

A SUPPLEMENT TO



LANDSCAPE MANAGEMENT



Judd Bryarly, CEO of
Colorado Springs, Colo.'s
Timberline Landscaping.
Pictured: Timberline's
resort client, The
Broadmoor



150 **AIMING HIGH**

**Landscape companies share
how big customers help them
climb our *LM150* revenue rankings**

BROUGHT TO YOU BY



JOHN DEERE



JOHN DEERE

Commitment to growth

What you're holding in your hands is valuable.

The knowledge and insight presented in the LM150 can change your business, and as a result, change your life. Companies on the LM150 list demonstrate a commitment to growing and enhancing their businesses, as well as a commitment to creating and maintaining beautiful landscapes. Their insights can help you take your business to the next level, while you enhance the world around us.

For more than 180 years, John Deere has been committed to those who are linked to the land — those who are environmentally focused, weather dependent and make a living from what they produce, create and

maintain. In short, we're committed to you, and we're committed to the professional landscape industry.

At John Deere, we're working with the National Association of Landscape Professionals to support your business through programs like the Industry Growth Initiative. In addition, we support the National Hispanic Landscape Alliance and the Professional Grounds Management Society to further the growth of the landscape industry and develop tomorrow's leaders.

We've heard from many of you that business is good, and while there are challenges like a tight labor market, immigration policies and other regulations, continued growth is expected for the foreseeable future.

Growth calls for reflection on the past and present, but it also requires planning for the future. What has been working for your business? What needs improvement? What is the best way to grow?

By taking the time to understand the insights offered by the leaders featured in the LM150 report, you'll have the opportunity to learn from some of the

best and brightest minds in the industry. You'll also have the opportunity to take a fresh look at your business, discover new ideas and uncover new solutions.

This is also a great time to assess your business partners and the support they provide. At John Deere, we're committed to supporting you with innovative products and business solutions. With a full line of commercial equipment, parts, financing and the best dealer network in the industry, our commitment is to help you succeed.

But success doesn't happen without you. Your efforts to educate clients will provide a greater appreciation and understanding of your services and build the value of managed landscapes. This value is key to driving the growth of your business and the industry as a whole.

Thank you for what you do every day to support the professional landscape industry.

Wishing you a successful and prosperous year!

Ken Taylor, CLP

Sales Manager, John Deere Corporate Business Division



		Headquarters	2018 Revenue (U.S. Dollars)	% Rev Change from 2017	% Projected Change for 2019	FTEs/ Seasonal Employees	% Comm/ Res/Gov
1	BrightView	Plymouth Meeting, Pa.	\$2,353,600,000	6%	5%	20,000/NR	95/0/5
2	TruGreen	Memphis, Tenn.	\$1,369,000,000	2%	5%	5,110/8,394	14/85/1
3	The Davey Tree Expert Co.	Kent, Ohio	\$1,020,000,000	12%	1%	9,545/378	NR/NR/NR
4	Bartlett Tree Experts	Stamford, Conn.	\$297,000,000	10%	8%	1,800/200	30/64/6
5	Yellowstone Landscape	Bunnell, Fla.	\$230,300,000	32%	10%	2,500/800	100/0/0
6	Gothic Landscape	Valencia, Calif.	\$218,200,000	20%	10%	2,200/90	95/5/0
7	Aspen Grove Landscape Group	Willow Grove, Pa.	\$187,000,000	4%	NR	NR/NR	NR/NR/NR
8	Ruppert Landscape	Laytonsville, Md.	\$184,900,000	19%	7%	1,600/0	100/0/0
9	Park West	Rancho Santa Margarita, Calif.	\$176,000,000	0%	0%	1,600/0	100/0/0
10	LandCare	Frederick, Md.	\$175,000,000	10%	10%	1,200/2,000	100/0/0
11	U.S. Lawns	Orlando, Fla.	\$172,050,000	4%	3%	1,550/750	100/0/0
12	Weed Man	Oshawa, Ontario	\$171,800,496	8%	6%	NR/NR	9/90/1
13	Ferrandino & Son	Farmingdale, N.Y.	\$165,000,000	6%	15%	335/0	100/0/0
14	SavATree	Bedford Hills, N.Y.	\$138,000,000	27%	15%	1,031/102	27/70/3
15	Lawn Doctor^	Holmdel, N.J.	\$121,980,000	9%	5%	1,350/0	5/95/0
16	Ambius	Reading, Pa.	\$114,500,000	5%	4%	892/140	100/0/0
17	The Grounds Guys*	Waco, Texas	\$88,704,000	12%	NR	NR/NR	NR/NR/NR
18	LandOpt	Pittsburgh, Pa.	\$83,200,000	14%	10%	285/470	40/50/10
19	Mainscape	Fishers, Ind.	\$72,900,000	-3%	3%	850/200	95/0/5
20	Clintar Commercial Outdoor Services	Markham, Ontario	\$71,700,000	17%	10%	275/275	92/1/7
21	Massey Services^	Orlando, Fla.	\$71,601,729	6%	15%	2,046/0	12/88/0
22	Juniper Landscaping	Fort Myers, Fla.	\$71,000,000	42%	38%	700/0	30/60/10
23	Rotolo Consultants	Slidell, La.	\$70,200,000	33%	17%	350/350	85/0/15
24	NaturalLawn of America	Frederick, Md.	\$68,287,667	7%	6%	510/233	3/97/0
25	Acres Group	Wauconda, Ill.	\$67,000,000	20%	2%	120/750	95/1/4
26	The Greenery	Hilton Head Island, S.C.	\$65,641,000	5%	5%	775/200	90/5/5
27	Metco Landscape	Aurora, Colo.	\$64,000,000	11%	0%	250/250	NR/NR/NR
27	Elite Team Offices	Clovis, Calif.	\$64,000,000	-10%	15%	275/100	80/0/20
29	Spring-Green Lawn Care	Plainfield, Ill.	\$62,200,000	7%	7%	486/67	7/93/0
30	Garden Design	Farmers Branch, Texas	\$62,000,000	0%	0%	78/0	35/65/0
30	Denison Landscaping	Fort Washington, Md.	\$62,000,000	0%	5%	370/270	98/2/0
32	Meadows Farms	Chantilly, Va.	\$54,400,000	3%	5%	350/150	5/94/1
33	HeartLand	Mission Woods, Kan.	\$53,700,000	13%	8%	430/320	100/0/0
34	Lucas Tree Experts	Portland, Maine	\$52,000,000	12%	10%	600/0	96/4/0
35	Sebert Landscape	Bartlett, Ill.	\$50,000,000	16%	12%	110/500	95/0/5
36	Mariani Enterprises	Lake Bluff, Ill.	\$47,969,000	-2%	7%	140/391	11/89/0
37	Cagwin & Dorward	Novato, Calif.	\$47,889,388	9%	6%	500/50	90/0/10
38	Clean Scapes	Austin, Texas	\$46,581,000	-7%	22%	256/230	95/0/5
39	Dixie Landscape	Medley, Fla.	\$45,345,000	0%	0%	305/305	100/0/0
40	Signature Coast Holdings	Napa, Calif.	\$43,300,000	10%	6%	551/45	79/9/12
41	Landscape Workshop^	Birmingham, Ala.	\$40,045,128	20%	9%	342/242	90/5/5
42	Pierre Landscape	Inwindale, Calif.	\$40,019,878	15%	15%	267/0	NR/NR/NR
43	Chapel Valley Landscape Co.	Woodbine, Md.	\$38,500,000	2%	10%	300/200	85/15/0
44	Christy Webber Landscapes	Chicago, Ill.	\$38,427,000	-1%	11%	344/0	64/14/22
45	Greenscape	Raynham, Mass.	\$38,000,000	21%	10%	75/275	94/2/4
46	Ryan Lawn & Tree^	Overland Park, Kan.	\$36,719,113	13%	15%	290/26	4/95/1
47	R.P. Marzilli & Co.	Medway, Mass.	\$36,630,000	21%	15%	100/105	8/92/0
48	Teufel Landscape	Hillsboro, Ore.	\$36,500,000	4%	25%	300/40	98/1/1
49	D Schumacher Landscaping	West Bridgewater, Mass.	\$36,000,000	10%	0%	60/240	10/90/0
50	Bemus Landscape	San Clemente, Calif.	\$35,560,000	1%	12%	430/0	100/0/0
51	Gachina Landscape Management	Menlo Park, Calif.	\$35,477,671	9%	15%	425/0	84/13/3
52	AAA Landscape^	Phoenix, Ariz.	\$35,145,494	20%	20%	610/0	93/2/5

LEGEND NR = Not reported; * Indicates estimate, based on projected revenue for 2018 reported last year; ^ Indicates a portion of reported revenue was removed (such as pest control, janitorial services or other nongreen industry offerings); **Green Company Name = uses John Deere equipment**

