



LANDSCAPE MANAGEMENT

Bill Gerhardt,
president & founder,
GreenScapes
Landscape Co.

It starts at the top

150

Companies in our
LM150 rankings
share how they make
culture more than
a buzzword

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The LM150 showcases the giants of the landscape industry each year, and 2020 was a year unlike any other. The industry has braved many months of difficult conditions as a result of the coronavirus pandemic. As landscape company leaders, you have dealt with shutdowns, new safety protocols and increasing demand from clients. You've adapted to these new ways of working, in addition to facing the ever-present challenges of running a business and H-2B and labor shortages. Through it

all, you've proven you can tackle these obstacles and emerge stronger than ever.

People make the difference in these tough times. The companies profiled and featured on this list have strived to create an environment where people felt valued and cared for. They're demonstrating how landscape companies have remained agile, creative and determined when it comes to supporting their teams and maintaining a sense of community at work, even when social distancing has become the norm. This emphasis on culture has helped their revenues continue to climb and even attract new clients and employees — all at a time when many other companies and industries haven't fared so well.

Like the rest of the country and the world, we hope that we're seeing the light at the end of the tunnel where COVID-19 is concerned, but we look forward to the resourcefulness that it's revealed. You've been true innovators and leaders, focused on understanding your clients, your

businesses and your workforce. You're not afraid to take a deep dive into the details of your operation to discover what's working and what isn't and to make the adjustments and decisions that will lead to more profit. You're strengthening your processes with state-of-the-art equipment and technology. You're listening to your clients and confidently offering insight and solutions based on reliable data. And, you're able to properly train your employees and rely on their expertise to deliver for your clients.

Here at Aspire, we're proud to help landscape companies see into all areas of their businesses so they can act proactively and become more profitable. We're honored to partner with leaders in landscaping and help contribute to your success. We wish you all a prosperous year and congratulations to the companies on the 2021 LM150. Thank you for all you do to grow and inspire this great industry.

Mark Tipton
 CEO, Aspire Software



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2020 RANKINGS		Headquarters	2020 Revenue (U.S. Dollars)	% Rev. Change from 2019	% Projected Change for 2021	FTEs/ Seasonal Employees	% Comm./ Res./Gov.
1	BrightView Holdings	Blue Bell, Pa.	\$2,346,000,000	-3%	NR	NR/NR	NR/NR/NR
2	TruGreen	Memphis, Tenn.	\$1,400,000,000	1%	0%	13570/NR	15/85/0
3	The Davey Tree Expert Co.	Kent, Ohio	\$1,287,552,000	13%	5%	9594/NR	NR/NR/NR
4	Yellowstone Landscape	Bunnell, Fla.	\$358,000,000	34%	10%	3650/620	80/0/20
5	Bartlett Tree Experts	Stamford, Conn.	\$352,000,000	8%	7%	2000/200	30/64/6
6	Gothic Landscape	Valencia, Calif.	\$230,000,000	0%	9%	2000/0	95/5/0
7	SavATree	Bedford Hills, N.Y.	\$217,000,000	4%	7%	1047/131	30/70/0
8	Ruppert Landscape	Laytonsville, Md.	\$213,165,000	2%	18%	1820/0	100/0/0
9	Weed Man	Orono, Ontario	\$212,928,956	14%	9%	958/1886	6/94/0
10	LandCare	Frederick, Md.	\$208,000,000	12%	15%	1600/2200	100/0/0
11	Aspen Grove Landscape Group*	Willow Grove, Pa.	\$187,000,000	NR	NR	NR/NR	NR/NR/NR
12	HeartLand	Kansas City, Mo.	\$184,000,000	19%	40%	1200/900	100/0/0
13	U.S. Lawns	Orlando, Fla.	\$182,000,000	2%	NR	1600/750	100/0/0
14	Park West	Rancho Santa Margarita, Calif.	\$180,000,000	-3%	5%	1600/0	100/0/0
15	Lawn Doctor ^	Holmdel, N.J.	\$153,900,000	12%	12%	1500/0	5/95/0
16	Ferrandino & Son	Farmingdale, N.Y.	\$122,000,000	NR	NR	NR/NR	NR/NR/NR
17	Sperber Landscape Co.	Calabasas, Calif.	\$120,000,000	253%	70%	1400/200	100/0/0
18	LandOpt ^	Pittsburgh, Pa.	\$103,138,990	1%	10%	340/526	40/51/9
19	Bailey Nurseries	St. Paul, Minn.	\$103,000,000	10%	5%	600/400	0/0/0
20	Juniper Landscaping	Fort Myers, Fla.	\$101,000,000	19%	20%	1100/0	100/0/0
21	Loving	Gastonia, N.C.	\$83,180,867	24%	27%	416/0	100/0/0
22	Clintar Commercial Outdoor Services	Markham, Ontario	\$82,600,000	1%	10%	320/320	93/2/5
23	NaturaLawn of America	Frederick, Md.	\$81,946,807	11%	8%	595/35	3/97/0
24	The Grounds Guys	Waco, Texas	\$81,390,000	4%	10%	1000/200	56/41/3
25	Massey Services ^	Orlando, Fla.	\$79,225,000	11%	15%	2456/0	12/88/0
26	Rotolo Consultants	Slidell, La.	\$77,000,000	6%	9%	400/350	85/0/15
27	Meadows Farms	Chantilly, Va.	\$75,000,000	20%	5%	200/300	2/98/0
28	Spring-Green Lawn Care	Plainfield, Ill.	\$74,300,000	11%	8%	502/83	4/96/0
29	Clean Scapes	Austin, Texas	\$69,599,347	26%	18%	450/285	98/0/2
30	The Greenery	Hilton Head Island, S.C.	\$69,000,000	6%	7%	610/150	90/8/2
31	Acres Group	Wauconda, Ill.	\$65,473,392	-5%	10%	113/765	26/71/3
32	Mainscape	Fishers, Ind.	\$65,000,000	-12%	9%	695/112	100/0/0
33	Lucas Tree Expert Co.	Portland, Maine	\$63,000,000	8%	8%	500/0	98/2/0
34	Garden Design	Farmers Branch, Texas	\$61,000,000	NR	NR	NR/NR	NR/NR/NR
35	ABM ^	New York, N.Y.	\$60,390,000	9%	10%	1100/300	43/0/57
36	Denison Landscaping	Fort Washington, Md.	\$58,600,000	-9%	5%	380/100	98/2/0
	Mariani Enterprises	Lake Bluff, Ill.	\$58,600,000	9%	8%	150/375	10/90/0
38	Teufel Landscape	Hillsboro, Ore.	\$57,955,252	7%	5%	370/30	95/1/4
39	Dixie Landscape	Medley, Fla.	\$56,900,000	18%	0%	335/0	0/0/0
40	Choate USA	Carrollton, Texas	\$56,765,940	8%	2%	82/375	0/0/0
41	Pierre Landscape	Irwindale, Calif.	\$55,000,000	25%	10%	320/0	0/0/0
42	Sebert Landscape	Bartlett, Ill.	\$50,500,000	1%	8%	101/561	90/5/5
43	Chenmark	Portland, Maine	\$50,000,000	0%	15%	334/273	60/40/0
44	Earthtones Design	Midlothian, Texas	\$46,500,000	25%	10%	150/8	72/14/14
45	Ryan Lawn & Tree ^	Merriam, Kan.	\$46,153,570	15%	16%	339/15	6/94/0
46	Complete Landscaping Service	Bowie, Md.	\$45,877,800	18%	10%	175/180	95/5/0
47	Landscape Workshop	Birmingham, Ala.	\$45,305,000	4%	30%	393/122	92/5/3
48	Baytree Landscape	Ladson, S.C.	\$45,200,000	NR	NR	NR/NR	NR/NR/NR
49	SiteWorks	Chandler, Ariz.	\$45,139,207	24%	8%	178/58	100/0/0
50	Creative Environments	Tempe, Ariz.	\$44,650,000	15%	15%	150/150	0/0/0
51	Beary Landscaping	Lockport , Ill.	\$44,000,000	8%	15%	75/80	90/10/0
52	Russell Landscape Group	Sugar Hill, Ga.	\$42,582,937	12%	10%	400/450	0/0/0

LEGEND NR = Not reported; * Indicates estimate, based on projected revenue for 2020 reported last year; ^ Indicates a portion of reported revenue was removed (such as pest control, janitorial services or other nongreen industry offerings).

