

NCLCLB News

Your source for NC Licensed Landscape Contractor information.

FOCUS ON: Winter To-Dos



Winter in North Carolina can be as snowy as the North Pole or as sunny as the Equator. Regardless of the weather, it is time to get that winter 'to do' list done. Here are some items to consider:

CUSTOMER RELATIONS

Keep top-of-mind with your customers and show them the difference and value in working with a Licensed Landscape Contractor. Reach out now to bridge the gap between fall and spring contracts - or better yet, get additional contracts!

- Send out a customer survey and implement changes based on feedback.
- Promote winter services on your website, social media, and door hangers.
- Send a holiday or thank you note.
- Make a 'check-in' phone call, or schedule a meeting, with your select customers to discuss their satisfaction and ways you can help your work with them more pleasant or efficient, and offer winter services.

These are all smart customer relations efforts that will also help you stay ahead of any competition. It is much easier - and less costly - to keep a current customer than it is to have to find a replacement.

Need more ideas? Check out your local Chamber of Commerce or industry trade magazine resources, like this page from Landscape Management:

http://landscapemanagement.net/tag/customer_relations/

EQUIPMENT MAINTENANCE

Whether you're preparing for the winter, or storing equipment away for the season, prep your equipment properly to avoid costly spring repairs. This includes looking at: engines, cooling systems, batteries, undercarriages, and tires.

EDUCATION

Don't wait until the last minute to get your continuing education for your green industry licenses complete.

Landscape Contractor licensees need to complete seven (7) hours of Continuing Education (CEL) in a renewal year (August 1 - July 31).

- Three (3) CELs must be technical (landscape)
- Two (2) CELs must be business
- The two (2) remaining credits can be technical or business.

Benefits to completing credits early include:

- Choosing topics you're interested in, not just what is available to meet deadline,
- Saving you money on travel and time away from the office,
- Giving you time to submit license renewals without stress, and
- Not finding any available courses in your area (or all courses are full) at the last minute.

Continuing Education Websites:

Landscape: <https://nclclb.com/continuing-education/continuing-education-approved-courses/>

Pesticide: <https://apps.ncagr.gov/Pesticide/CourseCalendar>

Irrigation: <http://myaccount.nciclb.org/continuing-education/courselisting/>

Arborist: <http://www.isa-arbor.com/certification/maintainCredentials/index.aspx>

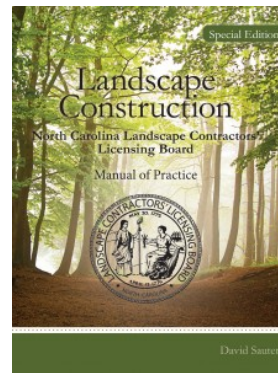


License Reinstatement

It is a new NC Landscape Contractor License year. If you, or a colleague, were a Licensed Landscape Contractor in 2016-2017, but missed the August 1 renewal deadline and/or did not receive enough continuing education credits, you can still be reinstated. [But don't wait and miss the deadline!](#)

Visit <https://nclclb.com/individual-license-reinstatement/> for more information and reinstatement forms.

Happy Holidays!



Good References = Good Practices

NCLCLB has created three manuals that every landscaper should have on its shelf.

The manuals serve as study guides for license applicants, and comprehensive references for professionals working in the field every day.

1. Guide to Business, Law, and Project Management: Visit <https://nascla.site-ym.com/store/ViewProduct.aspx?id=7547640> to order directly from the publisher.

2. Manual of Professional Horticulture Practice: Contact the NCLCLB office to order. 919.266.8070.

3. Landscape Construction Manual of Practice: Visit <https://www.cengagebrain.com/webapp/wcs/stores/ervlet/en/micrositesus/1-2AS17ER?catalogId=10057&langId=-1&storeId=10151> to order directly from the publisher.

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