		Headquarters	2018 Revenue (U.S. Dollars)	% Rev Change from 2017	% Projected Change for 2019	FTEs/ Seasonal Employees	% Comm/ Res/Gov
53	Landscape Services Inc. (LSI)	Nashville, Tenn.	\$35,027,944	20%	10%	225/300	95/0/5
54	Creative Environments	Tempe, Ariz.	\$34,200,000	12%	10%	130/20	NR/NR/NR
55	EarthTones Design	Midlothian, Texas	\$33,400,000	23%	5%	125/80	90/10/0
56	Dennis' Seven Dees Landscaping & Garden Centers	Portland, Ore.	\$33,223,918	-2%	8%	224/47	NR/NR/NR
57	Environmental Management	Dublin, Ohio	\$32,924,632	-7%	5%	75/275	88/2/10
58	Beary Landscaping	Lockport, Ill.	\$32,500,000	8%	10%	65/235	NR/NR/NR
59	Complete Landscaping Service	Bowie, Md.	\$32,155,737	7%	10%	185/190	100/0/0
60	SiteWorks	Chandler, Ariz.	\$32,147,260	39%	25%	153/55	100/0/0
61	Caretaker Landscape & Tree Management	Gilbert, Ariz.	\$31,857,317	-5%	4%	300/76	NR/NR/NR
62	Russell Landscape Group	Sugar Hill, Ga.	\$31,600,000	24%	15%	370/150	90/1/9
63	McFall & Berry Landscape Management	Annandale, Va.	\$31,484,000	3%	2%	295/90	98/1/1
64	Maldonado Nursery & Landscaping	San Antonio, Texas	\$30,932,727	-12%	25%	250/250	70/10/20
65	Landtech Contractors	Aurora, Colo.	\$30,000,000	15%	6%	65/235	80/0/20
65	Landscape Concepts Management	Grayslake, Ill.	\$30,000,000	8%	0%	74/190	99/0/1
67	Senske Services ^	Kennewick, Wash.	\$29,602,000	6%	8%	400/100	15/80/5
68	Gibbs Landscape Co.*	Smyrna, Ga.	\$29,400,000	5%	NR	NR/NR	NR/NR/NR
69	Southern Botanical	Dallas, Texas	\$28,528,514	5%	2%	201/55	75/25/0
70	Berghoff Design Group	Scottsdale, Ariz.	\$28,500,000	35%	5%	395/0	0/100/0
71	L. J. Thalmann Co.	Wilmette, Ill.	\$28,317,000	-3%	14%	108/164	5/95/0
72	Impact Landscaping & Irrigation	Jupiter, Fla.	\$28,000,000	40%	7%	350/0	98/2/0
72	Merchants Landscape Services	Santa Ana, Calif.	\$28,000,000	0%	5%	440/0	0/0/100
74	Harvest Landscape Enterprises	Orange, Calif.	\$27,800,000	14%	21%	500/500	90/0/10
75	Naturescape	Muskego, Wis.	\$27,550,431	3%	5%	280/15	5/95/0
76	Designscapes Colorado	Centennial, Colo.	\$27,497,000	5%	7%	110/147	15/39/46
77	The Bruce Co. of Wisconsin	Middleton, Wis.	\$27,313,736	-8%	8%	93/224	80/20/0
78	David J. Frank Landscape Co. ^	Germantown, Wis.	\$26,829,000	-1%	5%	270/50	67/30/3
79	Bland Landscaping Co.	Apex, N.C.	\$26,156,000	21%	15%	300/50	85/15/0
80	Stay Green	Santa Clarita, Calif.	\$25,435,853	5%	14%	339/0	100/0/0
81	Scott Byron & Co.	Lake Bluff, Ill.	\$25,174,000	-1%	7%	95/125	5/95/0
82	M. Neves*	Dartmouth, Mass.	\$25,000,000	25%	NR	NR/NR	NR/NR/NR
82	Superscapes	Carrollton, Texas	\$25,000,000	14%	13%	130/70	76/24/0
82	Designs By Sundown	Littleton, Colo.	\$25,000,000	8%	10%	140/60	10/90/0
85	DLC Resources	Phoenix, Ariz.	\$24,900,000	9%	5%	350/0	100/0/0
86	Heaven & Earth Landscaping	Indian Trail, N.C.	\$24,491,000	2%	6%	178/70	100/0/0
87	Pacific Landscape Management	Hillsboro, Ore.	\$24,471,517	11%	8%	230/60	100/0/0
88	High Tech Landscapes	Branchburg, N.J.	\$24,429,893	9%	-2%	47/268	60/30/10
89	Frank & Grossman Landscape Contractors*	Hayward, Calif.	\$24,221,000	6%	NR	NR/NR	NR/NR/NR
90	Benchmark Landscapes	Austin, Texas	\$23,900,000	0%	4%	150/200	100/0/0
91	Nutri-Lawn Corp.*	Toronto, Ontario	\$23,100,000	5%	NR	NR/NR	NR/NR/NR
92	Benchmark Landscape	Poway, Calif.	\$22,911,000	0%	0%	260/0	95/0/5
93	Andre Landscape Service	Azusa, Calif.	\$22,730,793	0%	20%	320/0	99/1/0
94	Southview Design	St. Paul, Minn.	\$22,268,000	5%	15%	65/105	30/70/0
95	Earthworks	Lillian, Texas	\$22,177,000	22%	10%	275/145	95/0/5
96	McHale Landscape Design	Upper Marlboro, Md.	\$22,000,000	3%	10%	250/0	0/100/0
97	Cutting Edge Landscape*	Boise, Idaho	\$21,718,972	10%	NR	NR/NR	NR/NR/NR
98	Clarence Davids & Co.	Matteson, Ill.	\$20,700,000	8%	3%	75/175	90/5/5
99	The Munie Co.	Caseyville, Ill.	\$20,372,864	3%	12%	185/368	96/4/0
100	Complete Landsculpture ^	Dallas, Texas	\$20,311,902	21%	15%	160/50	54/46/0
101	Yard-Nique	Morrisville, N.C.	\$20,200,000	NR	19%	350/150	100/0/0
102	Moore Landscapes*	Northbrook, Ill.	\$20,160,000	12%	NR	NR/NR	NR/NR/NR
103	Heron Home & Outdoor ^	Apopka, Fla.	\$20,103,000	2%	6%	159/0	0/100/0
104	Conserve LandCare	Thousand Palms, Calif.	\$20,100,000	24%	24%	300/0	70/0/30

		Headquarters	2018 Revenue (U.S. Dollars)	% Rev Change from 2017	% Projected Change for 2019	FTEs/ Seasonal Employees	% Comm/ Res/Gov
105	Unlimited Landscaping	Buford, Ga.	\$19,988,369	27%	20%	287/0	48/51/1
106	Complete Property Maintenance ^	Coconut Creek, Fla.	\$19,950,000	5%	10%	375/375	90/10/0
107	ArtisTree Landscape Maintenance & Design	Venice, Fla.	\$19,709,004	4%	6%	240/64	70/30/0
108	John Mini Distinctive Landscapes	Congers, N.Y.	\$19,292,000	12%	10%	140/55	92/5/3
109	Level Green Landscape	Washington, D.C.	\$19,155,000	25%	12%	104/146	95/0/5
110	Perficut Cos.	Des Moines, Iowa	\$19,100,000	18%	6%	110/73	90/10/0
111	LMI Landscapes	Carrollton, Texas	\$19,000,000	7%	25%	107/84	100/0/0
112	Service Direct Landscape	Phoenix, Ariz.	\$18,980,000	35%	40%	148/148	90/10/0
113	Sposato Landscape	Milton, Del.	\$18,800,000	8%	5%	265/110	82/18/0
114	Santa Rita Landscaping	Tucson, Ariz.	\$18,600,000	13%	7%	175/0	67/25/8
115	Crystal Greens Landscape	Clackamas, Ore.	\$18,477,956	14%	5%	175/25	100/0/0
116	Hittle Landscaping ^	Westfield, Ind.	\$18,308,061	0%	11%	145/115	85/13/2
117	Texscape Services	Houston, Texas	\$18,200,000	22%	20%	319/49	NR/NR/NR
118	American Landscape Systems	Lewisville, Texas	\$18,065,301	16%	10%	159/35	60/0/40
119	Greenscape	Holly Springs, N.C.	\$17,900,000	25%	15%	195/50	70/20/10
120	HighGrove Partners	Austell, Ga.	\$17,700,000	-3%	3%	190/40	100/0/0
121	Desert Classic Landscaping*	Phoenix, Ariz.	\$17,655,000	7%	NR	NR/NR	NR/NR/NR
122	Landscape Maintenance Professionals	Seffner, Fla.	\$17,500,000	3%	5%	260/75	100/0/0
122	Mountain View Landscape	Chicopee, Mass.	\$17,500,000	3%	5%	25/80	45/5/50
124	Andy's Sprinkler, Drainage & Lighting	Carrollton, Texas	\$17,000,000	15%	15%	90/80	30/70/0
125	The Joyce Cos.	Marstons Mills, Mass.	\$16,935,000	9%	5%	95/80	15/85/0
126	Richmond & Associates Landscaping	Dallas, Texas	\$15,991,675	2%	7%	123/248	98/2/0
127	Cherrylake	Groveland, Fla.	\$15,640,000	30%	10%	121/22	100/0/0
128	Timberline Landscaping	Colorado Springs, Colo.	\$15,500,000	2%	15%	115/70	75/15/10
129	Hoffman Landscapes	Wilton, Conn.	\$15,472,000	14%	10%	140/0	0/100/0
130	Lambert Landscape Co.	Dallas, Texas	\$15,450,000	18%	3%	105/0	2/97/1
131	Nanak's Landscaping	Deerfield Beach, Fla.	\$15,300,000	18%	17%	205/18	94/1/5
132	Schultz Industries	Golden, Colo.	\$15,148,397	8%	6%	125/30	80/0/20
133	ProGrass	Wilsonville, Ore.	\$15,000,000	0%	0%	170/170	50/50/0
134	Lifescape Colorado	Denver, Colo.	\$14,630,325	16%	20%	69/43	NR/NR/NR
135	North American Lawn & Landscape	Charlotte, N.C.	\$14,500,000	10%	15%	155/20	100/0/0
136	NJ Best Lawns Sprinklers & Fencing	Lakewood, N.J.	\$14,426,763	8%	11%	25/130	0/100/0
137	Earthco Commercial Landscape	Santa Ana, Calif.	\$14,343,000	NR	5%	250/0	100/0/0
138	Brilar	Oak Park, Mich.	\$13,788,000	15%	25%	78/137	70/0/30
139	The Spencer Co.	Houston, Texas	\$13,554,195	-7%	-8%	233/8	100/0/0
140	New Way Landscape & Tree Service	San Diego, Calif.	\$13,500,000	10%	12%	200/0	90/5/5
141	C. Caramanico & Sons	Upland, Pa.	\$13,468,968	-8%	5%	120/20	100/0/0
142	Focal Pointe Outdoor Solutions	Caseyville, Ill.	\$13,346,480	15%	23%	121/50	89/11/0
143	ASI Landscape Management	Thonotosassa, Fla.	\$13,000,000	11%	20%	170/0	95/0/5
144	Native Land Design*	Cedar Park, Texas	\$12,970,516	3%	NR	NR/NR	NR/NR/NR
145	Summit Landscape Group	Fort Mill, S.C.	\$12,800,000	8%	12%	110/70	100/0/0
146	Emerald Isle Landscaping	Greenwood Village, Colo.	\$12,480,000	5%	20%	130/100	95/0/5
147	Heritage Professional Landscaping	Kennewick, Wash.	\$12,454,000	5%	20%	52/76	70/20/10
148	Saluda Hill Landscapes	Lexington, S.C.	\$11,796,108	33%	10%	98/0	94/6/0
149	Drost Landscape	Petoskey, Mich.	\$11,500,000	21%	20%	70/35	0/100/0
150	Tomlinson Bomberger Lawn Care & Landscape ^	Lancaster, Pa.	\$11,407,433	1%	7%	142/0	30/70/0
Total: \$11,148,081,125			Avg: 9%	Avg: 15%			

John Deere congratulates the companies included on the 2019 *LM150* list. Your commitment to growing and enhancing your businesses inspires us. May you keep climbing to new heights!





