



# green SIDE UP

OFFICIAL NEWSLETTER OF COASTAL GREENERY LANDSCAPING

Serving Glynn, Camden, Nassau, McIntosh, Wayne, Liberty, Bryan & Chatham Counties | JANUARY 2023



## Cutting Your Landscape Budget Without Sacrificing Curb Appeal

By Vanneza Stubbs, Business Development Leader, Coastal Greenery

**With inflation at all-time highs, it's important to re-evaluate some of the largest line items in your P&L statement. I'll share with you my insider secrets to what may drive the price of the landscape budget up.**

- 1. Reduce your plant replacement budget.** This is the easiest one to tackle first. If a plant is not doing well in its current location, chances are it won't do well with a replacement. It looked great when it was first planted and performed well for decades, but its surrounding environment changed too. Factors that can cause this change include, lighting due to loss of a tree or a new building erected, compaction from foot traffic or vehicles, roots from other plants are choking it's surrounding plants, too much wind, ocean spray, drain spout wash out, even frequent water dumped from a mop bucket will kill a plant. Your landscaper has the experience and horticulture knowledge to troubleshoot what is killing your plants. Bottom line: Remove the dead plant or tree and fill in with mulch and allow the thriving plants to fill the void.

# Properties of the Month: JANUARY

## Savannah Yacht Club *Savannah*



## Queen and Grant (Grant Hall) *Support Services*



## King & Prince Resort *Golden Isles*



## Coastal Pines Technical College *South*



*Each property is selected by the Branch Manager according to the crew's monthly Quality Control report.*

**2. Reduce plant beds and increase your turf space.** By removing existing beds, you are cutting back on the amount of mulch, fertilizer, insecticide, trimming hours, and bed edging hours needed to maintain that space. Choose a bed that is not a focal point: an island in the middle of the turf, a hard to access bed, or a bed in decline. Cutting grass is relatively inexpensive, it's the detail work that drives the cost up.

**3. Consider replacing mulched beds with gravel rocks.** By changing your mulch bed to gravel, you eliminate having to replenish the mulch once a year, sometimes twice a year. A gravel bed, installed correctly, will last years without the need to replenish. Your landscaper should advise you which plant beds can be changed to gravel as it is not a good fit for all types of plants.

**4. Change your scope of work or RFP.** You know your property better than anyone else. You have perfected the RFP so there should be no questions as to what you are requesting and it keeps all bids comparable. Ask yourself



when was the last time you really examined the RFP and made appropriate changes? Sometimes I see requests for services that are not necessary and drive up the overall price. They may have been necessary when you first created the RFP but as the landscape ages and changes, so should your RFP.

**5. Address problematic areas with permanent solutions.** If you have a standing water issue than find the root cause of it instead of replacing the grass yearly. Is your mulch washing away faster than your next replenish date? Is your grass dying because people are taking the most direct path to the pool? Protect your investment by spending money on fixing the problem. Solutions such as proper edging for keeping the mulch with-in the bed or appropriately sized stepping stones or even artificial turf would be a cost savings in the long run.

**6. Reduce your annual flower square footage.** By creating smaller beds, naturally you'll reduce the number of flowers needed. If you have specific demands as to flower type or design that will also take more time and effort for your landscaper to execute, thus driving up the price. Consider if your flowers are truly making the impact you want, if they are not, then consider eliminating them or putting in permanent plants with flowers as a compliment to the design. Removing flowers from signs or mailboxes can greatly reduce your overall cost. Concentrate your flowers in one area to make a grand entrance that will make an impression.



Additional services like the number of palms trees that need pruning, the number of trees with heavy leaf drop, crape myrtle pruning, and even an old irrigation system can cause your budget to increase. These items are not as easy to change but you can create a long-term plan to address them.

## Team Members of the Month: JANUARY

**John Ellis**  
Savannah



**Joshua Pendley**  
Support Services



**Daniel Minter**  
Golden Isles



**Jilaunei Dickey**  
South



*These team members display the company core values (Safety, Quality, Leadership, Relationships) in all that they do while working, have excellent attendance, and are constantly trying to improve themselves.*

Evaluate your overall budget and consider what line items your property can live without for the sake of keeping budgets from increasing as inflation continues to affect all services and products across the board. Stay flexible and open to new ideas from your trusted landscaper. Be honest with your needs to your landscaper and allow them to create solutions to your problems. **Your pocketbook will thank you and you'll sleep easy at night knowing your property is in good hands.**