		Headquarters	2020 Revenue (U.S. Dollars)	% Rev. Change from 2019	% Projected Change for 2021	FTEs/ Seasonal Employees	% Comm./ Res./Gov.
53	Kline Bros. Landscaping	Manahawkin, N.J.	\$42,000,000	5%	5%	200/30	10/90/0
54	AAA Landscape	Phoenix, Ariz.	\$41,525,000	4%	4%	525/80	91/1/8
55	R.P. Marzilli & Co.	Medway, Mass.	\$40,240,000	-3%	19%	130/70	7/93/0
56	Christy Webber & Co.	Chicago, Ill.	\$39,993,000	-14%	0%	251/0	50/20/30
57	Xquisite Landscaping*	Stoughton, Mass.	\$39,726,564	15%	NR	NR/NR	NR/NR/NR
58	Maldonado Nursery & Landscaping	San Antonio, Texas	\$38,874,196	-5%	26%	304/100	28/7/65
59	Chapel Valley Landscape Co.	Woodbine, Md.	\$38,500,000	0%	8%	300/200	85/15/0
	The Schumacher Cos.*	West Bridgewater, Mass.	\$38,500,000	0%	NR	NR/NR	NR/NR/NR
61	EMSI	Plain City, Ohio	\$38,188,000	1%	10%	75/350	80/5/15
62	Senske Services ^	Kennewick, Wash.	\$37,464,000	11%	8%	380/120	10/85/5
63	Bemus Landscape	San Clemente, Calif.	\$37,050,000	0%	5%	450/0	99/1/0
64	Dennis' 7 Dees Landscaping & Garden Centers	Portland, Ore.	\$36,256,770	-2%	9%	275/50	NR/NR/NR
65	Cutting Edge	Garden City, Idaho	\$35,560,135	NR	NR	NR/NR	NR/NR/NR
66	Impact Landscaping & Irrigation	Jupiter, Fla.	\$35,100,000	-1%	15%	435/0	98/2/0
67	Superscapes	Carrollton, Texas	\$34,095,000	12%	9%	130/84	80/20/0
68	Bland Landscaping Co.	Apex, N.C.	\$34,000,000	30%	15%	350/100	90/3/7
69	Gachina Landscape Management	Menlo Park, Calif.	\$33,400,000	-15%	12%	385/0	90/4.5/5.5
70	Harvest Landscape Enterprises	Orange, Calif.	\$33,000,000	15%	30%	500/50	100/0/0
71	Landscape Services Inc.	Nashville, Tenn.	\$32,780,769	NR	10%	250/25	90/5/5
72	LMI Landscapes	Carrollton, Texas	\$32,750,000	35%	25%	150/32	100/0/0
73	Berghoff Design Group	Scottsdale, Ariz.	\$32,675,500	2%	6%	300/300	12/88/0
74	Designscapes Colorado	Centennial, Colo.	\$32,208,000	6%	10%	240/60	21/40/39
75	Intermountain Plantings	Bluffdale, Utah	\$31,964,643	20%	24%	143/157	91/1/8
76	L. J. Thalmann Co./Chalet	Wilmette, Ill.	\$31,666,401	3%	6%	134/120	0/100/0
77	Naturescape	Muskego, Wis.	\$31,415,171	8%	5%	305/15	5/95/0
78	The Bruce Company of Wisconsin	Middleton, Wis.	\$30,932,000	8%	1%	83/276	80/20/0
79	Perfect Cuts of Austin	Austin, Texas	\$30,200,000	7%	10%	30/89	100/0/0
80	Environmental Designs	Brighton, Colo.	\$30,158,000	3%	7%	201/87	69/31/0
81	McHale Landscape Design	Upper Marlboro, Md.	\$30,000,000	10%	10%	300/0	0/100/0
	Merchants Landscape Services	Santa Ana, Calif.	\$30,000,000	4%	5%	495/0	0/0/100
83	Designs by Sundown	Littleton, Colo.	\$29,000,000	NR	NR	NR/NR	NR/NR/NR
84	DLC Resources	Phoenix, Ariz.	\$28,800,000	4%	0%	380/0	100/0/0
85	Caretaker Landscape & Tree Management	Gilbert, Ariz.	\$28,712,000	0%	18%	278/10	100/0/0
86	WLE*	Austin, Texas	\$28,200,000	20%	NR	NR/NR	NR/NR/NR
87	Nutri-Lawn	Toronto, Ontario	\$28,000,000	NR	NR	NR/NR	NR/NR/NR
88	Pacific Landscape Management	Hillsboro, Ore.	\$27,724,915	3%	5%	200/260	100/0/0
89	Stay Green	Santa Clarita, Calif.	\$27,400,000	3%	30%	381/0	80/0/20
90	Southview Design	St. Paul, Minn.	\$26,696,658	4%	9%	80/125	48/52/0
91	Landtech Contractors	Aurora, Colo.	\$26,500,000	5%	8%	100/150	100/0/0
92	Earthworks	Lillian, Texas	\$26,400,000	5%	5%	250/120	96/0/4
93	Unlimited Landscaping & Turf Management ^	Suwanee, Ga.	\$26,016,962	11%	6%	214/214	57/42/1
94	Schill Landscaping & Lawn Care Services	North Ridgeville, Ohio	\$26,000,000	7%	10%	190/200	90/5/5
95	Yardnique	Morrisville, N.C.	\$25,900,000	5%	10%	288/100	100/0/0
96	DJ's Landscape	Grand Rapids, Mich.	\$25,600,000	2%	10%	165/200	100/0/0
97	The Budd Group*	Winston-Salem, N.C.	\$25,200,000	5%	NR	NR/NR	NR/NR/NR
98	Frank & Grossman Landscape Contractors	Hayward, Calif.	\$25,100,000	11%	15%	276/0	15/65/20
99	David J. Frank Landscape Contracting ^	Germantown, Wis.	\$24,651,000	-5%	14%	230/50	65/35/0
100	SOI Group	McKinney, Texas	\$24,612,800	12%	10%	105/0	98/0/2
101	Santa Rita Landscaping	Tucson, Ariz.	\$24,500,829	16%	11%	247/0	73/23/4
102	Service Direct Landscape	Phoenix, Ariz.	\$24,186,000	21%	30%	212/0	100/0/0
103	Andre Landscape Service	Azusa, Calif.	\$24,150,000	0%	8%	285/0	100/0/0
104	Great Oaks Landscape Associates	Novi, Mich.	\$24,000,000	-4%	10%	160/0	80/20/0