How our controls look.



How our operators feel.

Your hands. When it comes to the controls on our new John Deere M and R Series walk-behind mowers, your hands were what we thought of first. That's why we completely redesigned our controls, so that our mowers could be easily maneuvered, on any terrain. And levers that don't need as much pressure to operate, for less fatigue. And for sheer curb climbing ability, the R Series has 8.5 inches of ground clearance. So no more scraped curbs. Or decks.

The new M and R Series Walk-Behinds. Six new hydrostatic models with mowing widths from 36 to 61 inches. Get behind one today.

Keep Mowing



JOHN DEERE

Aiming high

Up 5 percent overall from 2018, the LM150 revenue sets another record by surpassing \$11 billion

BY SETH JONES | LM EDITOR-IN-CHIEF

The numbers in the LM150 — sponsored by John Deere and conveniently celebrating \$11 billion in total revenue in its eleventh year — continue to impress. The top four companies remain unchanged from 2018, with BrightView, TruGreen, The Davey Tree Expert Co. and Bartlett Tree Experts maintaining their positions in spots one through four. Florida-based Yellowstone Landscape cracks the top five, reporting 32 percent growth, from \$174 million in 2017 to \$230 million in 2018 (see its story on pages S8-S9).

Along with compiling these numbers, we talked with five different LM150 companies about their keys to success, including how they landed that “big fish” account. Those success stories are in the following pages. We also spoke with Ken Taylor, sales manager, Corporate Business Division of John Deere, on the topic on Landscape Management TV (to see the video, visit LandscapeManagement.net).

“At John Deere, we do the same thing — we look for that big fish too,” Taylor says. “How that starts for us, and for the contractors I interact with, is that you first have to understand the customer. Who they are, what their needs are, what kind of services they need.”

The information in the LM150 is self-reported unless otherwise noted. Some companies don’t break out their service lines, so we can’t be sure what revenue is specific to typical green industry services. There are several firms that opt not to participate in the list, there are others we don’t know about and it’s possible some firms’ revenues overlap due to subcontracting agreements.

WHO DID WE MISS?

Should your company be on the LM150 list of the largest landscape companies? Or do you know of one we missed? Contact Special Projects Editor Marisa Palmieri at mpalmieri@northcoastmedia.net to be notified in early 2020 when the submission period opens. We encourage companies with more than \$8 million in revenue to enter.

COMBINED 2018 LM150 REVENUE

\$11,148,081,125



= 5%

over combined 2017 LM150 revenue

AVERAGE
REVENUE GROWTH
FROM 2017

9%

AVERAGE
REVENUE GROWTH
PROJECTED FOR 2019

15%

COMBINED 2018 REVENUE OF
THE TOP 5 FIRMS

\$5,269,900,000

47%
of total
list

METHODOLOGY

LM sought submissions from landscape companies in the magazine, on LandscapeManagement.net, via email and over the phone from January through May. Companies submitted their details through an online form. LM editors compiled the results and, where applicable, removed nontypical green industry revenue sources from totals reported by companies. For example, we omit revenue from pest and janitorial services.

We estimated revenue for firms that didn’t provide data if they participated in last year’s list and reported a projected 2018 revenue figure. We calculated the numbers for client mix, profit centers and regional charts based on data submitted.

The relationship with Colorado Springs' The Broadmoor resort has been vital to Timberline Landscaping's growth.



No.
128

Exploring the possibilities

Timberline Landscaping's new recruiting program, new business structure and a collaborative client relationship have helped boost the company to \$15.6 million in revenue and No. 128 on the LM150 BY ABBY HART | LM SENIOR EDITOR

Colorado conjures up images of rock climbers, hikers and skiers being active outdoors. When it comes to recruiting, Stephanie Early, chief strategic officer for Timberline Landscaping in Colorado Springs, Colo., says the company leads with one of its biggest assets — its location — to attract student interns and workers.

This year, Timberline began a gap-year program designed so new recruits have a four-day workweek whenever possible, giving them a three-day weekend to get out and explore Colorado.

Timberline Human Resources Manager Chris Loncar is the mastermind behind the gap-year program. It's marketed to students who have either recently graduated high school or who are attending college and may want to take a year to explore the adventures the area has to offer. The program also introduces them to the landscaping industry by providing a paid position and benefits at the company.

Timberline has coordinated with local recreation companies to provide students and recruits discounted opportunities for activities like hiking tours, outdoor safety classes and rafting.

Marketing for the program began in January with college recruiting tours, and targeted social media ads drummed up 1,200 clicks and 68,000 impressions.

The company has two residential landscape design interns and an associate maintenance account manager starting this summer in the gap-year program.

Timberline plans to promote the program again for next season to decrease its dependency on H-2B.

"The goal for now is to wean our (H-2B) numbers down," Early says. In 2009, the company didn't receive its workers and didn't participate in the program for a few years before returning to it in 2013.

"Since then, we have been fortunate that we have gotten our workers," she says, "but we're holding our breath every year."

RESTRUCTURING FOR SUCCESS

Timberline started out in 1982 as a small residential landscape company. CEO Judd Bryarly joined in 1992, when there were only five employees.

The company's maintenance division began in the mid- to late-1990s, a major blizzard in 1997 brought it into the snow removal game and 2001 began the Christmas DŽcor by Timberline franchise as a supplement for winter work. In 2006, the company was booming, with 100 employees and \$10 million in revenue.

Along with the rest of the industry, Timberline took a big hit during the 2009 recession, when the team fell to 80 employees and about \$4 million in revenue.

The company regrew steadily. In 2014, Timberline had 150 employees and about \$11 million in revenue, and rose to report \$15.5 million in revenue and close to 200 employees in 2018. This year, it went from No. 132 to No. 128 on the *LM150*.

The company pivoted this year from a typical pyramid hierarchy with Tim Emick as president, and Bryarly as vice president and CFO Craig Nesbit underneath Emick, with the rest of the staff reporting up.

The model currently in play includes Emick at the top as chairman of the board and a C-suite made up of Bryarly as CEO, Early, Nesbit and COO Josh Pool reporting to Emick, with business units of residential construction, commercial construction, Christmas DŽcor, residential maintenance, commercial maintenance and trail building reporting to the C-suite.

"Accountability has been a big structural change because these business unit leaders are now essentially the CEOs of their business unit," he says. "They have responsibility for the profit or loss of that unit and the strategic initiatives that are being implemented."

In 2018, the company hired a consultant to bolster the financial intelligence of its leaders. As a result, staff learned to budget with more accuracy, create forecasts and control profits and gross margin more effectively, according to Early.

A KEY COLLABORATION

Another piece of Timberline's growth has been leveraging its best client partners. The company began working with luxury resort The Broadmoor in 2008, when the hotel needed landscaping projects completed in preparation for The U.S. Senior Open golf tournament.

"(The Broadmoor is) a great partner because they value what we do rather than the price."

—TIMBERLINE LANDSCAPING
CEO JUDD BRYARLY

The company's bid for temporary landscaping around the tournament's hospitality tents was accepted, and the relationship took off from there, Bryarly says. Timberline also provided landscaping for the 2011 Women's Open and the 2018 Senior Open at The Broadmoor.

The company has partnered with the resort on more than \$1 million in projects, including the property's west entrance, several restaurants, Cheyenne Lodge and the Pauline Memorial Chapel.

Timberline also has installed landscaping and built trails for The Broadmoor's mountain properties, Cloud Camp and The Ranch at Emerald Valley. The Christmas DŽcor business unit has designed lighting installations at the hotel's Seven Falls property.

This summer, Timberline will complete landscaping and irrigation construction for the resort's new event center and rebuild the boulder walls surrounding a lake — the focal point of The Broadmoor — a project that has been phased in over the last three years. Bryarly says that his company is involved in most of the improvements undertaken at the property.

"We've created a great partnership with them, and they allow us a lot of opportunity to showcase our work," he says. "They're just so diverse in what they do, but we're also diverse. And they know that, and they count on us to be an all-in-one (vendor) for them."

The Broadmoor relationship is important to Timberline because it allows the company to be versatile, but also because of the trust they've built.

"They're a great partner because they value what we do rather than the price — the price isn't a consideration all the time," Bryarly says. "Yes, it's a factor, but they know that we're going to come in and get the job taken care of for them."

From left: Timberline Landscaping's CFO Craig Nesbit, CSO Stephanie Early, Chairman Tim Emick, CEO Judd Bryarly and COO Josh Pool.



Branching out

How Cherrylake diversified its offerings and tightened up its operations to become more efficient

BY SARAH WEBB | LM ASSOCIATE EDITOR

Cherrylake launched in 1985 as a humble citrus tree farm in Groveland, Fla., only to have many of its trees left in ruins by devastating freezes that wreaked havoc in central Florida in the 1980s.

The company did not give up then. Instead, it switched its offerings to ornamental trees, which are better able to tolerate unforgiving weather.

After taking root as a leading ornamental provider in the southeast market throughout the 1990s and early 2000s, the company branched out by offering landscape irrigation and contracting services in 2004.

“Because of the adversity and setbacks we’ve experienced with the citrus freezes, hurricanes, hailstorms and recessions, we feel it’s important to always be adding new profit centers to our business,” says Timothee Sallin, president of Cherrylake.

