



North Idaho

Ramey's Yard Care

2022



Ramey's Yard Care

Scott and Kristy Ramey,
Owners

Hayden, ID

Started: 1998

rameysyardcare.com



Scott and his wife Kristy began growing Ramey's Yard Care and Pest Control when they moved to Coeur d'Alene 24 years ago. After long days of placing hundreds of letters on doorsteps, the phone slowly started ringing. Each job brought referrals for additional work. One of his first weekly jobs that netted just \$15 per week garnered a referral to a property management company. "Soon we were mowing condo complexes and other properties", says Scott, "What a blessing! Twenty-four years later, we still work for those wonderful people!"

After 18 years of being in business, he felt he had reached a plateau. "We were doing OK," he said, "but I knew we could do much better. I just didn't know how to get to the next level. We all get stuck in our thinking sometimes, or simply run out of ideas."

Scott heard about the one-on-one business coaching at North Idaho Colleges' Small Business Development Center from a friend. After deciding to give it a try, he reported, "I learned that a business is only going to rise to the level of its leader, and that I had a lot to learn."

His business coach helped him recognize the importance and necessity of setting specific goals rather than just "working hard but wandering into the future." Together they would regularly review goals and create action steps to reach them. For Scott, taking time to step away from the business and review the numbers helped him to think and plan strategically rather than simply reacting to current circumstances.

With coaching, Scott says, "I now know I do have the ability to do better. Having a fresh outside perspective along with some accountability helped me be more confident in where we are going. I've been able to see which jobs are most profitable and how to develop those segments. I'm better able to track employee productions. Things run more efficiently. The bottom line is we are just much more profitable now."

As with any business, Ramey's has had his hurdles. From limited cash to managing growth and employees, each stage had a barrier to break through. Early on, cash flow was managed by living very frugally, borrowing only when necessary, and being realistic about expectations. With help from the SBDC, Scott was able to "truly understand and document expenses and revenue to make honest and wise decisions based on the true numbers."



**ACCELERATING
BUSINESS SUCCESS**