		Headquarters	2020 Revenue (U.S. Dollars)	% Rev. Change from 2019	% Projected Change for 2021	FTEs/ Seasonal Employees	% Comm./ Res./Gov.
105	John Mini Distinctive Landscapes	Congers, N.Y.	\$23,600,000	5%	5%	163/41	98/2/0
106	Benchmark Landscape	Poway, Calif.	\$23,365,000	0%	0%	250/0	90/5/5
107	Heaven and Earth Landscaping	Indian Trail, N.C.	\$23,189,750	-8%	14%	231/40	98/2/0
108	Accent Landscape Contractors	El Paso, Texas	\$23,180,000	33%	10%	220/20	28/0/72
109	Lawn Management Co.	Houston, Texas	\$23,125,368	8%	8%	300/70	100/0/0
110	ArtisTree Landscape Maintenance & Design	Venice, Fla.	\$22,825,634	13%	17%	245/60	80/20/0
111	The Munie Co.	Caseyville, Ill.	\$22,812,711	-2%	-19%	154/104	93/7/0
112	Level Green Landscape	Washington, D.C.	\$21,743,000	-5%	29%	95/120	95/0/5
113	Andy's Sprinkler, Drainage & Lighting	Carrollton, Texas	\$21,598,210	16%	14%	115/69	30/70/0
114	Gibson Landscape Services	Alpharetta, Ga.	\$20,559,796	18%	10%	135/50	100/0/0
115	Cherrylake	Groveland, Fla.	\$20,200,000	38%	-5%	305/69	100/0/0
116	Hoffman Landscapes	Wilton, Conn.	\$20,071,075	23%	10%	185/0	0/100/0
117	Siteworks Landscape	Richmond , Calif.	\$20,000,000	0%	5%	200/0	0/100/0
118	Clarence Davids & Co.	Matteson, Ill.	\$19,978,800	-4%	3%	75/235	NR/NR/NR
119	Lifescape Colorado	Denver, Colo.	\$19,896,675	14%	20%	85/54	15/85/0
120	Crawford Landscaping ^	Naples, Fla.	\$18,918,610	15%	3%	225/0	89/10/1
121	Art by Nature	Granite Falls, Wash.	\$18,500,456	-10%	10%	152/0	99/1/0
122	Perficut Companies	Des Moines, Iowa	\$18,500,000	-5%	18%	75/45	95/5/0
123	Complete Landsculpture ^	Dallas, Texas	\$18,405,253	-9%	15%	160/0	54/45/1
124	Scott Byron & Co.	Lake Bluff, Ill.	\$18,296,340	3%	16%	83/109	11/89/0
125	The Joyce Cos.	Marstons Mills, Mass.	\$18,185,000	-3%	8%	100/60	0/100/0
126	Sposato Landscape Co.	Milton, Del.	\$17,637,000	-5%	6%	200/0	42/53/5
127	Richmond & Associates Landscaping	Carrollton, Texas	\$17,520,168	-1%	8%	106/130	97/1/2
128	Landscape Maintenance Professionals	Seffner, Fla.	\$17,500,000	2%	5%	275/50	100/0/0
129	Texscape Services	Houston, Texas	\$17,480,000	-8%	12%	260/260	92/0/8
130	Schultz Industries	Golden, Colo.	\$17,420,162	-16%	20%	120/32	90/0/10
131	HighGrove Partners	Austell, Ga.	\$17,200,000	0%	NR	NR/NR	NR/NR/NR
132	ProQual Landscaping	Tempe, Ariz.	\$17,100,000	9%	10%	270/0	100/0/0
133	Brilar	Oak Park, Mich.	\$17,000,000	-7%	30%	188/20	80/0/20
	Earthco Commercial Landscape	Santa Ana, Calif.	\$17,000,000	6%	10%	350/0	100/0/0
	Mountain View Landscape	Chicopee, Mass.	\$17,000,000	-20%	10%	24/85	45/5/50
136	Pro Cutters Lawns	Conyers, Ga.	\$16,913,276	21%	15%	60/10	40/0/60
137	Timberline Landscaping	Colorado Springs, Colo.	\$16,635,525	-15%	15%	166/78	77/21/2
138	Focal Pointe Outdoor Solutions	Caseyville, Ill.	\$15,675,000	19%	24%	63/115	90/10/0
139	Hittle Landscaping	Westfield, Ind.	\$15,525,261	-25%	15%	180/105	83/15/2
140	GreenScapes Landscape Co.	Columbus, Ohio	\$15,100,000	0%	6%	75/4	89/11/5
141	Green Lawn Fertilizing ^	West Chester, Pa.	\$15,058,058	23%	20%	203/0	9/91/0
142	Nanak's Landscaping ^	Deerfield Beach, Fla.	\$14,250,000	1%	10%	150/20	100/0/0
143	Saluda Hill Landscapes	Lexington, S.C.	\$14,133,000	9%	10%	110/0	30/70/0
144	GreenView Partners	Raleigh, N.C.	\$14,100,000	20%	20%	225/25	100/0/0
145	NJ Best Lawns Sprinklers & Fencing*	Lakewood, N.J.	\$14,055,210	-10%	NR	NR/NR	NR/NR/NR
146	Michael Hatcher & Associates	Olive Branch, Miss.	\$14,000,000	8%	20%	100/50	0/0/0
147	Heritage Professional Landscaping	Kennewick, Wash.	\$13,881,564	0%	10%	90/35	60/25/15
148	Mullin	St. Rose, La.	\$13,879,239	6%	14%	125/0	NR/NR/NR
149	New Way Landscape & Tree Services	San Diego, Calif.	\$13,750,000	5%	15%	150/0	75/0/25
150	James Martin Associates	Mundelein, Ill.	\$13,640,000	-7%	11%	47/76	49/50/1
			Total: \$12,656,499,519	Avg: 8%	Avg: 12%		

Aspire Software congratulates the 2021 LM150 companies — we're inspired by your resilience, success and contributions to the growth of the landscaping industry.



Pandemic-proof

Despite a year of uncertainty, the industry saw 8 percent revenue growth in 2020

BY SETH JONES | LM EDITOR-IN-CHIEF

2020 will always be remembered as a year of uncertainty, but at least one thing remained the same: The lawn care and landscape industry continued to grow and set records.

The total revenue in the LM150 list, sponsored by Aspire Software, once again set a record at \$12.6 billion. That's up \$400 million from last year. The top three companies remain unchanged from last year: BrightView Holdings, TruGreen and The Davey Tree Expert Co. Yellowstone Landscape, based in Bunnell, Fla., saw a 34 percent increase in revenue and jumped up one spot to No. 4 on the list. Bartlett Tree Experts rounds out the top five companies.

A common theme we saw this year in the submissions was companies writing to us about how important a strong company culture was in uncertain times. While "the new normal" was a common theme in 2020, at companies with strong cultures, employees felt normal and safe at their workplace. That's why we profiled three companies that pride themselves on having strong company cultures: GreenScapes Landscape Co., Columbus, Ohio; Ryan Lawn & Tree in Kansas, Missouri and Oklahoma; and Caretaker Landscape & Tree Management, Gilbert, Ariz.

Companies on the LM150 list certainly rose to the challenges provided by 2020. As Mark Wordley, COO and president of Caretaker, told LM, "Generally, in businesses, you're planning at least a year out. The uncertainty from month to month meant that we needed to be very nimble."

Fear of being left out?

Should your company be on the LM150 list of the largest landscape companies? Or, do you know of one that should be on the list, but isn't? Contact Special Project Editor Marisa Palmieri at mpalmieri@northcoastmedia.net to be notified next year when the submission period opens. We encourage companies that think they might make the list to contact us for information.

COMBINED 2020
LM150 REVENUE

\$12,656,499,519

AVERAGE
REVENUE GROWTH
FROM 2019

8%

AVERAGE REVENUE
GROWTH PROJECTED
FOR 2021

12%

COMBINED 2020 REVENUE OF
THE TOP 3 FIRMS


\$5,033,552,000

40%
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 2020 revenue figure. We calculated the numbers for client mix, profit centers and regional charts based on data submitted.

The information in the LM150 is self-reported unless otherwise noted. Some companies do not break out individual service lines, so we can't be sure what revenue is specific to typical green industry services. Several firms opt not to participate in the list, there are others we are unaware of and it is possible some revenues overlap due to subcontracting agreements. 

GreenScapes ensures employees are aware of goals they should be hitting each week.

#140

It starts at the top

The higher-ups at GreenScapes Landscape Co. lead by example to create a strong company culture that trickles down through the ranks BY SARAH WEBB | LM MANAGING EDITOR

Since its inception in 1977 as a small six-employee company, strong company culture has served as the foundation for GreenScapes Landscape Co. in Columbus, Ohio.

"If you treat people with respect and work hard, the people you work with emulate what you're doing," says Bill Gerhardt, president and founder of the company, which came in at No. 140 on the 2021 LM150 list, with \$15.1 million in 2020 annual revenue. "I've seen companies where a bad culture will transfer down, but you have to be a leader and show that you're an honest person, that you respect them and that you're a hard worker."

Gerhardt lays out the additional pillars that have helped the company maintain a strong culture throughout its four-plus decades in business.

MEASURE IT

A landscape architect by trade, Gerhardt said he struggled at first with the business side, especially as his company started to scale up by performing design and installation work for apartments and hotels.

"I thought I knew it all, but the longer I was in it, I realized I didn't know anything," Gerhardt says, chuckling. "I started hiring consul-

itants, and they taught us a lot. Open book management was a big part of it. You sit down and share the company goals and sales goals every year with all the company."

The other part of it, Gerhardt says, was developing a budget in his third or fourth year of the business.

"A lot of companies, smaller companies especially, don't budget, and I think that they're missing the point of business," Gerhardt says. "That really helped us so I could share that information with people, and it also gave us goals as a company."

To determine if the company has hit its goals, GreenScapes measures proposals and sales, time spent getting out of the gate every morning and time spent on the job sites. Every week, crews get a graded score if they got out of the gate on time and if they hit the designated time to be spent at job sites.

To be efficient in hitting the road early, the company preloads all the trucks with the help of a nursery team who comes in to load plants and materials at 5 a.m. When the rest of the employees come in for the day, design/build crews have 20 minutes to load and get out of the gate and landscape maintenance crews have 15 minutes.

As far as time on the job sites goes, GreenScapes aims to have

crews on the job sites for 85 percent of the day, with the other 15 percent going to drive time and nursery time.

"Columbus is a decent-sized town, but it's not Los Angeles, where you can have an hour or two driving time," Gerhardt says. "That 85 percent is key because those are billable hours, and so many people lose that."

When the company first started measuring time spent on job sites in the mid-1980s, 60 percent of crews' time was spent on the sites.

"(At that time), the guys were loading their trucks in the morning. They would come in, have to load all of the plants and wait for loaders to load, and they probably left here at 10 a.m., and they were tired already," Gerhardt says. "Eighty-five percent is pretty aggressive, but we found it could be reached. In our industry, the longer days are a lot more productive because you're on the site more. We do a lot of lengthy construction where the crews typically go out to the site, and they're there all day."

INCENTIVIZE IT

Early on in GreenScapes' history, the company started a profit-sharing program, which evolved into a 401(k) plan, where the company matches 50 percent of employees' contributions up

SETTING A GOAL

Moving forward, GreenScapes strives to increase the recurring landscape maintenance and snow removal side of the business.