## Planning Improves the Value of Landscape Care

**How often have you heard yourself or someone else talk about how they're always "putting out fires"?** Many of these "fires" are caused by not being able to get far enough ahead of ourselves to plan properly. Planning grounds and landscape care is too often left until the last possible date before services actually need to begin. There are many good reasons to take the time to think through your needs for

the next season well in advance and arrange for getting the work done. The further in advance these types of decisions are made, the smoother and more cost-effective your overall program can be. Take a close look at what services you received during the last several seasons, at their effectiveness and their cost in evaluating future needs. Bear in mind that your landscape will be another year older too. As your plantings mature, their maintenance needs change. Your program of care should not remain static, but rather attempt to reflect the current requirements of your property. Equipment, material, and labor considerations will also have an impact on your program and its cost. All these areas require and deserve your careful consideration.

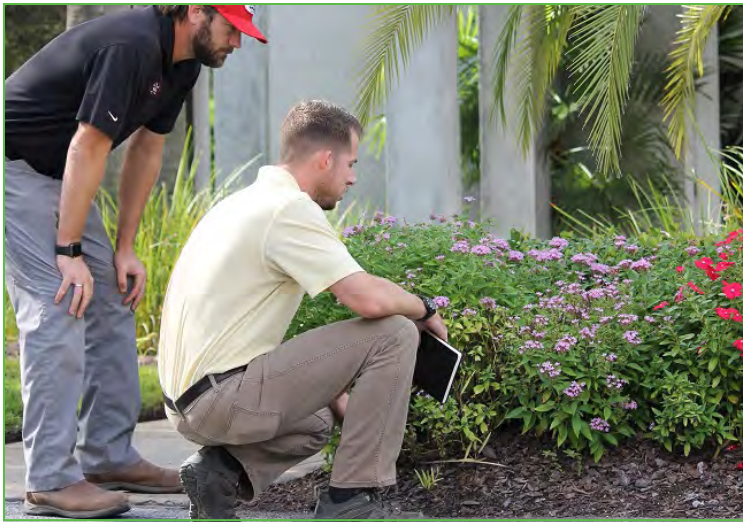


## Hard Pruning Isn't a Pretty Sight

**It is that time of year to start the task of hard pruning.** Hard pruning is cutting (not whacking) back certain plant material that may be overgrown or needs reshaping.

More times than not, this plant material will not look pretty when the process is completed. When shrubs go through a hard pruning, the branches are exposed and it looks like the plant was "whacked" down or had an unfortunate meeting with hedge trimmers. **BE PATIENT AND CALM!** The plant material will recover and grown in and be beautiful in no time.





## Take Advantage of Your Client Relations Leader

**The careful analysis of your property required to prepare a proposal covering both your basic and conditional requirements is not accomplished quickly.** Even if you employ an ongoing system of evaluation throughout the season, a thorough review of your program should be done annually to assure the most on-target adjustments to your planned schedule of services. There is a wealth of expert knowledge available for this process. However, waiting until the last few weeks before your old contract or budget expires can deprive you of the chance to tap into this

assistance. With the guidance from your Client Relations Leader, you can have a more effective program. Having to make decisions in a hurry means everyone is formulating bids and proposals under pressure, and there's a good chance that important factors may be overlooked. A generalization often made in specifying maintenance programs is that next year will be the same as last. Although this is sometimes a valid assumption, more often than not, it fails to account for seasonal and organizational changes that have an impact on property maintenance needs. Working ahead gives both you and Coastal Greenery time to do the job right. Accounting for probable changes or additions to your Total Care Package in advance will result in better scheduling, fewer mid-season surprises, and more efficient use of funds.

## We're here for *you.*

**Helping your property look great is what we do, but making sure you're satisfied is what keeps us going.** We've learned that when we focus on complete customer satisfaction, all the rest falls in line.

**We're here for you** - to follow up on work we've done for you, to answer questions or to discuss further improvements to your outside spaces.

**We count on the good name we've built with our customers to get new business.** If you have a friend, neighbor or co-worker in need of landscape services, we'd appreciate you recommending us. We'd like to meet them and work with them to beautify their landscapes, too.

**Of course, it's always a great pleasure to get a call from a current customer about a new project.** Please call us anytime. We'd love to hear from you.



Have a question or concern? We're here to help.

Contact the **COASTAL GREENERY** Team

**(912) 261-8171 | COASTALGREENERY.COM**    