexity** from 50% to 200% scales price and cost together, and returns exactly to where it started when you dial it back. Fixed-total or per-unit pricing, multiple visits, line and estimate discounts, and tax are built in.
- No costs entered yet? The summary asks you to set your break-even rate rather than showing a misleading 100% margin.

2. Faster, more consistent pricing

Measurements, rate tables, bundles, and packages do the typing

Pricing tools

- **Rate Matrix:** price by bands of a measurement, such as turf square feet, with an overflow rule for larger properties. Copy a matrix to other services.
- **Zone measurements** from the client's property, filled in by tracing the lawn and beds on a satellite map.
- **Service bundles:** save a set of lines, with products and sub-services, and drop it onto any estimate.

Quote it the way clients buy it

- **Packages:** quote a program like a multi-step fertilization plan as one line the client accepts as a whole.
- **Good / Better / Best** options with a clear total for each.
- **Equipment costs** count against margin but never show on the proposal, PDF, or invoice.
- An **AI Estimate Builder** turns a sales-visit transcript into draft line-item wording you review and paste in.

3. Proposals clients can accept online

One secure link: review, sign, and pay a deposit

- Email the estimate or copy its **proposal link**. Clients review the lines, **accept with a typed and drawn signature**, decline, or request changes. They can download a PDF copy.
- The client always sees the **last version you sent**, so you can keep editing without them seeing a half-finished revision. Set a Valid until date; you get a reminder about three days before it ends.
- An **approval step** can hold back an estimate that needs sign-off before it goes out, is accepted, or is converted.
- Acceptance is permanent on the record: signature, time, and the exact version signed are locked, and each action is written to the estimate's history.
- Pipeline view and list filters track stages from Draft to Invoiced. Record **won and lost reasons** to learn from every close.

4. Deposits at acceptance

Take money while the client is ready to commit

- Set a **Deposit Required** on the estimate and the client is asked for it as they accept. Options: **pay by card** or **bank transfer** (both through Stripe, once your organization is connected) or **Skip for now**. A deposit never blocks acceptance, and the amount can't be edited by the client.
- If the client skips it, you and the sales rep are notified and the deposit stays due on their proposal page and portal until it's paid, waived, or the work is paid in full.
- A card deposit is **reserved for that estimate** and applied automatically to its invoice when issued. If a deposit fails, the proposal stays accepted, you are notified, and the client is emailed a link to try again.

5. From accepted estimate to work

No re-keying; the price the client agreed to carries through

- One click on **Convert to Job**. Choose which lines to include, then pick One Time, Recurring, Project, or Waiting List. Estimates with a package convert to package jobs.
- **Discounts carry over:** the job is priced at what the client actually agreed to pay. Crew size, crew, and schedule are set at conversion.
- **Photos and attached files** are copied to the job so the crew sees the site as the estimator did. Sub-items copy over as products to bring and tasks to do.

- Projects can bill by **milestones**, and you can invoice straight from an estimate. Lines already on a job are locked so the two never drift apart.

6. Job costing: quoted vs. actual

The estimate becomes the budget every job is measured against

Measure	What you see
Labor hours	Actual man-hours from worked visits, net of breaks, against the estimate's budgeted hours.
Labor cost	The crew's real clock-in and clock-out cost. Visits without punches are costed at hours times the crew's average rate, and labeled as such.
Materials	Products crews recorded as used, plus materials added on the job, compared with the estimated cost including equipment and sub-items.
Revenue and profit	Pre-tax revenue, so sales tax never inflates profit.

- The **Job Costing report** shows material and labor cost of each completed visit with budget vs. actual detail. A Cost of Goods Sold report and a Service Profitability summary come from the same data.
- **Production Rate Accuracy** compares each service's assumed square feet per man-hour with what crews actually achieved, flagging rates to recalibrate. Quote tighter every season.
- **Projects:** budget vs. actual man hours and labor cost, original and revised contract price, change orders, and amount remaining to bill.

7. Services & pricing, and bulk price increases

Change prices once, with a preview and an undo

- Your **service catalog** holds default rates, rate matrices, and default equipment. Changing a catalog rate never changes work already sold, so each client keeps the price they agreed to.
- **Bulk Prices** opens an editable grid of every service. Adjust by percent or flat dollar amount, round to the cent, $0.25, $1, or $5, and include rate-matrix tiers. Nothing saves until you click Save.
- **Price Adjustment runs** re-price existing client work: job service rates, package amounts, and package service rates. Narrow by service or job type, preview every line before and after, untick any customer to leave out, then name and apply the run.
- **Undo from Adjustment History.** Lines you have since re-priced by hand are left alone. Runs never touch signed contracts, issued invoices, or one-off per-visit overrides.

> **Control and privacy:** bulk price changes and price runs are separate permissions that are off for non-admin roles by default, and the price-run check is enforced in the database itself. Crew logins can't see your rates, costs, or the service catalog. Labor cost on reports is shown only to roles with a job-costing or payroll-cost permission.

Landscapt is a cloud platform for landscape and field-service operations, with CRM, scheduling, invoicing, purchasing, and maintenance in one system. Ask us for a live walkthrough using your own services, rates, and a real estimate.