"We'd like to get that up to about 50 percent," Gerhardt says. "Right now, it's about 25 percent. That's all so we can stabilize the income when the construction side is down."

to 6 percent of their total yearly wages.

About five years ago, when involvement in the program was down, GreenScapes made participation mandatory unless employees opt out.

"We found people were not opting in because they didn't understand it, didn't want to take the time or were intimidated," Gerhardt says. "Now, employees have to opt out. We've got some young guys who already have some savings for retirement. That makes me feel good."

As of last year, the company was approaching close to \$3.5 million in the 401(k) account, Gerhardt says.

"I would never have thought it would get that big, but that's satisfying to me as I look at the next venture for myself," Gerhardt says, noting that last year, he created an employee stock ownership plan (ESOP). "It's a leveraged ESOP, and the company is paying me for the value. The employees are not contributing anything other than their time and effort to make it profitable."

Gerhardt landed on the plan after he received offers from people around the country to buy the company. Ultimately, he determined it wouldn't be a good deal for employees.

"It was a matter of different cultures trying to buy us, and most of them were just interested in the maintenance dollars and maintenance accounts, and they would have probably let go of most of the administrative people here because they would've (operated) out of a different city."

In addition to putting money aside for their future, employees also reap the benefits of more immediate rewards in the form of GreenScapes Bucks, imitation money in \$5 and \$10 bills that employees earn for hitting goals and receiving recognition from clients on a job well done. For example,

if crews achieve the 15- or 20-minute out-of-gate goal at least four out of five days in a week, they get \$5 for each crew member. If they hit the goal all five days, they get \$10. Employees can use the GreenScapes Bucks to get plant materials from the nursery or mulch or to buy boots.

"GreenScapes Bucks reward that employee who is winning," Gerhardt says. "The pressure to perform is there without us calling them out. We learned from a consultant that praise is public, and punishment is private, so it's effective when we're in a room of all their peers giving out recognition to those who hit the company goals."

The company also rewards employees with a bonus for referring new recruits: \$150 if a new crew member lasts six weeks on the job and \$300 if a new crew leader completes six weeks on the job.

"We've found that the best recruits are referrals from our employees," Gerhardt says. "That has worked better than the online ads, signage and all the other things we have tried. People wouldn't refer their friends if we had a bad culture here."

STANDARDIZE IT


GreenScapes relies on standardized systems for almost everything.

"We were one of the first companies in my area that started renting uniforms," Gerhardt says. "That made a difference in our image. We needed to be professional if we were going to be taken seriously as a business. It was a no-brainer when you're a young business. I think the guys appreciate not coming home with dirty workwear."

To manage more complicated aspects of the business, GreenScapes has developed paperwork and processes for training, tools lists, how jobs are sold, what plans look like, the development of contracts and more. New employees go through a daylong orientation and receive a manual that covers responsibilities and benefits.

WIN IT

GreenScapes' efforts have not gone unnoticed by employees. Gerhardt says the culture has helped with retention: 25 percent of employees have been with the company for 10 years or more.

"That's a lot for this industry," Gerhardt says. "Some of them have been with me for 30 years. It's very much a family in that respect." 

GreenScapes creates a culture where crews are praised publicly for a job well done.



#45

Game time

With a new CFO and business strategy, employee-owned Ryan Lawn & Tree raises its game

BY SETH JONES
LM EDITOR-IN-CHIEF

Larry Ryan, president of Ryan Lawn & Tree, cringes at wasted effort. He's led Ryan Lawn & Tree since 1987, but before that, he spent 10 years in the food service industry, where margins are slim. First, it was a family business selling fish and chips, and then he entered the pizza game.

It was during his years selling pizzas that everything changed. His boss took him to a seminar on hiring that changed his life. The focus of the seminar was to hire talents, not people. Hiring the right person (and talent) is key to the life of a business. Because the seminar was expensive, to Ryan, it was important. He commented that had it been free, he would not have given it the meaning it deserved.

It's that mentality that has made him grow Ryan Lawn & Tree over the last 34 years into a \$47 million company with nine branches and 360 full-time employees across Kansas, Missouri and Oklahoma. Ryan is a big believer in a strong, positive culture, and that led him to transition the company into an employee-owned company in 1998. The emphasis on hiring full-time employees is a



"The culture is one of a kind," says Katherine Miller (pictured center), customer service manager. "(It's) about the people; they have the heart." From left to right: Larry Ryan, Roy Heinbach, Miller, Mark Stuhlsatz and Rodney St. John, Ph.D.

big part of that culture. The company is one of the biggest movers on the 2021 *LM*150 list, growing \$7 million over the year and going from No. 51 last year to No. 45 this year.

THE OWNERSHIP CULTURE

Rodney St. John, Ph.D., is the agronomist for Ryan Lawn & Tree. Previously, he worked as a professor at Kansas State University and consulted for multiple lawn care companies around the state. St. John says the way Ryan runs his company made it an easy decision to join the Ryan Lawn & Tree team in 2012.

"Most of the time, you see the president of the company, and he has a big house in town and a big house down at the lake and multiple cars," St. John says. "This company was designed to make sure everybody has a career opportunity and everybody shares in the wealth of this company — not just one person. That is also part of our culture."

The company recently invested in the business principles of the Great Game of Business (GGOB) as a way to

further motivate employees to reach their fullest potential. The GGOB philosophy is to educate employees on the rules of business and give them a stake in the outcome.

"We trust our employees, the ownership culture," St. John says. "The Great Game of Business program has been very exciting, very fun, to see exactly what everything costs. One of the most eye-opening experiences for a new person is when they get here in December/January, they're going to see how we're going to do a couple hundred thousand dollars in revenue for those months, but we're going to lose several million dollars over that three-month period. 'Wait a minute, we're going to lose money? How do we stay in business?' Well, that's why we have to make up for it in the other 10 months."

New to the Ryan team is Roy Heinbach, vice president and CFO. The certified public accountant joined Ryan six months ago and brings 26 years of experience from a local accounting firm, a national

telecommunications company and a global finance leader in the clinical research industry.

Heinbach is quick with the list of things that appealed to him about working for Ryan Lawn & Tree: It's a faith-based company; a desire to grow both organically and with acquisitions; employee owned since '98; the industry itself; and Larry Ryan's vision for the industry.

HIT F9 AND WATCH

Heinbach enjoys telling employees about a longtime employee who got into Ryan's 401(k) early and now boasts \$300,000 in his 401(k) and \$600,000 in company stock.

"He wouldn't have that anywhere else in our industry, not being a manager," Heinbach says. "He just comes to work every day, prunes trees and shrubs and enjoys it."

A giant dry erase board in the heart of the company's Merriam, Kan., office displays the running totals in dollars and cents for every department. Near the lobby, another board shows the value of the company's stock through the years.

"I joke with the team that we've created a bunch of mini CFOs," Heinbach says. "There are not too many places where you know what your numbers are going to be or pretty close before month's end. This is special. I've come from a \$12-billion-a-year company, to here where employees at all levels are so much more on top of our numbers than we were over there. In this industry, that's shocking."

Larry Ryan says the Great Game of Business is "fueling the engine" of culture at the company. Employees get four bonuses a year. The bonus percent

increases each quarter, and the bonus goes up as goals are met. If a team is in a hole, they know it and can work to dig out. It's all because they know the score. The score creates purpose, Ryan says, just as in sports. The score creates excitement. The employees know what they have to do to win.

It's a different mentality from 30-plus years ago when Ryan's solution to every challenge was just to work harder.

"I told a manager recently, 'Not all of you worked seven days a week like I did when I got this going ... You're more rational than I am.' I'm lucky to still be married," Ryan says. "I love those guys, and the only difference between us is age and the understanding of the game.

We didn't have Excel files. We had Lotus 1-2-3 when I started. The computers were so antiquated.

If the spreadsheet got big, you had to do manual calculations. When you'd get all your numbers typed in, you'd hit F9. It was amazing watching the numbers fly up! It was the most motivating thing at 10 o'clock every night to add in three new customers and their dollar amounts. Hit F9, and watch gross revenue go from \$78,200 to \$79,300."

There might not be an F9 button today, but Ryan says he wants everyone to feel

that same excitement of ownership. He compares it to the excitement of hitting three free throws in a row to send a basketball game into overtime.

Mark Stuhlsatz, vice president of irrigation and landscape, credits Larry Ryan with raising the bar in the industry in the Kansas City area. He remembers a meeting he was in when he first started with the company, and he thought to himself that every per-

son in the room was qualified to lead the team at his old company.

"What's different about us is our culture and our people, but that's a basic answer," Stuhlsatz says. "In my experience here, what is truly different about us is the ownership mentality people take with everything they do. That's the bulk of the culture at Ryan Lawn & Tree. Everybody wants to win. We all want to work together. Rarely do you find someone rowing against you; we all are going the same direction."