The company’s expansion didn’t stop there, however; Cherrylake added a third business unit in 2015 with its maintenance division.

“We’re taking full ownership from the time we break ground on a property to the end goal of maintaining that property,” says Ryan Ailes, operations leader for the maintenance division at Cherrylake.

Sallin adds, “Maintenance diversifies our risk because it’s somewhat recession proof. Ornamental trees

and construction are tied to the housing market, so if there was ever a slowdown in the housing market, it would affect those two businesses; whereas with maintenance, the grass keeps growing no matter what.”

With all three of the company’s divisions holding strong, Cherrylake came in at No. 127 on the 2019 LM150 list, generating \$15.6 million in 2018 revenue, a whopping 30 percent increase over 2017. It offers 60 percent design/build and installation, 30 percent irrigation and water management and 10 percent maintenance services to a 100 percent commercial clientele.

A BUSTLING BRANCH

A large part of the company’s growth stems from an all-inclusive maintenance contract it picked up in September 2018 with a local homeowner’s association (HOA). Cherrylake provides mowing services, edging, detailing, irrigation checks and maintenance to the 850-home HOA, which is about five miles down the road from the company’s headquarters.

The contract allowed the company to double its maintenance books and add three crews and an account manager.



Timothee Sallin



“We’re taking full ownership from the time we break ground on a property to the end goal of maintaining that property.”

—RYAN AILES, OPERATION LEADER - MAINTENANCE FOR CHERRYLAKE

Cherrylake also has streamlined its processes to help manage its recent growth. For example, the company specifies goals for crew members, such as the number of trees to be pruned or the number of yards to be mowed. The company then creates and regularly reviews dashboards to help hold employees accountable. It also measures items like quality of service, customer satisfaction, growth, top-line growth, sales, profitability and hours.

"You can improve what you measure," Sallin says. "And in order to measure, you have to have clear goals. You have to have a good sense of what your vision is, what your purpose is, what your strategy is, so you can identify the most important things to measure."

Once Cherrylake leaders began to track such items, they realized they could further benefit by implementing full-service maintenance crews, or "hybrid" crews. Before the switch, the company had crews designated solely for mowing, edging and weed eating, and a separate detail crew would later handle pruning shrubs, pulling weeds and trimming trees.

To enhance efficiency even more, the company provides crews with property flow maps and section detailing maps.

"We're creating the maps so it's uniform across the board for the property," Ailes says. "We train the guys about how less movement can be more efficient. They're finding that they're not as tired because they're not jumping from here to there around a property."

Going hand in hand with the switch to hybrid crews came the idea of having maintenance crews work 10-hour, four-day workweeks, instead of eight-hour, five-day workweeks.

"The employees are thrilled because they get an extra day on

Cherrylake provides employees with specific goals, which are regularly measured and reviewed.



the weekend, but they're getting the same number of hours, and we're happy because we're putting fewer miles on our trucks, spending less on fuel and there's less drive time, which cuts down on nonvalue added time for employees," Sallin says.

Ailes adds that the number of overtime hours has been reduced by about 6 percent.

LABOR, WHAT ELSE?

With such significant growth within the past few years, it's not surprising that finding adequate labor has been top of mind for Cherrylake.

"Everything we do requires a tremendous amount of labor," Sallin says. "So, that's where you have to look at your processes, your drive time, your mobilization time. Do you have the right equipment? Those kinds of things help you be more efficient with labor."

The company also works to please the employees it already has. It offers fair wages — often a dollar or two higher than competitors — a bonus referral program and opportunities for continuing education. It also provides access to a bilingual coach, who conducts soft-skills training on items such as non-violent communication and active listening. Additionally, the com-

pany provides weekly yoga classes and offers meditation sessions.

"We've created a really strong workplace, culture and brand, so we're perceived in the community as a great place to work," Sallin says.

He adds that the company looks to empower employees and practices a philosophy of self-management.

"We seek to give employees more freedom, more autonomy, more power to make decisions within the organization so they rely less on having a boss or manager telling them what to do," Sallin says.

WHAT'S NEXT

Cherrylake is poised to grow by another 10 percent this year, but that's not the firm's only goal.

Sallin says the company hopes to grow its outsourcing division, the part of the business that buys and sells plants from other growers. It's also considering opening a retail garden center to supplement its current profit centers. Ailes says he hopes to see the maintenance books double within the next three to five years. Cherrylake is looking into opening a satellite branch near north Orlando as well.

"Not only would that help us with travel time, but it would also open up the labor pool," he says.

Growing, growing ...

How people, acquisitions and customer service helped Florida-based Yellowstone Landscape grow more than 30 percent in 2018 BY CLARA RICHTER | LM MANAGING EDITOR

Yellowstone Landscape was formed in 2008 by the acquisition of Austin Outdoor in Florida, BIO Landscape in Houston and a smaller company in Atlanta. The formation of the company aligned with the height of the recession, and for several years, it didn't grow.

“The mix of business was mostly installation versus maintenance, so that was a tough challenge,” says Tim Portland, CEO, who has been with Yellowstone

since 2012. “There were the same struggles here as there were in most other landscape companies. The install business really took a beating, and the maintenance suffered compression as well.”

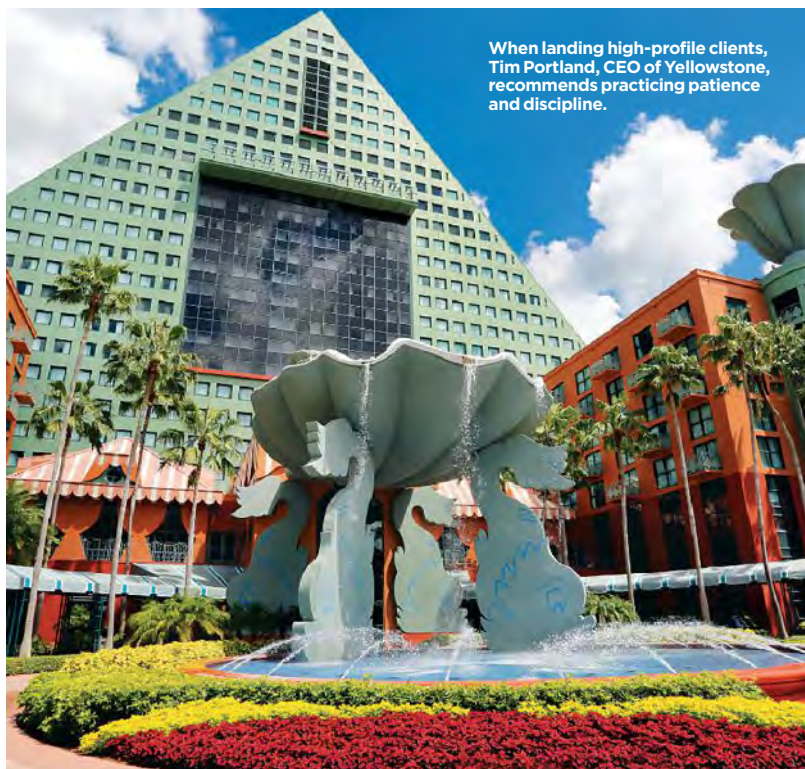
However, once the business realigned around key priorities, there was no stopping it.

This year, Yellowstone has landed one of the top spots on the LM150 list, coming in at No. 5 overall.

The company generated \$230 million in revenue in 2018, which is a 32 percent leap over 2017. It is

“You’re either spiraling up or spiraling down, and we’ve been spiraling up. It’s a lot of fun. We have that momentum and people are smiling and they’re enjoying it and it kind of feeds on itself.”

—TIM PORTLAND, CEO OF YELLOWSTONE LANDSCAPE



When landing high-profile clients, Tim Portland, CEO of Yellowstone, recommends practicing patience and discipline.

among the top 10 companies with the biggest growth from 2017 to 2018, coming in at No. 8 on the growth ranking.

“You’re either spiraling up or spiraling down, and we’ve been spiraling up,” Portland says. “It’s a lot of fun. We have that momentum and people are smiling and they’re enjoying it and it kind of feeds on itself.”

The company’s focus is on commercial maintenance with over 85 percent maintenance work. It only seeks installation work on commercial projects with a high probability of leading to maintenance or with customers it has a relationship with or wants to build a relationship with, Portland says.

THE SECRET SAUCE

Portland credits the company’s growth to three things: people

aligned with the company's priorities, disciplined acquisitions and strong customer service.

The company has very strong organic growth, which Portland credits to the sales team. "We seriously invested in our sales team in a way that is aligned with the rest of the company," he says. "They are without question the best sales group I've ever worked with."

Yellowstone's sales team focuses on the quality of an opportunity, rather than the size. All of the company's rewards (i.e. compensation) are geared around this concept, even on the sales side, Portland notes. Most companies reward sales for getting ink on paper, regardless of the downstream consequences, but not Yellowstone.

In Yellowstone's model, when a job performs well, the operations team and the salesperson win. This keeps salespeople engaged with operations and focused on clients who see value in what the company does, rather than ones who are only looking for the lowest price.

Branch operations teams have the ability to earn annual incentives, but the real benefit of correctly estimating a job goes beyond the financials, Portland says.

"When we price our services in a way that gives our operations team the amount of time they need to do a great job, everyone wins," he says.

Acquisitions also have helped with growth. In 2018, Yellowstone acquired Somerset Landscape and Maintenance in Dallas-Fort Worth, Phoenix and Las Vegas, as well as Leaderscape in Palm Beach, Fla.

It's important to approach growth through acquisitions thoughtfully and with discipline, Portland says, and to recognize when a potential acquisition is or isn't a good fit.

"The businesses we've acquired have integrated really well," Portland says. "That's not an accident.

We knew they would be a good fit, and we knew where we thought we would add value to those businesses, and it's really important that the key operators on the receiving end agree that's where we'll be focused on improving."

Customer retention is the third ingredient responsible for Yellowstone's growth. According to Portland, the company does a terrific job working for the customers it has so it's able to retain its base.

