



**LANDSCAPE
MANAGEMENT**

**Bill Hardy and
Doug Delano,
Level Green
Landscaping**

Level up 150

Companies
on our 2022
LM150 list —
including Level
Green — share how they took
their business to the next level

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150 Rankings

		Headquarters	2021 Revenue (U.S. Dollars)	% Rev. Change from 2020	% Projected Change for 2022	FTEs/ Seasonal Employees	% Comm./ Res./Gov.
1	BrightView Holdings	Blue Bell, Pa.	\$2,553,600,000	9%	NR	NR/NR	NR/NR/NR
2	TruGreen	Memphis, Tenn.	\$1,500,000,000	1%	NR	NR/NR	15/85/0
3	The Davey Tree Expert Co.	Kent, Ohio	\$1,378,053,000	7%	9%	10449/NR	NR/NR/NR
4	Yellowstone Landscape	Bunnell, Fla.	\$446,000,000	25%	10%	5000/1000	80/0/20
5	Bartlett Tree Experts	Stamford, Conn.	\$397,000,000	13%	9%	2000/200	30/64/6
6	HeartLand	Kansas City, Mo.	\$388,000,000	111%	25%	1900/1800	100/0/0
7	SavATree	Bedford Hills, N.Y.	\$295,000,000	6%	6%	1700/1900	20/77/3
8	Sperber Landscape Co.	Westlake Village, Calif.	\$280,000,000	133%	38%	2500/360	96/1/3
9	Weed Man	Orono, Ontario	\$259,562,911	22%	14%	1039/2128	5/95/0
10	Gothic Landscape	Valencia, Calif.	\$259,000,000	14%	10%	2150/NR	95/5/0
11	Ruppert Landscape	Laytonsville, Md.	\$249,000,000	17%	8%	1990/NR	100/0/0
12	LandCare	Frederick, Md.	\$246,000,000	18%	15%	3600/NR	100/0/0
13	U.S. Lawns	Orlando, Fla.	\$195,600,000	0%	0%	1650/800	100/0/0
14	Park West	Rancho Santa Margarita, Calif.	\$175,000,000	0%	11%	1530/NR	98/0/2
15	Lawn Doctor ^	Holmdel, N.J.	\$172,020,000	14%	8%	1500/NR	5/95/0
16	Divisions Maintenance Group ^	Newport, Ky.	\$169,985,250	25%	30%	610/NR	100/0/0
17	Juniper	Fort Myers, Fla.	\$138,000,000	37%	12%	1500/200	92/0/8
18	Landscape Development Inc.	Valencia, Calif.	\$124,750,000	27%	11%	1055/NR	90/2/8
19	Loving	Gastonia, N.C.	\$119,329,170	43%	31%	254/8	100/0/0
20	Mariani Landscape	Lake Bluff, Ill.	\$95,500,000	10%	9%	NR/NR	NR/NR/NR
21	LandOpt ^	Pittsburgh, Pa.	\$94,666,908	-9%	10%	325/510	40/53/7
22	NaturaLawn of America	Frederick, Md.	\$91,132,092	11%	8%	684/24	3/97/0
23	The Grounds Guys	Waco, Texas	\$89,000,000	14%	18%	1400/NR	55/45/0
24	United Land Services	Jacksonville, Fla.	\$88,700,000	53%	30%	400/50	95/5/0
25	Clintar Commercial Outdoor Services	Markham, Ontario	\$87,500,000	6%	6%	350/350	90/5/5
26	Massey Services ^	Orlando, Fla.	\$86,053,765	9%	15%	2470/0	12/88/0
27	Rotolo Consultants	Slidell, La.	\$86,000,000	14%	15%	400/400	90/0/10
28	Clean Scapes	Austin, Texas	\$85,262,000	18%	17%	703/236	98/0/2
29	Spring-Green Lawn Care ^	Plainfield, Ill.	\$81,536,000	12%	8%	525/98	4/96/0
30	The Greenery	Hilton Head Island, S.C.	\$81,000,000	18%	11%	803/140	90/8/2
31	Meadows Farms ^	Chantilly, Va.	\$79,200,000	6%	1%	300/200	4/95/1
32	Mainscape	Fishers, Ind.	\$74,000,000	14%	6%	788/160	100/0/0
33	Lucas Tree Expert Co.	Portland, Maine	\$66,000,000	0%	12%	550/550	100/0/0
34	Garden Design	Farmers Branch, Texas	\$65,700,000	10%	15%	92/15	85/15/0
35	ABM	Columbia, Md.	\$63,000,000	3%	3%	1000/400	40/0/60
36	Dixie Landscape	Medley, Fla.	\$62,700,000	5%	3%	382/NR	NR/NR/NR
37	Denison Landscaping*	Fort Washington, Md.	\$61,530,000	5%	NR	NR/NR	NR/NR/NR
38	Chenmark	Portland, Maine	\$58,781,179	19%	10%	NR/NR	NR/NR/NR
39	Landscape Workshop	Birmingham, Ala.	\$56,000,000	24%	27%	480/280	94/4/2
	Schill Grounds Management	North Ridgeville, Ohio	\$56,000,000	11%	10%	250/68	99/1/0
41	Choate USA	Carrollton, Texas	\$55,000,000	0%	1%	85/200	100/0/0
	Sebert Landscape	Bartlett, Ill.	\$55,000,000	8%	10%	101/460	90/5/5
43	Ryan Lawn & Tree ^	Merriam, Kan.	\$54,611,000	18%	30%	387/33	5/95/0
44	Yardnique	Morrisville, N.C.	\$54,600,000	110%	40%	550/200	100/0/0
45	R.P. Marzilli & Co.	Medway, Mass.	\$54,150,000	39%	7%	190/70	8/92/0
46	Beary Landscaping	Lockport, Ill.	\$54,000,000	22%	5%	75/320	80/20/0
47	Teufel Landscape	Hillsboro, Ore.	\$53,027,632	-9%	3%	350/25	91/1/8
48	Pierre Landscape	Irwindale, Calif.	\$53,000,000	10%	0%	270/40	100/0/20
49	DJ's Landscape Management	Grand Rapids, Mich.	\$52,209,000	110%	10%	332/400	100/0/0