Heinbach agrees and says his goal is for the company to grow faster in the next five to 10 years. He says there are things the company can do even better — he calls them opportunities — and that turned-on and focused employees are the key.

"We do internal surveys to see how everyone is doing and how they are feeling about Ryan. We must meet the needs for their professional growth, have succession plans and keep solving problems," he says. "One thing about Great Game of Business is it's not just focused on the numbers. It's focused on the people as well and making sure they have a voice, making sure they are excited about the company. One of the GGOB sayings is, 'people support what they help create.'" □

TOP 5 KEYS TO SUCCESS

Larry Ryan, president of Ryan Lawn & Tree, No. 45 on the LM150 list, shares his top five keys to success.

- 1. Hire better.** Better employees will make your company better.
- 2. Offer employees more.** If you can't find good people, look at what you are offering.
- 3. Charge more.** Better people doing a better job command a higher price.
- 4. Sell better.** A lot of our work is hard or hazardous or both. Share this with the client when you give them the higher bid. Tell them (truthfully), "They will be glad they chose you." Then live up to it!
- 5. Overall, take better care of your employees.** Few things will do as much to grow your image and your business or our industry!



"This company was designed to make sure everybody has a career opportunity and everybody shares in the wealth of this company — not just one person. That is also part of our culture," says Rodney St. John, Ph.D., agronomist.

#85

With a name like Caretaker, culture has to be good

No. 85 on the *LM150* list, this Arizona company shares how an education-based work environment creates a culture of promoting from within

BY CHRISTINA HERRICK
LM EDITOR

Caretaker Landscape & Tree Management in Gilbert, Ariz., has built a company culture surrounded by training and professionalism, which, in turn, has fueled growth, says Matt White, CEO and owner. The company ranks No. 85 on this year's *LM150* list with a 2020 revenue of \$28,712,000.

"Employee retention is critical for growth, and it's critical for myriad different reasons," he says. "Culture is probably the biggest. You get good people; you want to keep good people. You want to do as much as you can to make a very good home for them in a place where they're going to spend most of their time."

As White started to take over the company about 20 years ago from founder and Executive Vice President Susan Harris and President L. 'Bud' Stephenson, Jr., he realized poor

employee retention was costly. For this reason, he says he emphasizes employee education because education breeds passionate employees who want to stick around. It's even reflected in Caretaker's core values, which are symbolized by the acronym CARE: caring, accountable, reputable, educated.

"We now have probably one of the most educated staff in the landscaping industry, with International Society of Arboriculture-certified arborists and tree climbers, Arizona Certified Landscape Professionals and Sustainable Landscape Management professionals," White says. "That is only the beginning of our landscape-specific certifications, not to mention all of the higher education degrees we have across the company including MBAs, bachelor's degrees and associate degrees."

White says that investment in employees has fueled a passion and pride for the team at Caretaker Landscape & Tree Management, which provides maintenance, tree care, water management, design/build and snow and ice services for a primarily commercial clientele.

"You get people who are super excited about what they do and it spreads to other people and they become more proud of what they're doing in the company they're working for and the people they work with," White says.

PROMOTING FROM WITHIN

White says part of the successful employee education program is having a leadership team with shared values and goals. It's something COO and President Mark Wordley believes in and says is a way to reflect the company's name as it relates to employees.

"We're a family-owned company, and we pride ourselves on looking after our employees, and part of that looking after employees is giving them the opportunity for career growth," he says. "We love to promote from within. That's one of our core principles, and to be able to do that, you've got to have robust training programs, where you are willing to invest the time into developing the skills of the people that work for you."

Wordley says he's proud to see the positive company culture reflected in the personal growth of so many Caretaker Landscape employees.

"Some of the highest people that are in the company now, at the VP level, started in as an account manager working much lower in the organization," Wordley says. "I've got a great person who started at the front desk, and now, she's a director running continuous improvement. We've got lots of great examples where we're actively seeking out the best skill sets for the staff that we've got in place, and then trying to not necessarily create jobs around those skill sets, but encouraging them



Employee development and growth is a key to Caretaker's success. That investment has paid dividends in retention.

to develop those skill sets in a positive way that impacts the company.”

Another part of Caretaker's success is the emphasis leadership puts on frontline employees as the linchpin to Caretaker's relationships with clients.

“The folks who are customer-facing are out there, whether it's mowing the grass, installing trees, trimming landscape or whatever it is, they are the most important folks in the company because they're the ones that are adding value to the client,” Wordley says.

From an operations standpoint, Caretaker retooled the company mindset about four years ago around supporting customer-facing crews in the field as they directly help the organization add value for customers and earn money for the organization. Wordley says this means understanding the vital role that crew members have to the overall success of the business.

“You start saying, ‘Guess what? The finance group, your sole existence is to support the folks in the field. And the continuous improvement group, your whole existence is to help all the other departments get better at helping the folks in the field,’” he says. “Let's figure out how we can help those men and women to do their job better, faster, more efficiently, so that we get better customer satisfaction. Whether that's purchasing or HR or anybody else, it starts to change your mindset.”

GROWING PAINS

This past year was a challenge for many businesses, and it was no different for Caretaker Landscape & Tree Management, says Wordley. He and White worked together to understand the implications of the COVID-19 pandemic on their business monthly.

“Generally, in businesses, you're planning at least a year out,” he says. “The uncertainty from month to month meant that we needed to be very nimble. One minute, we

had clients saying, ‘Shut everything down.’ The next minute, we had clients going, ‘Oh, we need double what you had before because we need to catch up, because things haven't slowed down.’”

In the end, this meant Caretaker Landscape needed to hire more employees to help manage the increase in demand for services.

“It became quite apparent that 2020 was always a growth year for us in our budgeting, in our planning, in what we thought we could do,” Wordley says. “We decided that we were going to execute those plans, hire as much as we could and get ourselves into a position where we truly run the track of a growth company.”

White says with each of the company's major revenue milestones — \$5 million to \$14 million, \$14 million to \$24 million and \$24 million to \$33 million — the company took time to refocus systems and operations to maintain momentum. “Each one of those steps requires somewhat different management and somewhat different systems to support that volume of business,” he says.

Wordley adds, “At each one of those jumps, we've generally taken a year or two to try to figure out and catch up the systems and processes and put more processes in place. As we got even bigger, it requires much more planning for the implementation of the new processes. The last thing you want to do is grow and not be equipped to handle the growth.”

Wordley says while Caretaker Landscape continues to grow, the focus remains on keeping that education-centric culture in place.

“We think we've got a pretty good recipe, and we've got a pretty good mousetrap to get good folks to come over and share the

experience and grow with us,” he says. “Growth is clearly a goal. Undoubtedly, we can't do that without having a great workforce, and we can't have a great workforce if we don't have a great environment.”



KEYS TO SUCCESS

Caretaker Landscape and Tree Management's Matt White, CEO and owner, and Mark Wordley, COO and president, share their keys to a successful business.

Mark Wordley:

1. Team-work and focus on the customer.
2. Treat the company like it's your own.
3. Focus on the top items that move the needle.
4. Remove obstacles for the team to allow them to be strategic.
5. Use technology to create KPIs and remove non-value-added activities.



Matt White:

1. Find the right people, empower them and treat them like family.
2. Stay focused (Jim Collins' Hedgehog Concept) and be the best.
3. Have integrity in every encounter; do the right thing.
4. Be passionate, be educated and be proud.
5. Be accountable.
6. Find time to work on the business, not just in it.
7. Invest in technology.



Caretaker Landscape puts an emphasis on employee training and certifications.

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.