PATIENCE IS A VIRTUE

How does Yellowstone manage landing big contracts and the customer retention that leads to growth?

"We have to demonstrate that we have the capability to perform and perform well," Portland says. "You have to communicate that you will be the best value to the customer."

It helps to have reference properties to show potential clients.

"Don't ask us about us, ask them about us," he says. "That's the best way to demonstrate that they would be experiencing an improvement in the quality of their landscape and the quality of their experience with their landscaper."

Yellowstone has no desire to be the lowest price in the marketplace because, according to Portland, you get what you pay for. This sometimes means being patient. The company may not win a job on the first try, but often customers come back several months later and sign a contract.

"It's a hard message to communicate to be patient, be persistent, follow up, be disciplined, be there for them, but if you took the job at that price, we wouldn't be set up for success," Portland says. "Sometimes winning it 18 or 24 months later, it was painful for those 18 or 24 months, but then the customer knows what they're getting and everyone's happy."

Some large contracts Yellowstone services include The Swan



To help gain new clients, Yellowstone showcases reference properties to demonstrate its performance.

and Dolphin Resort near Orlando, an airline manufacturing facility in Charleston, S.C., and Harris County in Texas.

The company values each of these partnerships for different reasons.

The Swan and Dolphin requires a lot of communication, collaboration and flexibility around its schedule, but the result is a property that is consistently beautiful and shows off Yellowstone's quality work.

The airline manufacturing facility is meticulous about safety, and Yellowstone has been able to experience that culture and bring a lot of it into its own business practices.

Yellowstone helped Harris County as it prepared for and recovered from Hurricane Harvey.

Before the storm, teams helped County and Flood Control District officials clear debris from flood channels and install inflatable dams along reservoirs. After the storm, the company removed debris and cleared roadways so emergency personnel could access parts of the city most impacted by flooding.

"We were out doing something you wouldn't traditionally associate with a landscape company, but when you have a partnership with a big client like that, whatever we can do to help them in their time of need is worth it," Portland says.

If you're in the Commercial Mowing business,
the seasons can sometimes feel like this.



Smooth out the ride with Customized Financing. Only from John Deere.

If you're in the commercial mowing and landscaping business, you know the highs and lows of the year: winter can be slow, spring picks up, summer is busy and the fall can be anyone's guess. We understand. Which is why our installment and lease programs come with seasonal and skip payment plans. Talk to your local John Deere dealer about how our Customized Financing, part of our NEVERSTOP™ Services and Support, can help you even out the year and keep your business on the right track.

Keep Mowing

John Deere's green and yellow color scheme, the leaping deer symbol, and JOHN DEERE are trademarks of Deere & Company.



JOHN DEERE

[JohnDeere.com/MyBudget](https://www.johndeere.com/MyBudget)

Building careers for growth

By developing a strong workforce and training employees to be better managers, Frederick, Md.-based NaturaLawn of America sees steady growth and avoids labor shortage challenges BY DANIELLE PESTA | LM ASSOCIATE EDITOR

Getting to the top as quickly as possible can be impressive at first glance. But if the proper systems aren't in place, problems can appear quickly.

Phil Catron, founder and CEO of NaturaLawn, says steady, controlled growth is key for the success of NaturaLawn of America.

The company is a great example of consistency, reporting 7.4 percent growth for 2018.

Founded in 1987, the franchise system now covers 24 states. Ranking No. 24 on this year's LM150 list, the company has averaged at No. 25 since appearing on the first list in 2009. Since then, the company's revenue has grown 93 percent.

BUILDING A GREAT TEAM

Catron credits a three-phase management training program for the franchise system's great labor force. The in-person program helps develop NaturaLawn's key employees. Offered a few times a year at the home office in Frederick, Md., the program accepts top employees from NaturaLawn's 91 licensed franchises.



"These are people we've identified as ones who can move up the management ladder and into leadership roles," he says.

A smaller class size of 10-12 people ensures engagement and an intimate learning environment. Implemented two years ago, the program focuses on teaching the selected team members the impact they can have and what they can bring back to their operations.

The program begins with scenarios to help teach communication and thought processes. The second part focuses on the soft skills of being in a leadership role. The third and final part goes over the nuts and bolts for budgeting and planning.

The employees spend time reviewing their franchise location's financial statements. They learn more about what makes up the financials and how to drive a business toward success.

Catron says the program develops in-house management, a "secondary bench," as he calls it. This training helps managers prepare to become owners in the future.

"This is not a job; it's a career," is the motto shared with employees. But, Catron knows that not every employee will have a lifelong career with NaturaLawn.

NaturaLawn credits its in-person management training program for helping develop key employees into managers.



NaturaLawn has helped foster lifelong employees by strengthening its management.

"We would love everybody to stay with us," he says. "But, if someone leaves, our goal is to make them better prepared."

SOLVING LABOR CHALLENGES

In 2018, NaturaLawn grew its revenue by nearly \$5 million. Catron says the management training program is partly why. The company plans to continue expanding the program. The next phase is to develop a reinforcement component.

After the management training, employees return excited and recharged. The goal is to reinforce and build upon what they've learned through webinars and other meetings while back at their franchise locations. Catron says this additional training will be implemented by the end of 2019.

So far, nearly 50 managers have gone through the three-phase management training program, and more than 10 percent have moved up into supervisor or ownership roles, Catron says.

Strengthening the company's management is relieving labor pressure. In fact, Catron says he doesn't see finding employees as a big problem.

With strong management development, employees are creating lifelong careers at NaturaLawn. More than 500 full-time employees and 230 full-time seasonal workers make up the company's workforce for its 91 franchisees.

"Recruiting and finding good, solid people should always be at the forefront," he says. "Recruiting should be a year-round event."

Now, NaturaLawn is moving into the second generation of owners at the franchise level. As sons and daughters take over, succession planning is a key strategy to maintain the company philosophy.

"Employees and people are No. 1," Catron says. "Take care of your people first. They will adopt that philosophy, and they will take care of the customers. Don't point fingers, solve the problem."

GROWING THROUGH SERVICE

Focused on lawn care, 97 percent of NaturaLawn's customer mix is residential. The company ranks No. 4 in the breakdown of the top 25 turf and ornamental companies. Although landing a big contract typically aligns with growth,

Catron says NaturaLawn focuses on long-term customers instead.

Another growth strategy most companies employ is acquisitions. They are happening left and right throughout the industry, but NaturaLawn's last one was more than 20 years ago.

"We have not actively sought out any acquisitions but rather conversions," he says. These conversions occur when an independent operation decides to join the franchise.

NaturaLawn launches new locations or territories every year, but there's a limit. "We don't want to add more than four new locations per year," Catron says.

The reason? NaturaLawn wants to get each new location to \$500,000 within the first five years, and adding 15 new locations would take too much of the company's support efforts.

"If you grow too fast, and your infrastructure is not in place, the system will implode," Catron says.



Phil Catron

INDUSTRY OUTLOOK

Although Catron doesn't see labor as a big problem, he does see another major issue in the industry: companies that don't differentiate themselves.

Trying to do and sell the same services as a competitor is a poor business strategy. He says the landscaping industry falls victim to this dangerous strategy often. Companies sacrifice price, value or service and try to make up for the loss with volume.

"Don't be an octopus and do everything for everybody," he says. "Be different in either products, service or personnel. And never apologize for price."

Making money in Music City

LandOpt is helping The Greathouse Co. in Nashville, Tenn., and its other licensees find the right clients and operate efficiently for growth BY SETH JONES | LM EDITOR-IN-CHIEF

Don Evans jokes that he is a former corporate attorney but is now “fully recovered.” The president of Pittsburgh-based

LandOpt says he can tell lawyer jokes all day. How well the former Virginia farm kid can tell a lawyer joke is open for debate, but one thing is certain: Evans knows how to use a good analogy to describe how he hopes to help landscape businesses grow.

LandOpt partners with landscape contractors who want to grow their businesses under a licensing agreement that provides them business tools and processes.

“Our mission is to raise business performance,” Evans says. “In the popular business book, ‘The E Myth’ (by Michael E. Gerber), the author writes about talented bakers ... our industry is full of talented bakers who can bake a great pie. Our role is to help grow the bakery in a profitable and sustainable way.”

The LandOpt mission has been successful, which shows in its rise in the *LM150* rankings — from a \$73 million company in 2018 (No. 21 on the list) to an \$83 million company in 2019 (No. 18 on the list).

Beyond lawyer jokes and baking analogies, Evans also can tell a good fish story. Like the way he warns his clients to be wary of doing too much to land that big-fish client.

“We coach our members to catch the right fish,” Evans says. “We want to know our market niche so we are fishing in the right pond, we want to play to our market strengths by using the right bait and we want to proactively sell to the market by casting the line in the right way. When we ‘set the hook’ with a good agreement, then our operations side of the house needs to get the fish in the boat so we can enjoy the meal. I like the ‘big fish’ analogy, but I prefer a couple tasty trout to a big carp.”

Nashville, Tenn.-based The Greathouse Co. is a LandOpt partner. The company primarily does commercial projects and commercial maintenance and is growing

in the residential projects and residential maintenance segments. Will Greathouse is the president of the company (his father Lee is the founder and CEO), and he says LandOpt has helped the business by implementing a better culture for the company.

“Human resources is a big part. (LandOpt) stresses to put people in the right place, to focus on their strengths,” Greathouse says. “LandOpt has given us the confidence as we’ve grown. It’s no longer, ‘what do we do now?’ They keep you focused on financial planning, they keep you focused on the budget. There are key indicators, and you can talk to 30 other companies to see what they’re doing, and we’re all talking the same language.”

Greathouse believes there is opportunity for real growth in the Nashville market. He says the company could arguably be twice as



“While there are some in our industry who confuse busyness with good business, we focus on those companies that are good and striving to be great.”

—DON EVANS, PRESIDENT OF LANDOPT



The Greathouse Co. picked up a contract with the Country Music Hall of Fame about four years ago.

that budget/price — it's a difficult sale! We fight that daily. But once we get it, we have a really great retention rate."

