



green SIDE UP

OFFICIAL NEWSLETTER OF COASTAL GREENERY LANDSCAPING

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



What is the Value of Consistency?

When you think of consistency in terms of your landscape, you may think of the maintenance crew regularly performing tasks on your property to keep the landscape properly maintained. Crews performing the same tasks each time they are on a property or at certain times of the year are just one aspect of consistency within Coastal Greenery. When Coastal Greenery references consistency, we tend to broaden the realm of the word consistency to include much more than a weekly service.

To be consistent in providing the best service possible, Coastal Greenery must be consistent with:



- Continuous team member training
- Answering our phones
- Keeping our word by doing what we say we will do
- Communication to clients and team members
- Clear and understandable invoicing
- Team member appearance, attitude, and behavior
- Appointment promptness and regular service day

Properties of the Month: JUNE

Parc at Pooler Savannah



Wallace Property Support Services



Exceptional Dentistry Golden Isles



Timber Creek South



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

- Following our property job plans for each service visit
- Following company policies and procedures
- Upkeep and presence of our trucks and trailers
- Company branding throughout the company
- Trustworthy information given to clients and team members
- Educating team members
- Trustworthy recommendations for client's landscape needs
- Faithful relationships with clients and team members
- The ultimate consequence of every contract is what is best for the property
- Steady horticultural knowledge no matter the team member supplying it
- Steadfast horticultural programs
- Building an awesome team of men and women



Consistency Starts with TRAINING

Coastal Greenery strongly believes in training, and we have found that **consistency starts with training**. Training begins for a team member upon hire and continues throughout their time with the company. Coastal Greenery provides constant training, and the following areas are specific to the success of each team member; **Company onboarding, department specific training, licensing, and daily and/or weekly department meetings**.



Upon hire, every team member attends a company On-boarding which includes something we call "**Succeeding from the Start**". This weeklong training covers everything from Human Resources to Safety to Equipment Operation. This has become an excellent tool for new team members as a method of teaching them the ins and outs of the job they have been hired to undertake. Upon completion

of the company onboarding, each team member works closely with a team leader to complete further training on job specific tasks which can last up to 2-4 weeks.

The quote: "**What gets measured gets improved**" is one that we embrace with our team and is part of department specific training. Measurements such as "**Equipment Operation**" are used in the production department to test each team member upon hire on equipment operation. Their measured knowledge of the operation of the equipment is used for one-on-one field training throughout their time with the company. Performance reviews are another tool used to measure and train a team member's performance. This tool adds an additional step that keeps our team advancing by setting job goals

Team Members of the Month: JUNE

Jaime Solis Cruz
Support Services



Juan Alvarado
Golden Isles



Oscar Marquez
Savannah



Shelbiekay Macmullen
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.

and time expectancy for these goals to be accomplished. Additionally, Coastal Greenery uses a monthly department specific training. This training keeps the specific department up to date on job related issues and standards as well as training on company, state, and local processes and procedures. Sometimes, training used with this tool is as simple as **“How to Prune a Crepe Myrtle.”** All training is hands-on and interactive and mandatory.



Coastal Greenery currently has numerous certifications and licenses that we hold and offer to our team as a means of advancement and continuing education. A few of the qualifications include Georgia Licensed Pesticide Applicators, Certified Irrigation Technicians, Georgia Soil & Erosion Specialists, Internationally Certified Arborists, Certified Landscape Managers, and SHRM Certification. We encourage all our team members to continue their education through job specific certifications and licensing. Job specific licensing and certifications are excellent training tools to strengthen our team’s knowledge and expertise in the green industry and most importantly maintain the consistency of high-quality service on your property.

One of the most important and most effective training methods are the daily and/or weekly meetings within the individual departments of Coastal Greenery. Keeping each team up to date on current events, company solutions, and training is key to the success of these meetings and the consistency within the company. Daily huddle meetings are used



in the production department to train the team on such topics as current safety protocols, maintenance techniques, client relations, healthcare conditions as well as water management conditions. The daily huddle meeting takes place first thing in the morning prior to leaving for the day’s scheduled work. This is an excellent tool to address solutions to issues that are happening at that time of the year, for example what to do in case of heat exhaustion, what issues are arising in turf due to the current amount of rain, or what to be on the lookout for on properties during the transition from winter to spring. The daily huddle meeting is an awesome opportunity for team members to take a leadership role in the training process. Coastal Greenery also mandates that each leader in each department have a weekly meeting for their department. Training is prevalent in each meeting as the leader trains on a topic that is currently needed for consistency within the department such as **“How to Answer the Phone” or “Customer Care”**.

How we operate, the knowledge we obtain, and the quality we provide is highly important to our consistency as a company. Training is an ongoing process and is an extremely important mission which we feel results in the success of our team and company and most importantly to our clients’ satisfaction. **Training leads to the consistency that Coastal Greenery provides to our clients and providing consistency to our clients is a mission we will always maintain.**

Maintenance Plans Pay Off

Managing a property (or group of properties) requires a knack for addressing problems quickly and judiciously to limit disruptions for tenants, residents, and guests. When your job is to expect the unexpected, it pays to be as proactive as possible.

In the area of lawn and landscape maintenance, a well-formulated plan takes away a lot of the guesswork that can plague your scheduled service. The team at Coastal Greenery will assess your property's needs prior to the start of a Client Agreement and again at each Client Agreement Renewal to formulate a maintenance plan that keeps your grounds looking great year-round. Our schedules are set up to provide the right services at the right times throughout the season. Once the plan is in place, we make sure all services are delivered in a thorough and timely fashion at the established price.

Laying out your maintenance plan ahead of time ensures ideal timing and prevents scheduling snags. You have enough to do and deciding what the maintenance crew needs to do at each visit should not be one of them. A maintenance plan from Coastal Greenery means one less thing you need to worry about!



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    