BY CLIENT MIX

COMMERCIAL

1	Yellowstone Landscape	\$286,400,000
2	Gothic Landscape	\$218,500,000
3	Ruppert Landscape	\$213,165,000
4	TruGreen	\$210,000,000
5	LandCare	\$208,000,000
6	HeartLand	\$184,000,000
7	U.S. Lawns	\$182,000,000
8	Park West	\$180,000,000
9	Sperber Landscape Co.	\$120,000,000
10	Bartlett Tree Experts	\$105,600,000
11	Juniper Landscaping	\$101,000,000
12	Loving	\$83,180,867
13	Clintar Commercial Outdoor Services	\$76,818,000
14	Clean Scapes	\$68,207,360
15	Rotolo Consultants	\$65,450,000
16	SavATree	\$65,100,000
17	Mainscape	\$65,000,000
18	The Greenery	\$62,100,000
19	Lucas Tree Expert Co.	\$61,740,000
20	Denison Landscaping	\$57,428,000
21	Teufel Landscape	\$55,057,489
22	The Grounds Guys	\$45,578,400
23	Sebert Landscape	\$45,450,000
24	SiteWorks	\$45,139,207
25	Complete Landscaping Service	\$43,583,910

RESIDENTIAL

1	TruGreen	\$1,190,000,000
2	Bartlett Tree Experts	\$225,280,000
3	Weed Man	\$200,153,219
4	SavATree	\$151,900,000
5	Lawn Doctor	\$146,205,000
6	NaturalLawn of America	\$79,488,403
7	Meadows Farms	\$73,500,000
8	Spring-Green Lawn Care	\$71,328,000
9	Massey Services	\$69,718,000
10	Mariani Enterprises	\$52,740,000
11	LandOpt	\$52,600,885
12	Acres Group	\$46,486,108
13	Ryan Lawn & Tree	\$43,384,356
14	Kline Bros. Landscaping	\$37,800,000
15	R.P. Marzilli & Co.	\$37,423,200
16	The Grounds Guys	\$33,369,900
17	Senske Services	\$31,844,400
18	L. J. Thalmann Co./Chalet	\$31,666,401
19	McHale Landscape Design	\$30,000,000
20	Naturescape	\$29,844,412
21	Berghoff Design Group	\$28,754,440
22	Hoffman Landscapes	\$20,071,075
23	Chenmark	\$20,000,000
	Siteworks Landscape	\$20,000,000
25	The Joyce Cos.	\$18,185,000

GOVERNMENT

1	Yellowstone Landscape	\$71,600,000
2	ABM	\$34,422,300
3	Merchants Landscape Services	\$30,000,000
4	Maldonado Nursery & Landscaping	\$25,268,227
5	Bartlett Tree Experts	\$21,120,000
6	Accent Landscape Contractors	\$16,689,600
7	Designscapes Colorado	\$12,561,120
8	Christy Webber & Co.	\$11,997,900
9	Rotolo Consultants	\$11,550,000
10	Pro Cutters Lawnsapes	\$10,147,966
11	LandOpt	\$9,282,509
12	Mountain View Landscape	\$8,500,000
13	Earthtones Design	\$6,510,000
14	EMSI	\$5,728,200
15	Stay Green	\$5,480,000
16	Frank & Grossman Landscape Contractors	\$5,020,000
17	Clintar Commercial Outdoor Services	\$4,130,000
18	New Way Landscape & Tree Services	\$3,437,500
19	Brilar	\$3,400,000
20	AAA Landscape	\$3,322,000
21	Intermountain Plantings	\$2,557,171
22	Sebert Landscape	\$2,525,000
23	The Grounds Guys	\$2,441,700
24	Bland Landscaping Co.	\$2,380,000
25	Teufel Landscape	\$2,318,210

MOWING + MAINTENANCE

1	BrightView Holdings	\$1,524,900,000
2	Yellowstone Landscape	\$322,200,000
3	U.S. Lawns	\$125,580,000
4	HeartLand	\$110,400,000
5	Ruppert Landscape	\$106,582,500
6	Park West	\$80,100,000
7	Gothic Landscape	\$73,600,000
8	Sperber Landscape Co.	\$57,600,000
9	The Greenery	\$48,300,000
10	Mainscape	\$44,850,000
11	ABM	\$42,700,000
12	LandOpt	\$39,588,703
13	Landscape Workshop	\$33,525,700
14	Clean Scapes	\$32,711,693
15	Mariani Enterprises	\$32,230,000
16	Clintar Commercial Outdoor Services	\$30,562,000
17	Bland Landscaping Co.	\$27,200,000
18	Bemus Landscape	\$27,046,500
19	Rotolo Consultants	\$26,950,000
20	Complete Landscaping Service	\$25,232,790
21	Merchants Landscape Services	\$24,000,000
22	DLC Resources	\$23,040,000
23	Landscape Services Inc.	\$22,946,538
24	Yardnique	\$20,720,000
25	Acres Group	\$20,296,752

TURF + ORNAMENTAL

1	Weed Man	\$212,928,956
2	Lawn Doctor	\$153,900,000
3	SavATree	\$101,990,000
4	NaturaLawn of America	\$81,127,339
5	Spring-Green Lawn Care	\$70,585,000
6	Massey Services	\$64,469,459
7	Juniper Landscaping	\$60,600,000
8	Senske Services	\$25,422,000
9	Naturescape	\$25,132,137
10	HeartLand	\$18,400,000
11	Ryan Lawn & Tree	\$17,129,160
12	Green Lawn Fertilizing	\$14,116,930
13	Unlimited Landscaping & Turf Management	\$13,665,475
14	ABM	\$12,200,000
15	Rotolo Consultants	\$7,700,000
16	Sebert Landscape	\$5,050,000
17	Mainscape	\$3,900,000
18	U.S. Lawns	\$3,640,000
19	Sposato Landscape Co.	\$2,998,290
20	Landscape Workshop	\$2,718,300
21	Landscape Maintenance Professionals	\$2,625,000
22	Frank & Grossman Landscape Contractors	\$2,510,000
23	Heaven and Earth Landscaping	\$2,318,975
24	Complete Landscaping Service	\$2,293,890
25	ArtisTree Landscape Maintenance & Design	\$2,282,563

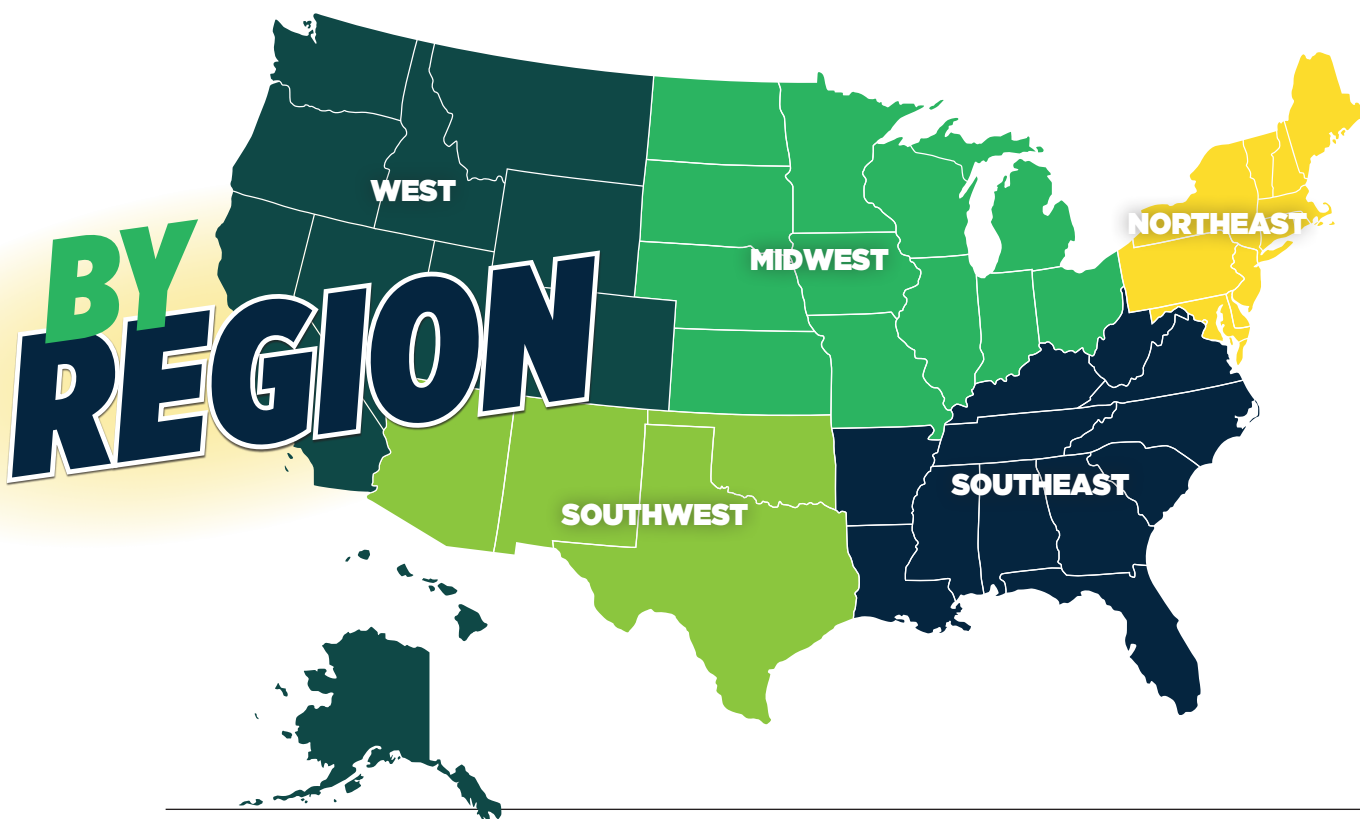
DESIGN BUILD + INSTALLATION

1	BrightView Holdings	\$586,500,000
2	Gothic Landscape	\$156,400,000
3	Ruppert Landscape	\$106,582,500
4	Park West	\$90,000,000
5	Loving	\$73,199,163
6	Denison Landscaping	\$48,052,000
7	Sperber Landscape Co.	\$46,800,000
8	Teufel Landscape	\$45,784,649
9	Juniper Landscaping	\$40,400,000
10	LandOpt	\$39,588,703
11	Yellowstone Landscape	\$35,800,000
12	U.S. Lawns	\$34,580,000
13	SiteWorks	\$31,597,445
14	Clean Scapes	\$31,319,706
15	Rotolo Consultants	\$30,800,000
16	R.P. Marzilli & Co.	\$29,777,600
17	Choate USA	\$29,472,876
18	Kline Bros. Landscaping	\$29,400,000
19	Intermountain Plantings	\$26,211,007
20	Designscapes Colorado	\$25,766,400
21	Mariani Enterprises	\$25,198,000
22	Perfect Cuts of Austin	\$20,989,000
23	Earthtones Design	\$20,460,000
24	Christy Webber & Co.	\$19,996,500
25	Santa Rita Landscaping	\$19,845,671