Greathouse reports that over the last five years, the company has grown bigger than ever, from a \$2 million commercial company to \$6 million in commercial and almost \$2 million in residential maintenance. He's also excited to work for a business that he says is family oriented and a good place to work.

Evans is thrilled to hear of the success of one of the LandOpt member companies. The industry is full of people who are hardworking, honest and good stewards of

the natural world, he says. Helping a company like Greathouse succeed is part of the reason he loves what he does.

"While there are some in our industry who confuse 'busyness' with *good business*, we focus on those companies that are good and striving to be great," Evans says. "I think our focus on financial

planning and execution — getting things done — is critical. So many in our industry are lost in the whirlwind and don't know how to take their business to the next level. Some think nothing of buying a new truck or a piece of equipment but agonize over engaging other business-focused resources like LandOpt. The successful owners are humble enough to know when they need an assist and surround themselves with good people. We enjoy being a part of that success." 🍷

big as what it currently is in the residential maintenance market — from almost \$2 million to \$4 million — but it has been cautious about growing too quickly.

"We've built our maintenance base somewhat slowly, and we do feel we could be twice as big if we wanted to get real down and dirty, but we're selective with our sales process to really qualify who we want to work with," he says. "We like to build relationships first by getting to know people."

Nashville is known as Music City, USA, so it's appropriate the company has the Country Music Hall of Fame as one of its high-profile clients. Greathouse has been working with the Hall of Fame for four years and recently constructed a raised garden for its restaurants. "We do a lot of work in downtown Nashville, the high rises and the amenity level — there are some really cool properties there," Greathouse says.

The Country Music Hall of Fame has been an outstanding client and a good fit for the company, Greathouse says. He agrees with Evans that high-profile clients need to be a good fit.



Visitors to the Country Music Hall of Fame will notice the recently constructed raised 'Chillbilly garden' the Greathouse Co. built.

"A lot of people want to get that big fish, but the big-fish property has been beat down," Greathouse says. "You go in there and try to show them what you offer, but they know they have a big property and everyone wants to be in there. They get that attitude that this is the set price, and while they aren't really happy with what they've been getting ... that is the set price. We come in and show them what we can do. It's difficult to get that property manager off

150

TOP

25

A look at the **LM150** list — sorted for top performers by client mix, profit centers and regions.

EDITOR'S NOTE: Not all companies report client mix, profit center and regional data. Dollar amounts were calculated by *LM* from data reported. Landscape construction is included in Design Build + Installation figures.

COMMERCIAL

1	BrightView	\$2,235,920,000
2	Yellowstone Landscape	\$230,300,000
3	Gothic Landscape	\$207,290,000
4	TruGreen	\$191,660,000
5	Ruppert Landscape	\$184,900,000
6	Park West	\$176,000,000
7	LandCare	\$175,000,000
8	U.S. Lawns	\$172,050,000
9	Ferrandino & Son	\$165,000,000
10	Ambius	\$114,500,000
11	Bartlett Tree Experts	\$89,100,000
12	Mainscape	\$69,255,000
13	Clintar Commercial Outdoor Services	\$65,964,000
14	Acres Group	\$63,650,000
15	Denison Landscaping	\$60,760,000
16	Rotolo Consultants	\$59,670,000
17	The Greenery	\$59,076,900
18	HeartLand	\$53,700,000
19	Elite Team Offices	\$51,200,000
20	Lucas Tree Experts	\$49,920,000
21	Sebert Landscape	\$47,500,000
22	Dixie Landscape	\$45,345,000
23	Clean Scapes	\$44,251,950
24	Cagwin & Dorward	\$43,100,449
25	SavATree	\$37,260,000

RESIDENTIAL

1	TruGreen	\$1,163,650,000
2	Bartlett Tree Experts	\$190,080,000
3	Weed Man	\$154,620,446
4	Lawn Doctor	\$115,881,000
5	SavATree	\$96,600,000
6	Naturalawn of America	\$66,239,037
7	Massey Services	\$63,210,006
8	Spring-Green Lawn Care	\$57,846,000
9	Meadows Farms	\$51,136,000
10	Mariani Enterprises	\$42,692,410
11	Juniper Landscaping	\$42,600,000
12	LandOpt	\$41,600,000
13	Garden Design	\$40,300,000
14	Ryan Lawn & Tree	\$34,883,157
15	R.P. Marzilli & Co.	\$33,699,600
16	D Schumacher Landscaping	\$32,400,000
17	Berghoff Design Group	\$28,500,000
18	L. J. Thalmann Co.	\$26,901,150
19	Naturescape	\$26,172,909
20	Scott Byron & Co.	\$23,915,300
21	Senske Services	\$23,681,600
22	Designs By Sundown	\$22,500,000
23	McHale Landscape Design	\$22,000,000
24	Heron Home & Outdoor	\$20,103,000
25	Southview Design	\$15,587,600

GOVERNMENT

1	BrightView	\$117,680,000
2	Merchants Landscape Services	\$28,000,000
3	Bartlett Tree Experts	\$17,820,000
4	TruGreen	\$13,690,000
5	Elite Team Offices	\$12,800,000
6	Designscapes Colorado	\$12,648,620
7	Rotolo Consultants	\$10,530,000
8	Mountain View Landscape	\$8,750,000
9	Christy Webber Landscapes	\$8,453,940
10	LandOpt	\$8,320,000
11	American Landscape Systems	\$7,226,120
12	Juniper Landscaping	\$7,100,000
13	Maldonado Nursery & Landscaping	\$6,186,545
14	Conserve LandCare	\$6,030,000
15	Landtech Contractors	\$6,000,000
16	Signature Coast Holdings	\$5,196,000
17	Clintar Commercial Outdoor Services	\$5,019,000
18	Cagwin & Dorward	\$4,788,939
19	SavATree	\$4,140,000
20	Brilar	\$4,136,400
21	Mainscape	\$3,645,000
22	Environmental Management	\$3,292,463
23	The Greenery	\$3,282,050
24	Schultz Industries	\$3,029,679
25	Russell Landscape Group	\$2,844,000

BY CLIENT MIX

MOWING + MAINTENANCE

1	BrightView	\$1,506,304,000
2	Yellowstone Landscape	\$184,240,000
3	U.S. Lawns	\$116,994,000
4	Ruppert Landscape	\$92,450,000
5	Park West	\$63,360,000
6	Gothic Landscape	\$58,914,000
7	Mainscape	\$46,656,000
8	The Greenery	\$45,948,700
9	Rotolo Consultants	\$42,120,000
10	HeartLand	\$34,905,000
11	LandOpt	\$30,784,000
12	Clintar Commercial Outdoor Services	\$28,680,000
13	Juniper Landscaping	\$28,400,000
14	Landscape Workshop	\$27,113,889
15	Cagwin & Dorward	\$26,339,163
16	Merchants Landscape Services	\$25,200,000
17	Chapel Valley Landscape Co.	\$25,025,000
18	Mariani Enterprises	\$24,943,880
19	Acres Group	\$24,790,000
20	Landscape Services Inc. (LSI)	\$22,768,164
21	Gachina Landscape Management	\$20,931,826
22	DLC Resources	\$19,920,000
23	Bland Landscaping Co.	\$18,309,200
24	McFall & Berry Landscape Management	\$18,260,720
25	Stay Green	\$17,805,097

DESIGN BUILD + INSTALLATION

1	Gothic Landscape	\$159,286,000
2	Park West	\$105,600,000
3	Ruppert Landscape	\$92,450,000
4	Garden Design	\$60,760,000
5	Denison Landscaping	\$49,600,000
6	Elite Team Offices	\$46,720,000
7	Yellowstone Landscape	\$34,545,000
8	LandOpt	\$33,280,000
9	Juniper Landscaping	\$31,240,000
10	Rotolo Consultants	\$28,080,000
11	R.P. Marzilli & Co.	\$27,106,200
12	U.S. Lawns	\$25,807,500
13	SiteWorks	\$22,503,082
14	Clean Scapes	\$22,358,880
15	Designscapes Colorado	\$21,722,630
16	D Schumacher Landscaping	\$21,600,000
17	Caretaker Landscape & Tree Management	\$19,432,963
18	EarthTones Design	\$18,370,000
19	Mariani Enterprises	\$18,228,220
20	Environmental Management	\$17,120,809
21	Scott Byron & Co.	\$16,866,580
22	Meadows Farms	\$16,864,000
23	Designs By Sundown	\$16,500,000
24	The Greenery	\$16,410,250
25	AAA Landscape	\$15,620,220

TURF + ORNAMENTAL

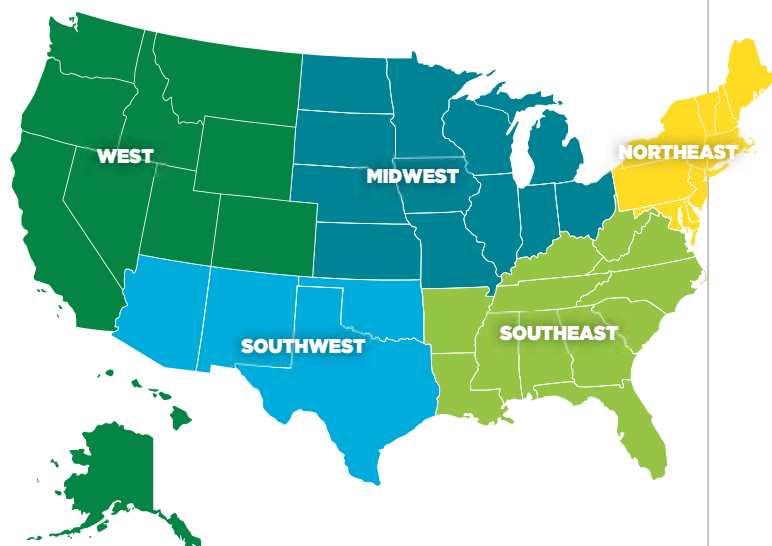
1	TruGreen	\$1,119,842,000
2	Weed Man	\$171,800,496
3	Lawn Doctor	\$115,560,000
4	NaturaLawn of America	\$67,604,790
5	Massey Services	\$59,225,501
6	Spring-Green Lawn Care	\$58,468,000
7	SavATree	\$22,080,000
8	Naturescape	\$22,040,345
9	Senske Services	\$18,591,500
10	Ryan Lawn & Tree	\$17,393,264
11	Heron Home & Outdoor	\$14,072,100
12	Unlimited Landscaping	\$9,994,185
13	Landscape Services Inc. (LSI)	\$8,756,986
14	U.S. Lawns	\$6,882,000
15	HeartLand	\$5,370,000
16	Mainscape	\$4,374,000
17	Tomlinson Bomberger Lawn Care & Landscape	\$4,309,475
18	Landscape Workshop	\$4,171,368
19	HighGrove	\$3,540,000
20	ProGrass	\$3,000,000
21	Russell Landscape Group	\$2,528,000
22	Meadows Farms	\$2,176,000
23	Sposato Landscape	\$2,068,000
24	Acres Group	\$2,010,000
24	Conserve LandCare	\$2,010,000

