



# green SIDE UP

**OFFICIAL NEWSLETTER OF COASTAL GREENERY LANDSCAPING**

Serving Beaufort, Bryan, Bulloch, Camden, Chatham, Effingham, Glynn, Jasper, Liberty, McIntosh, Nassau, & Wayne Counties



## Landscape Professionals

**During the 2008 housing crash, it was common for those who lost jobs to become a landscaper.** We heard one professional say, "If I lost my job, I would be a landscaper." Becoming a landscaper is not something that someone does just because they mowed their parent's grass. You cannot be a dentist because you brush your teeth so why is it so easy to jump into the landscaping arena?

A landscape professional requires on-going training and education. It might be easy to say that all you need to maintain a property is a mower but understanding the growth of turf, the diseases associated with turf, or the reason your turf is full of weeds demands knowledge. Google can't help you with this information like the hands-on training and education you get from horticulture classes or training from a pesticide class. Being a landscape professional takes many years of training under the care of a landscape professional who has been in the business for years.

Landscape professionals all over the United States can testify to the growth and career opportunities available in the right landscape company. It is also important to know that most landscape companies will want you to start working in the field and work your way up. Doing this will allow you to understand what it takes to service a property.

## Properties of the Month: APRIL

**Gascoigne**  
*Golden Isles*



**Catholic Diocese of Savannah**  
*Savannah*



**Judy Ledford**  
*Support Services*



**CCGA Camden**  
*South*



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

*A few things professional landscapers would like you to know about them:*

- 1. The service professional landscape companies provide is not just cutting grass.** Landscape companies are not alike, and the lowest bid is not always the best choice.
- 2. Landscape professionals cannot perform magic.** Most problems in the turf happen before you see the damage. Allowing a landscape professional time to turn the turf around is needed.
- 3. Recommendations made by a landscape professional come from years of experience.** Collaboration within a professional company is expected and in return fuels results.
- 4. Professional landscape companies offer a wide range of services.** Communication with your provider is important and often results in finding that they can provide what is needed and if not, they know how to get what you need for your property.
- 5. Landscapes progress with time and having someone who maintains and inspects your property on a regular basis** will keep you educated on what is happening, what to expect, and what can be done to keep your property at its peak performance.
- 6. A professional landscaper should be a trusted advisor and partner with you in the care and maintenance of your property.** Relationships are extremely important in the business of landscapes.



## Busting the Myths of Professional Landscapers

**MYTH:** Landscapers do this job because they are making money until their real job comes about.

**TRUTH:** Landscape Professionals work for a company with ample growth opportunities.

**MYTH:** Anyone who cuts their grass at home can be a landscaper.

**TRUTH:** The landscape field is continually changing with new technology, equipment, and best practices therefore the need for training and education is a must.

## Team Members of the Month: APRIL

**William Taylor**  
*Golden Isles*



**Nate Sayre**  
*Support Services*



**Yohann Miller**  
*Savannah*



**Jilaunei Dickey**  
*South*



These team members display our core values (**Responsive, Ownership, Observant, Trusted, Skillful**) in all that they do while working, have excellent attendance, and are constantly trying to improve themselves.

**MYTH:** There are only the driver of the truck and a couple of guys who help cut the grass in a landscape company.

**TRUTH:** The Green Industry has a wide range of job opportunities. A landscape company can have production team members to a CEO, and all the jobs in between. Production, design, administration, financial, human resources, and marketing are just a few departments that are in a professional landscape company.



**MYTH:** Landscapers can use their old mowers and blowers to cut grass.

**TRUTH:** Professional Landscapers take pride in their work and need the right tools to get the job done. Rotating equipment every few years and keeping current equipment in peak performance is important to the quality of work performed.



**MYTH:** Landscapers wear old worn out clothes because let's face it, they will get dirty.

**TRUTH:** A good uniform program (from boots to hats) in a landscape company is a sign of a professional landscape company.

**MYTH:** Landscapers don't need insurance; the property owner will have general liability insurance in case of an accident.

**TRUTH:** Professional landscape companies carry ample Worker's Comp and General Liability insurance. They do not lean on the property owner to cover them.

**MYTH:** You never know who is going to show up to cut your grass. .

**TRUTH:** A professional landscape company will have processes in place that give their clients a sense of peace about who is on their property working.

**MYTH:** The weather is bad, therefore your landscaper will not show up and will not call to let you know.

**TRUTH:** A professional landscape company will have weekly schedules regarding turf maintenance and will watch the radar to help reroute crews during inclement weather. Clients are informed when changes in their schedule happen, and a scheduled visit is always rescheduled.



# Are You Comparing Apples to Apples?

In the landscape business we may hear, “We went with another bid because their price was cheaper.” As a landscape professional, we’d like to ask a followup question: “Are you comparing APPLES TO APPLES?”

If this is the case for you and you find that another bid is lower, **make sure that the services on the higher quote are the SAME as the services on the lesser quote.** Any person responsible for making the decision should

always compare each service and what is involved with each service. Then you can make a logical and informed decision on which landscape company to hire. Does the cheaper quote just have turf mowing whereas the more expensive quote has turf mowing, edging, weedeating, blowing of all hard surfaces? If the services in quotes are drastically different, there will be a big difference in price.

What should you look for in a quote from a landscape company? A landscape maintenance quote and/or a landscape design quote should always be a detailed quote with measurements for beds, turf, etc for the exact services that will be delivered to the property. If the company cannot give a detailed account for their exact services, then this is a sign that either this company doesn't have a thorough maintenance/design plan and/or this company does not know their cost for services. As a property owner, if a landscape quote has services that the other quotes are not giving prices for, ask that the quote(s) be adjusted so that **you can compare APPLES TO APPLES.**

Always look deep into any quote and understand what services are being quoted so you as a consumer can make an accurate choice that is not solely based on price **BECAUSE CHEAPER IS NOT ALWAYS BETTER.**



## 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.** When we focus on complete customer satisfaction, 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 work with them to beautify their landscapes, too.

Of course, it's always a great pleasure to get a call from a customer about a new project. Please call us anytime.

**We would 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](http://COASTALGREENERY.COM)    