IRRIGATION + WATER MANAGEMENT

1	Choate USA	\$22,995,882
2	Andy's Sprinkler, Drainage & Lighting	\$21,598,210
3	HeartLand	\$18,400,000
4	Earthtones Design	\$12,090,000
5	Rotolo Consultants	\$11,550,000
6	Massey Services	\$11,522,994
7	LandOpt	\$8,334,464
8	Ryan Lawn & Tree	\$8,088,770
9	Loving	\$7,486,278
10	U.S. Lawns	\$7,280,000
11	Superscapes	\$6,819,000
12	LMI Landscapes	\$6,550,000
13	Impact Landscaping & Irrigation	\$6,318,000
14	Stay Green	\$6,028,000
15	Sperber Landscape Co.	\$6,000,000
16	Landtech Contractors	\$5,300,000
17	Cherrylake	\$5,252,000
18	Mainscape	\$5,200,000
19	Accent Landscape Contractors	\$5,099,600
20	Frank & Grossman Landscape Contractors	\$5,020,000
21	Denison Landscaping	\$4,688,000
22	Benchmark Landscape	\$4,673,000
23	Dennis' Seven Dees Landscaping & Garden Centers	\$4,350,812
24	Kline Bros. Landscaping	\$4,200,000
25	Clean Scapes	\$4,175,961

BY PROFIT CENTERS



WEST

1	Park West	\$180,000,000
2	Gothic Landscape	\$138,000,000
3	LandCare	\$89,440,000
4	Teufel Landscape	\$57,955,252
5	SavATree	\$43,400,000
6	Siteworks Landscape	\$40,000,000
7	Senske Services	\$37,464,000
8	Bemus Landscape	\$37,050,000
9	Dennis' Seven Dees Landscaping & Garden Centers	\$36,256,770
10	Bartlett Tree Experts	\$35,200,000
11	Gachina Landscape Management	\$33,400,000
12	Harvest Landscape Enterprises	\$33,000,000
13	Designscapes Colorado	\$32,208,000
14	Intermountain Plantings	\$31,964,643
15	Environmental Designs	\$30,158,000
16	Merchants Landscape Services	\$30,000,000
17	Pacific Landscape Management	\$27,724,915
18	Stay Green	\$27,400,000
19	Landtech Contractors	\$26,500,000
20	Frank & Grossman Landscape Contractors	\$25,100,000
21	Andre Landscape Service	\$24,150,000
22	Benchmark Landscape	\$23,365,000
23	Lifescape Colorado	\$19,896,675
24	Art by Nature	\$18,500,456
25	Schultz Industries	\$17,420,162

SOUTHWEST

1	Gothic Landscape	\$92,000,000
2	Clean Scapes	\$69,599,347
3	Choate USA	\$54,495,302
4	Earthtones Design	\$46,500,000
5	SiteWorks	\$45,139,207
6	AAA Landscape	\$41,525,000
7	LandCare	\$39,520,000
8	Maldonado Nursery & Landscaping	\$38,874,196
9	Superscapes	\$34,095,000
10	Berghoff Design Group	\$32,675,500
11	Perfect Cuts of Austin	\$30,200,000
12	DLC Resources	\$28,800,000
13	Caretaker Landscape & Tree Management	\$27,850,640
14	Earthworks	\$26,400,000
15	SOI Group	\$24,612,800
16	Santa Rita Landscaping	\$24,500,829
17	Lawn Management Co.	\$23,125,368
18	LMI Landscapes	\$22,270,000
19	Accent Landscape Contractors	\$22,252,800
20	Andy's Sprinkler, Drainage & Lighting	\$21,166,246
21	Bartlett Tree Experts	\$21,120,000
22	Complete Landsculpture	\$18,405,253
23	Richmond & Associates Landscaping	\$17,520,168
24	Texscape Services	\$17,480,000
25	ProQual Landscaping	\$17,100,000

MIDWEST

1	Acres Group	\$65,473,392
2	Weed Man	\$59,620,108
3	Mariani Enterprises	\$58,600,000
4	Sebert Landscape	\$50,500,000
5	Ryan Lawn & Tree	\$43,384,356
6	SavATree	\$41,230,000
7	Christy Webber & Co.	\$39,993,000
8	Spring-Green Lawn Care	\$39,379,000
9	EMSI	\$38,188,000
10	L. J. Thalmann Co./Chalet	\$31,666,401
11	The Bruce Company of Wisconsin	\$30,932,000
12	Lawn Doctor	\$30,780,000
13	Naturescape	\$30,472,716
14	Bartlett Tree Experts	\$28,160,000
15	Southview Design	\$26,696,658
16	Schill Landscaping & Lawn Care Services	\$26,000,000
17	DJ's Landscape	\$25,600,000
18	David J. Frank Landscape Contracting	\$24,651,000
19	Great Oaks Landscape Associates	\$24,000,000
20	Clarence Davids & Co.	\$19,978,800
21	Perficut Companies	\$18,500,000
22	Scott Byron & Co.	\$18,296,340
23	Brilar	\$16,660,000
24	Focal Pointe Outdoor Solutions	\$15,675,000
25	Hittle Landscaping	\$15,525,261

SOUTHEAST

1	Ruppert Landscape	\$110,845,800
2	Juniper Landscaping	\$101,000,000
3	Loving	\$83,180,867
4	Bartlett Tree Experts	\$77,440,000
5	Rotolo Consultants	\$77,000,000
6	Massey Services	\$70,510,250
7	The Greenery	\$69,000,000
8	Meadows Farms	\$56,250,000
9	Weed Man	\$53,232,239
10	Lawn Doctor	\$46,170,000
11	Landscape Workshop	\$45,305,000
12	Mainscape	\$35,100,000
	Impact Landscaping & Irrigation	\$35,100,000
14	Bland Landscaping Co.	\$34,000,000
15	LandCare	\$33,280,000
16	Chapel Valley Landscape Co.	\$26,950,000
17	Unlimited Landscaping & Turf Management	\$26,016,962
18	Yardnique	\$25,900,000
19	Spring-Green Lawn Care	\$23,776,000
20	Heaven and Earth Landscaping	\$23,189,750
21	ArtisTree Landscape Maintenance & Design	\$22,825,634
22	LandOpt	\$21,659,188
23	Gibson Landscape Services	\$20,559,796
24	Cherrylake	\$20,200,000
25	SavATree	\$19,530,000

NORTHEAST

1	Bartlett Tree Experts	\$165,440,000
2	SavATree	\$108,500,000
3	Ruppert Landscape	\$85,266,000
4	Denison Landscaping	\$58,600,000
5	LandOpt	\$56,726,445
6	NaturaLawn of America	\$51,626,488
7	Chenmark	\$50,000,000
8	Lawn Doctor	\$46,170,000
9	Complete Landscaping Service	\$45,877,800
10	Kline Bros. Landscaping	\$42,000,000
11	R.P. Marzilli & Co.	\$40,240,000
12	Lucas Tree Expert Co.	\$37,800,000
13	LandCare	\$31,200,000
14	John Mini Distinctive Landscapes	\$23,600,000
15	Hoffman Landscapes	\$20,071,075
16	Level Green Landscape	\$19,568,700
17	Meadows Farms	\$18,750,000
18	The Joyce Cos.	\$18,185,000
19	Sposato Landscape Co.	\$17,637,000
20	Weed Man	\$17,034,316
21	Mountain View Landscape	\$17,000,000
22	McHale Landscape Design	\$15,600,000
23	Green Lawn Fertilizing	\$15,058,058
24	ABM	\$12,078,000
25	Chapel Valley Landscape Co.	\$11,550,000

Wish you were here?