IRRIGATION + WATER MANAGEMENT

1	EarthTones Design	\$13,360,000
2	Andy's Sprinkler, Drainage & Lighting	\$12,750,000
3	Juniper Landscaping	\$11,360,000
4	Massey Services	\$9,515,717
5	Landtech Contractors	\$9,300,000
6	NJ Best Lawns Sprinklers & Fencing	\$7,934,720
7	LandOpt	\$6,656,000
8	Clean Scapes	\$6,521,340
9	Superscapes	\$6,250,000
10	Mainscape	\$5,832,000
11	Ryan Lawn & Tree	\$5,797,755
12	Impact Landscaping & Irrigation	\$5,600,000
13	HeartLand	\$5,370,000
14	U.S. Lawns	\$5,161,500
15	Denison Landscaping	\$4,960,000
16	Cherrylake	\$4,692,000
17	Maldonado Nursery & Landscaping	\$4,639,909
18	TruGreen	\$4,107,000
19	Gachina Landscape Management	\$3,902,544
20	LMI Landscapes	\$3,800,000
21	Southern Botanical	\$3,708,707
22	Dennis' Seven Dees Landscaping & Garden Centers	\$3,654,631
23	American Landscape Systems	\$3,613,060
24	D Schumacher Landscaping	\$3,600,000
25	Sposato Landscape	\$3,008,000

BY PROFIT CENTERS

BY REGION



NORTHEAST

1	Bartlett Tree Experts	\$139,590,000
2	Ruppert Landscape	\$81,356,000
3	SavATree	\$73,140,000
4	Denison Landscaping	\$62,000,000
5	Naturalawn of America	\$43,021,230
6	R.P. Marzilli & Co.	\$36,630,000
7	Lawn Doctor	\$36,594,000
8	D Schumacher Landscaping	\$36,000,000
9	Greenscape	\$32,300,000
10	LandOpt	\$29,952,000
11	LandCare	\$28,000,000
12	Complete Landscaping Service	\$25,724,590
13	High Tech Landscapes	\$24,429,893
14	Ambius	\$21,755,000
15	John Mini Distinctive Landscapes	\$19,292,000
16	Level Green Landscape	\$19,155,000
17	Sposato Landscape	\$18,800,000
18	Mountain View Landscape	\$17,500,000
19	The Joyce Cos.	\$16,935,000
20	Meadows Farms	\$16,320,000
21	Hoffman Landscapes	\$15,472,000
22	NJ Best Lawns Sprinklers & Fencing	\$14,426,763
23	C. Caramanico & Sons	\$13,468,968
24	McHale Landscape Design	\$12,540,000
25	Tomlinson Bomberger Lawn Care & Landscape	\$11,407,433

SOUTHWEST

1	Yellowstone Landscape	\$112,847,000
2	Gothic Landscape	\$67,642,000
3	Garden Design	\$62,000,000
4	Clean Scapes	\$46,581,000
5	AAA Landscape	\$35,145,494
6	EarthTones Design	\$33,400,000
7	SiteWorks	\$32,147,260
8	Maldonado Nursery & Landscaping	\$30,932,727
9	Southern Botanical	\$28,528,514
10	LandCare	\$28,000,000
11	Caretaker Landscape & Tree Management	\$27,078,719
12	Berghoff Design Group	\$27,075,000
13	Superscapes	\$25,000,000
14	DLC Resources	\$24,900,000
15	Benchmark Landscapes	\$23,900,000
16	Earthworks	\$22,177,000
17	Ruppert Landscape	\$20,339,000
18	Complete Landsculpture	\$20,311,902
19	Service Direct Landscape	\$18,980,000
20	Santa Rita Landscaping	\$18,600,000
21	Texscape Services	\$18,200,000
22	American Landscape Systems	\$18,065,301
23	Bartlett Tree Experts	\$17,820,000
24	Richmond & Associates Landscaping	\$15,991,675
25	Lambert's	\$15,450,000

WEST

1	Park West	\$176,000,000
2	Gothic Landscape	\$150,558,000
3	LandCare	\$87,500,000
4	Elite Team Offices	\$64,000,000
5	Cagwin & Dorward	\$47,889,388
6	Signature Coast Holdings	\$43,300,000
7	Teufel Landscape	\$36,500,000
8	Bemus Landscape	\$35,560,000
9	Gachina Landscape Management	\$35,477,671
10	Dennis' Seven Dees Landscaping & Garden Centers	\$33,223,918
11	SavATree	\$33,120,000
12	Landtech Contractors	\$30,000,000
13	Bartlett Tree Experts	\$29,700,000
14	Senske Services	\$29,602,000
15	Merchants Landscape Services	\$28,000,000
16	Harvest Landscape Enterprises	\$27,800,000
17	Designscapes Colorado	\$27,497,000
18	Ambius	\$27,480,000
19	Stay Green	\$25,435,853
20	Designs By Sundown	\$25,000,000
21	Pacific Landscape Management	\$24,471,517
22	Benchmark Landscape	\$22,911,000
23	Andre Landscape Service	\$22,730,793
24	Conserve LandCare	\$20,100,000
25	Crystal Greens Landscape	\$18,477,956

SOUTHEAST

1	Yellowstone Landscape	\$117,453,000
2	Ruppert Landscape	\$83,205,000
3	Juniper Landscaping	\$71,000,000
4	Rotolo Consultants	\$70,200,000
5	Massey Services	\$65,873,591
6	The Greenery	\$65,641,000
7	Bartlett Tree Experts	\$65,340,000
8	Dixie Landscape	\$45,345,000
9	Mainscape	\$43,011,000
10	Landscape Workshop	\$40,045,128
11	Meadows Farms	\$38,080,000
12	Lawn Doctor	\$36,594,000
13	LandOpt	\$35,776,000
14	Landscape Services Inc. (LSI)	\$33,276,547
15	Russell Landscape Group	\$31,600,000
16	LandCare	\$31,500,000
17	Chapel Valley Landscape Co.	\$28,875,000
18	Impact Landscaping & Irrigation	\$28,000,000
19	Bland Landscaping Co.	\$26,156,000
20	Heaven & Earth Landscaping	\$24,491,000
21	Yard-Nique	\$20,200,000
22	Heron Home & Outdoor	\$20,103,000
23	Unlimited Landscaping	\$19,988,369
24	Complete Property Maintenance	\$19,950,000
25	ArtisTree Landscape Maintenance & Design	\$19,709,004

MIDWEST

1	Acres Group	\$67,000,000
2	Sebert Landscape	\$50,000,000
3	Mariani Enterprises	\$47,969,000
4	Christy Webber Landscapes	\$38,427,000
5	Ryan Lawn & Tree	\$34,883,157
6	Spring-Green Lawn Care	\$34,210,000
7	Environmental Management	\$32,924,632
8	Ambius	\$30,915,000
9	Landscape Concepts Management	\$30,000,000
10	L. J. Thalmann Co.	\$28,317,000
11	The Bruce Co. of Wisconsin	\$27,313,736
12	David J. Frank Landscape Co.	\$26,829,000
13	Naturescape	\$26,723,918
14	Scott Byron & Co.	\$25,174,000
15	Lawn Doctor	\$24,396,000
16	Bartlett Tree Experts	\$23,760,000
17	Southview Design	\$22,268,000
18	Clarence Davids & Co.	\$20,700,000
18	SavATree	\$20,700,000
20	Perficut Cos.	\$19,100,000
21	Hittle Landscaping	\$18,308,061
22	Mainscape	\$13,851,000
23	Brilar	\$13,650,120
24	Focal Pointe Outdoor Solutions	\$13,346,480
25	Drost Landscape	\$11,500,000

Words of Wisdom

Pros from the LM150 share their best advice for growing your business.

"The hardest thing to do when you are growing is to delegate. From the ownership to the managers, delegation is the No. 1 tool to improving your bottom line. Set clear goals. Setting revenue and gross profit goals are vital. Quality goals are essential also. Hour budgets on all tasks will help keep you on the profitable track. Keep in mind that the balance sheet has to win!"

—**BRANDON GURLEY, MANAGING PARTNER, NORTH AMERICAN LAWN & LANDSCAPE**

"Do everything possible to establish a local/regional pipeline for labor. Keep your service offerings separate, at least on paper. Knowing the profit margins, overhead expenses, etc. for each service you offer will provide tremendous insight into the realities of your business. Data doesn't lie, and you'd be surprised how often business owners believe a part of their business is critical and profitable when actually it's hurting more than helping the bottom line."

—**ANDY HULCY, PRESIDENT, ANDY'S SPRINKLER, DRAINAGE & LIGHTING**

"Learn all of your costs (hard and soft) and track them over extended periods of time; then you can reasonably add profit margins to such costs to sell your services. Don't use other companies' prices as you will find out soon enough you can't do the same work at their price."

—**LARRY D. OVERLEY, PRESIDENT/CEO, LANDTECH CONTRACTORS**

"Why wouldn't you be more selective in who you work for, make sure you charge appropriately and make sure the people you do have are resources to be successful? If you do, people will be happier, your customers will be happier and they're going to be referring work to you."

