



INTERVIEW

# NO JOB TOO BIG, NO DETAIL TOO SMALL.

BY: ALFREDO PORFILIO

*"LMN simplifies the process and keeps us all on the same page using one easy method for estimating."*

With over a decade of experience and after becoming part owner of the company when he was only twenty years old, Alfredo Porfilio knows the landscaping business inside and out. After working alongside his father at a young age, he gained the foundation needed to become Owner of A & J Porfilio Landscaping Contractors, Inc., a family-owned and operated company based in East Longmeadow, Massachusetts.

**Q: Can you tell us about your family history and the generational transition involving the management of your business?**

A: My father Joe, started the company in 1984, naming it after myself, Alfredo, then 4 years old, and my sister, Jennifer, then 6 years old. It started as a part-time job for my father while he worked full-time at an electrical company. The company was mainly in maintenance when he started, offering year-round services, however design build was also available.

I grew up going on estimates with my father, helping out when possible, and learning the various aspects of the business as I grew older. I always knew that I wanted to be a part of the company, but my interest was in design build. Through hard work and dedication by my father, mother, our crew, and myself, we grew the business, shifting our focus on the design build/hardscape end of the company. The company grew to a point where that portion of the business was roughly 80% of the gross income by 2007, at which point, we set focus solely on design build.

Our company now provides hardscape and softscape, excavation and drainage, landscape lighting and commercial snow plowing.

**Q: How does being family-owned and operated work to your advantage, and how does it help set you apart from your competition?**

A: I became part owner of the company when I was 20 years old. Trying

to sell to customers twice and three times my age was never easy, so I often mentioned that I was part of the "second-generation" of our family business in my presentations. This helped create a level of comfort for the customer.

On larger projects, I would take my father to help 'close' when we were discussing the cost of the project. I am now 35 years old and when asked how long my company has been in business, I get to say 32 years. It still provides a sense of comfort and ease to the customers who are shopping for a quality job. They know we are an established company, have a great deal of experience, and are going to be here if there is a need for warranty or another phase of the project.

**Q: Can you give us a specific example of how software has boosted your company's success?**

A: We currently use LMN, and before that, we never used any real-time software. Based on a recommendation from Unilock, I attended an LMN workshop in February of 2014.

On the first day of the workshop, I was hooked! I said to myself, 'I'm buying this,' and at that point I assumed it was a CD software. After learning that it was an internet-based program with Time Tracking and QuickBooks integration, it was a must.

LMN has thought of everything. They truly do make it, "No More Guessing". The way you can budget and plan for expenses is like nothing I have ever seen. With a good estimator and a smooth running crew, you're really set up for success. We chose to start using LMN because we wanted to eliminate guesswork; we wanted to confidently know that each quote we are handing a potential customer contains our best price - with no room for negotiations or haggling.

## FREE MEMBER ONLY BOOTCAMPS

We offer free boot camps for our members. These are small group learning sessions to go over topics you would like to learn more about. They are held at our head office in Toronto, ON. We offer two streams - Basic Training & Advanced Training.



training@golmn.com

## LMN MEMBER SUPPORT

If you need help, please reach out. We have a team of LMN Superheroes at your finger tips. Set up a 1 on 1 screen sharing session, hit us up on chat, email or give us a call. We are here to help make your business and experience with LMN a success.

support@golmn.com



**Q: Can you give us a specific example of how LMN's online tools, systems and training have boosted your company's success?**

A: The online training worked great for us when we hired a new office manager, Linda, mid-season of 2014. Linda was able to watch the online training videos on learnlmn.com and became versed with the program even before her first workshop. Linda has since used the online videos to train our crew on how to use LMN Time. The information in the videos was very clear and easy for the crew to follow and ultimately saved Linda and our company a lot of time.

LMN has made us a more organized and efficient company as a whole. Using LMN Time makes you aware of every single man-hour on a job. In our first year of using LMN Time, we were splitting up crews on first and last days of projects more than ever before to help keep costs down - which helped close more jobs (as we were not flooding jobs with unnecessary labor). As time goes on, we are continually able to monitor our estimated hours on a job, versus the actual hours used - which helps us to stay on track and fine tune our estimating skills. Ultimately, this leads to accurate estimates.

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**Q: With prime landscaping season right around the corner, how will LMN help your company thrive during this busy time of year?**

A: During the spring season, it's tough to get estimates back in a timely fashion (as I do all the consultations with the customers).

My office manager, Linda, and I find that it saves me time to turn the bids into man-hours, equipment hours and material - then I pass the estimates over to her. At that point, she can create the actual estimate that the customer will receive. Obviously, I check them over before delivery and we may adjust a couple of things here and there.

Before LMN, there was no clear way to have another person involved in estimating without having seen the project in person - as both my father and I had developed our own different methods of estimating. LMN simplifies the process and keeps us all on the same page.



We've been beautifying landscapes across Western Massachusetts and Northern Connecticut for three decades now—specializing in custom hardscape design and installation that's professional and inspired.

Learn more about A & J Porfilio Landscaping Contractors at:  
[www.aandjporfilio.com](http://www.aandjporfilio.com)

# mobile estimating & timesheet software

Software that takes the guesswork out of running a landscape company.



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