Should your company be on the LM150 list of the largest landscape companies? Or are you aware of a company you think should be on this list? Let us know. Contact Special Projects Editor Marisa Palmieri at mpalmieri@northcoastmedia.net to be notified when the 2021 submission period opens. We encourage any company that believes they might crack the top 150 to please apply.



Big gains

Here's a snapshot of how nearly 50 companies on the *LM150* list earned more than 10 percent growth in 2020

Cherrylake

The Groveland, Fla., company opened remote deployment locations to keep up with growth and draw from a larger pool of candidates for employment. Cherrylake says these hubs are designed to reduce wasted travel time and fuel and boost crews' time on job sites. "Customers pay for value, and we do our best to maximize value-add time," the company says.

Ryan Lawn & Tree

See [pg. 20](#) for the full story.

SOI Group

McKinney, Texas-based SOI Group reviewed its systems and processes to help streamline operations, reduce redundancies and increase efficiencies. Managers and foremen can now access data collected by the company's new software system via smartphone or tablet.

Growth Rank	LM150 Rank	Company	% Rev Change from 2019
1	17	Sperber Landscape Co.	253%
2	115	Cherrylake	38%
3	72	LMI Landscapes	35%
4	4	Yellowstone Landscape	34%
5	108	Accent Landscape Contractors	33%
6	68	Bland Landscaping Co.	30%
7	29	Clean Scapes	26%
8	41	Pierre Landscape	25%
	44	Earthtones Design	25%
10	49	SiteWorks	24%
	21	Loving	24%
12	141	Green Lawn Fertilizing	23%
	116	Hoffman Landscapes	23%
14	102	Service Direct Landscape	21%
	136	Pro Cutters Lawnsapes	21%
16	86	WLE	20%
	75	Intermountain Plantings	20%
	144	GreenView Partners	20%
	27	Meadows Farms	20%
20	12	HeartLand	19%
	20	Juniper Landscaping	19%
	138	Focal Pointe Outdoor Solutions	19%
23	39	Dixie Landscape	18%
	114	Gibson Landscape Services	18%
	46	Complete Landscaping Service	18%
26	113	Andy's Sprinkler, Drainage & Lighting	16%
	101	Santa Rita Landscaping	16%
28	45	Ryan Lawn & Tree	15%
	57	Xquisite Landscaping	15%
	50	Creative Environments	15%
	70	Harvest Landscape Enterprises	15%
	120	Crawford Landscaping	15%
33	9	Weed Man	14%
	119	Lifescape Colorado	14%
35	110	ArtisTree Landscape Maintenance & Design	13%
	3	The Davey Tree Expert Co.	13%
37	52	Russell Landscape Group	12%
	67	Superscapes	12%
	15	Lawn Doctor	12%
	10	LandCare	12%
	100	SOI Group	12%
42	62	Senske Services	11%
	28	Spring-Green Lawn Care	11%
	98	Frank & Grossman Landscape Contractors	11%
	23	NaturaLawn of America	11%
	25	Massey Services	11%
	93	Unlimited Landscaping & Turf Management	11%
48	19	Bailey Nurseries	10%
	81	McHale Landscape Design	10%

Clean Scapes

Austin-based Clean Scapes worked with its customers through price and service reductions for hard-hit industries like restaurants and retail operations. "This helped us retain these properties, while still making sure their properties' landscape and irrigation didn't fall on the back burner," the company says.

Intermountain Plantings

The Bluffdale, Utah, company transitioned from short-term equipment rentals to long-term leases to save on costs and increase availability.

Crawford Landscape

This Naples, Fla.-based firm implemented a mentorship program for those interested in learning more about specific areas of the company. Managers and staff can volunteer to be mentors. "This allows us to share knowledge, create a strategic family and friendly environment where, when our employees succeed, we all succeed," the company writes.

Weed Man

For this Canada-based lawn care company, communicating daily to U.S. and Canadian franchisees helped the company realize 14 percent growth. Weed Man helped franchisees transition to digital marketing efforts and worked with national associations to ensure green industry services were deemed essential. The company also focused on giving unwavering support to franchisees. "As the franchisor, it was our responsibility to help franchisees succeed despite the challenges that we faced as a network," the company says. "We're happy to report amazing results in 2020!"

LM150 Company Index

Company name	LM150 rank		
AAA Landscape	54	Focal Pointe Outdoor Solutions	138
ABM	35	Frank & Grossman Landscape Contractors	98
Accent Landscape Contractors	108	Gachina Landscape Management	69
Acres Group	31	Garden Design	34
Andre Landscape Service	103	Gibson Landscape Services	114
Andy's Sprinkler, Drainage & Lighting	113	Gothic Landscape	6
Art by Nature	121	Great Oaks Landscape Associates	104
ArtisTree Landscape Maintenance & Design	110	Green Lawn Fertilizing	141
Aspen Grove Landscape Group	11	Greenery, The	30
Bailey Nurseries	19	GreenScapes Landscape Co.	140
Bartlett Tree Experts	5	GreenView Partners	144
Baytree Landscape	48	Grounds Guys, The	24
Beary Landscaping	51	Harvest Landscape Enterprises	70
Bemus Landscape	63	HeartLand	12
Benchmark Landscape	106	Heaven and Earth Landscaping	107
Berghoff Design Group	73	Heritage Professional Landscaping	147
Bland Landscaping Co.	68	HighGrove Partners	131
BrightView Holdings	1	Hittle Landscaping	139
Brilar	133	Hoffman Landscapes	116
Bruce Company of Wisconsin, The	78	Impact Landscaping & Irrigation	66
Budd Group, The	97	Intermountain Plantings	75
Caretaker Landscape & Tree Management	85	James Martin Associates	150
Chapel Valley Landscape Co.	59	John Mini Distinctive Landscapes	105
Chenmark	43	Joyce Cos., The	125
Cherrylake	115	Juniper Landscaping	20
Choate USA	40	Kline Bros. Landscaping	53
Christy Webber & Co.	56	L. J. Thalmann Co./Chalet	76
Clarence Davids & Co.	118	LandCare	10
Clean Scapes	29	LandOpt	18
Clintar Commercial Outdoor Services	22	Landscape Maintenance Professionals	128
Complete Landscaping Service	46	Landscape Services Inc.	71
Complete Landsculpture	123	Landscape Workshop	47
Crawford Landscaping	120	Landtech Contractors	91
Creative Environments	50	Lawn Doctor	15
Cutting Edge	65	Lawn Management Co.	109
Davey Tree Expert Co., The	3	Level Green Landscape	112
David J. Frank Landscape Contracting	99	Lifescape Colorado	119
Denison Landscaping	36	LMI Landscapes	72
Dennis' 7 Dees Landscaping & Garden Centers	64	Loving	21
Designs by Sundown	83	Lucas Tree Expert Co.	33
Designscapes Colorado	74	Mainscape	32
Dixie Landscape	39	Maldonado Nursery & Landscaping	58
DJ's Landscape	96	Mariani Enterprises	36
DLC Resources	84	Massey Services	25
Earthco Commercial Landscape	133	McHale Landscape Design	81
Earthtones Design	44	Meadows Farms	27
Earthworks	92	Merchants Landscape Services	81
EMSI	61	Michael Hatcher & Associates	146
Environmental Designs	80	Mountain View Landscape	133
Ferrandino & Son	16	Mullin	148
		Munie Co., The	111
		Nanak's Landscaping	142
		NaturaLawn of America	23
		Naturescape	77
		New Way Landscape & Tree Services	149
		NJ Best Lawns Sprinklers & Fencing	145
		Nutri-Lawn	87
		Pacific Landscape Management	88
		Park West	14
		Perfect Cuts of Austin	79
		Pericut Companies	122
		Pierre Landscape	41
		Pro Cutters Lawns	136
		ProQual Landscaping	132
		R.P. Marzilli & Co.	55
		Richmond & Associates Landscaping	127
		Rotolo Consultants	26
		Ruppert Landscape	8
		Russell Landscape Group	52
		Ryan Lawn & Tree	45
		Saluda Hill Landscapes	143
		Santa Rita Landscaping	101
		SavATree	7
		Schill Landscaping & Lawn Care Services	94
		Schultz Industries	130
		Schumacher Cos., The	59
		Scott Byron & Co.	124
		Sebert Landscape	42
		Senske Services	62
		Service Direct Landscape	102
		SiteWorks	49
		Siteworks Landscape	117
		SOI Group	100
		Southview Design	90
		Sperber Landscape Co.	17
		Sposato Landscape Co.	126
		Spring-Green Lawn Care	28
		Stay Green	89
		Superscapes	67
		Teufel Landscape	38
		Texscape Services	129
		Timberline Landscaping	137
		TruGreen	2
		U.S. Lawns	13
		Unlimited Landscaping & Turf Management	93
		Weed Man	9
		WLE	86
		Xquisite Landscaping	57
		Yardnique	95
		Yellowstone Landscape	4