—**TIM PORTLAND, CEO, YELLOWSTONE LANDSCAPE**

"Don't be complacent about changes in the industry — either adapt or get out. The labor problem isn't going away in our lifetimes, so quit complaining and go actively work to fix the problem. Lead this industry forward and don't cut corners in how you build your business. If you don't build a business to run smoothly enough that you can one day sell it, then why would you want to own and continue investing in a poorly run organization?"

—**KURT BLAND, CEO, BLAND LANDSCAPING CO.**

Way to grow

2018 was a big year, with 66 firms on the LM150 reporting double-digit growth. Here are some of the steps they took to accomplish this feat.

Saluda Hill Landscapes

A newcomer to the LM150, Saluda Hill implemented new technology, including GPS apps on mobile devices and tablets to help improve accuracy in the field. The company also implemented GoCanvas, a mobile form-filling app, to increase productivity and accuracy and gauge quality control.

Brilar

The Oak Park, Mich.-based company focused on its people in 2018 by proactively recruiting, expanding its benefits and rolling out a new profit-sharing program.

Signature Coast Holdings

The company began a safety training program and implemented a training program to strengthen its focus on horticultural knowledge and empower crews. Additionally, many staff members have achieved their landscape industry certifications.

Growth Rank	LM150 Rank	Company	% Change Over 2017
1	22	Juniper Landscaping	42%
2	72	Impact Landscaping & Irrigation	40%
3	60	SiteWorks	39%
4	70	Berghoff Design Group	35%
	112	Service Direct Landscape	35%
6	23	Rotolo Consultants	33%
	148	Saluda Hill Landscapes	33%
8	5	Yellowstone Landscape	32%
9	127	Cherrylake	30%
10	105	Unlimited Landscaping	27%
	14	SavATree	27%
12	82	M. Neves	25%
	109	Level Green Landscape	25%
	119	Greenscape	25%
15	62	Russell Landscape Group	24%
	104	Conserve LandCare	24%
17	55	EarthTones Design	23%
18	95	Earthworks	22%
	117	Texscape Services	22%
20	79	Bland Landscaping Co.	21%
	45	Greenscape	21%
	47	R.P. Marzilli & Co.	21%
	100	Complete Landsculpture	21%
	149	Drost Landscape	21%
25	25	Acres Group	20%
	6	Gothic Landscape	20%
	41	Landscape Workshop	20%
	52	AAA Landscape	20%
	53	Landscape Services Inc. (LSI)	20%
30	8	Ruppert Landscape	19%
31	110	Perficut Cos.	18%
	130	Lambert's	18%
	131	Nanak's Landscaping	18%
34	20	Clintar Commercial Outdoor Services	17%
35	35	Sebert Landscape	16%
	118	American Landscape Systems	16%
	134	Lifescape Colorado	16%
38	42	Pierre Landscape	15%
	65	Landtech Contractors	15%
	124	Andy's Sprinkler, Drainage & Lighting	15%
	138	Brilar	15%
	142	Focal Pointe Outdoor Solutions	15%
43	18	LandOpt	14%
	74	Harvest Landscape Enterprises	14%
	115	Crystal Greens Landscape	14%
	129	Hoffman Landscapes	14%
	82	Superscapes	14%
48	33	HeartLand	13%
	114	Santa Rita Landscaping	13%
	46	Ryan Lawn & Tree	13%
51	108	John Mini Distinctive Landscapes	12%
	17	The Grounds Guys	12%
	34	Lucas Tree Experts	12%
	54	Creative Environments	12%
	102	Moore Landscapes	12%
	3	The Davey Tree Expert Co.	12%
57	27	Metco Landscape	11%
	143	ASI Landscape Management	11%
	87	Pacific Landscape Management	11%
60	10	LandCare	10%
	40	Signature Coast Holdings	10%
	49	D Schumacher Landscaping	10%
	97	Cutting Edge Landscape	10%
	135	North American Lawn & Landscape	10%
	140	New Way Landscape & Tree Service	10%
	4	Bartlett Tree Experts	10%

Yellowstone Landscape

See [page S8](#) for the full story.

Cherrylake

Check out [page S6](#) to learn more.

Complete Landsculpture

The Dallas-based company moved up from No. 115 in 2018 to No. 100 this year. It standardized its onboarding and recruiting procedures and created a "welcome to the team" video outlining expectations, benefits, culture and more. The firm also took its development tour on the road, visiting two other landscape businesses to review their best practices.

Landscape Workshop

To achieve 20 percent growth, the Alabama firm began operations in Lexington, Ky., and Little Rock, Ark., which contributed to its 2018 revenue by \$4.7 million and \$400,000, respectively.

Santa Rita Landscaping

In Tucson, Ariz., Santa Rita Landscaping implemented the Entrepreneurial Operating System to improve clarity, simplification and focus among team members.

LM150 Company Index

Company name	LM150 rank		
AAA Landscape	52	Environmental Management	57
Acres Group	25	Ferrandino & Son	13
Ambius	16	Focal Pointe Outdoor Solutions	142
American Landscape Systems	118	Frank & Grossman Landscape Contractors	89
Andre Landscape Service	93	Gachina Landscape Management	51
Andy's Sprinkler, Drainage & Lighting	124	Garden Design	30
ArtisTree Landscape Maintenance & Design	107	Gibbs Landscape Co.	68
ASI Landscape Management	143	Gothic Landscape	6
Aspen Grove Landscape Group	7	Greenery, The	26
Bartlett Tree Experts	4	Greenscape	45
Beary Landscaping	58	Greenscape	119
Bemus Landscape	50	Grounds Guys, The	17
Benchmark Landscape	92	Harvest Landscape Enterprises	74
Benchmark Landscapes	90	HeartLand	33
Berghoff Design Group	70	Heaven & Earth Landscaping	86
Bland Landscaping Co.	79	Heritage Professional Landscaping	147
BrightView	1	Heron Home & Outdoor	103
Brilar	138	High Tech Landscapes	88
Bruce Co. of Wisconsin, The	77	HighGrove	120
C. Caramanico & Sons	141	Hittle Landscaping	116
Cagwin & Dorward	37	Hoffman Landscapes	129
Caretaker Landscape & Tree Management	61	Impact Landscaping & Irrigation	72
Chapel Valley Landscape Co.	43	John Mini Distinctive Landscapes	108
Cherrylake	127	Joyce Cos., The	125
Christy Webber Landscapes	44	Juniper Landscaping	22
Clarence Davids & Co.	98	L. J. Thalmann Co.	71
Clean Scapes	38	Lambert's	130
Clintar Commercial Outdoor Services	20	LandCare	10
Complete Landscaping Service	59	LandOpt	18
Complete Landsculpture	100	Landscape Concepts Management	65
Complete Property Maintenance	106	Landscape Maintenance Professionals	122
Conserve LandCare	104	Landscape Services Inc. (LSI)	53
Creative Environments	54	Landscape Workshop	41
Crystal Greens Landscape	115	Landtech Contractors	65
Cutting Edge Landscape	97	Lawn Doctor	15
D Schumacher Landscaping	49	Level Green Landscape	109
Davey Tree Expert Co., The	3	Lifescape Colorado	134
David J. Frank Landscape Co.	78	LMI Landscapes	111
Denison Landscaping	30	Lucas Tree Experts	34
Dennis' Seven Dees Landscaping & Garden Centers	56	M. Neves	82
Desert Classic Landscaping	121	Mainscape	19
Designs By Sundown	82	Maldonado Nursery & Landscaping	64
Designscapes Colorado	76	Mariani Enterprises	36
Dixie Landscape	39	Massey Services	21
DLC Resources	85	McFall & Berry Landscape Management	63
Drost Landscape	149	McHale Landscape Design	96
Earthco Commercial Landscape	137	Meadows Farms	32
EarthTones Design	55	Merchants Landscape Services	72
Earthworks	95	Metco Landscape	27
Elite Team Offices	27	Moore Landscapes	102
Emerald Isle Landscaping	146	Mountain View Landscape	122
		Munie Co., The	99
		Nanak's Landscaping	131
		Native Land Design	144
		Naturalawn of America	24
		Naturescape	75
		New Way Landscape & Tree Service	140
		NJ Best Lawns Sprinklers & Fencing	136
		North American Lawn & Landscape	135
		Nutri-Lawn Corp.	91
		Pacific Landscape Management	87
		Park West	9
		Perficut Cos.	110
		Pierre Landscape	42
		ProGrass	133
		R.P. Marzilli & Co.	47
		Richmond & Associates Landscaping	126
		Rotolo Consultants	23
		Ruppert Landscape	8
		Russell Landscape Group	62
		Ryan Lawn & Tree	46
		Saluda Hill Landscapes	148
		Santa Rita Landscaping	114
		SavATree	14
		Schultz Industries	132
		Scott Byron & Co.	81
		Sebert Landscape	35
		Senske Services	67
		Service Direct Landscape	112
		Signature Coast Holdings	40
		SiteWorks	60
		Southern Botanical	69
		Southview Design	94
		Spencer Co., The	139
		Sposato Landscape	113
		Spring-Green Lawn Care	29
		Stay Green	80
		Summit Landscape Group	145
		Superscapes	82
		Teufel Landscape	48
		Texscape Services	117
		Timberline Landscaping	128
		Tomlinson Bomberger Lawn Care & Landscape	150
		TruGreen	2
		U.S. Lawns	11
		Unlimited Landscaping	105
		Weed Man	12
		Yard-Nique	101
		Yellowstone Landscape	5



JOHN DEERE



A Diesel born with great DNA.

Meet the new addition to our line of ZTrak™ 900 Series Mowers: the Z994R Diesel. It's a Z9 with plenty of power but surprisingly low vibration and noise levels. An 11.5 gallon fuel tank maximizes your mowing day. And all of our three seat options come with ComfortGlide™ Suspension, which allows the seat to move with you, not against you. The Z994R also has classic Z9 features like the 7-Iron™ PRO deck and the cross-porting transmission. Not to mention our NEVERSTOP™ Services and Support.

Keep Mowing



JohnDeere.com/MowPro

John Deere's green and yellow color scheme, the leaping deer symbol, and JOHN DEERE are trademarks of Deere & Company.

75722