LEGEND NR = Not reported; * Indicates estimate, based on projected revenue for 2021 reported last year; ^ Indicates a portion of reported revenue was removed (such as pest control, janitorial services or other nongreen industry offerings).



		Headquarters	2021 Revenue (U.S. Dollars)	% Rev. Change from 2020	% Projected Change for 2022	FTEs/ Seasonal Employees	% Comm./ Res./Gov.
50	Kline Bros. Landscaping	Manahawkin , N.J.	\$51,200,000	5%	10%	256/256	10/90/0
	Complete Landscaping Service	Bowie, Md.	\$51,200,000	30%	15%	260/318	98/2/0
52	Earthtones Design	Midlothian, Texas	\$50,543,000	8%	-10%	140/30	85/15/0
53	Environmental Management Inc.	Plain City, Ohio	\$50,400,000	35%	20%	160/255	80/2/18
54	Russell Landscape Group	Sugar Hill, Ga.	\$50,015,000	16%	18%	425/180	NR/NR/NR
55	Creative Environments Design & Landscape	Tempe, Ariz.	\$49,500,000	33%	25%	175/NR	NR/NR/NR
56	SiteWorks	Chandler, Ariz.	\$46,324,809	2%	6%	183/78	100/0/0
57	AAA Landscape	Phoenix, Ariz.	\$45,255,000	9%	4%	520/80	94/1/5
58	Chapel Valley Landscape Co.	Woodbine, Md.	\$45,115,000	18%	10%	300/300	85/15/0
59	Maldonado Nursery & Landscaping	San Antonio, Texas	\$43,773,821	13%	22%	304/130	50/5/45
60	Senske Services ^	Kennewick, Wash.	\$43,326,000	13%	15%	400/100	10/85/5
61	Bland Landscaping Co.	Apex, N.C.	\$43,200,000	27%	15%	400/100	96/4/0
62	Xquisite Landscaping	Stoughton, Mass.	\$42,979,400	36%	15%	NR/NR	NR/NR/NR
63	Impact Landscaping & Irrigation	Jupiter, Fla.	\$40,600,000	14%	10%	485/NR	97/3/0
64	Harvest Landscape Enterprises	Anaheim, Calif.	\$39,875,000	25%	22%	505/30	90/0/10
65	Dennis’ 7 Dees Landscaping & Garden Centers	Portland, Ore.	\$39,844,098	9%	3%	278/42	NR/NR/NR
66	Christy Webber & Co.	Chicago, Ill.	\$39,800,000	0%	0%	286/NR	NR/NR/NR
67	Caretaker Landscape and Tree Management	Gilbert, Ariz.	\$38,310,990	33%	10%	282/45	100/0/0
68	Stay Green	Santa Clarita, Calif.	\$38,000,000	30%	10%	500/NR	60/0/40
69	Greenscape Land Design	Raynham, Mass.	\$37,000,000	15%	25%	85/275	98/0/2
70	Pacific Landscape Management	Hillsboro, Ore.	\$36,839,000	28%	25%	275/65	100/0/0
71	Gachina Landscape Management	Menlo Park , Calif.	\$36,143,944	8%	11%	391/0	NR/NR/NR
72	Southern Botanical	Dallas, Texas	\$36,000,000	24%	12%	286/237	74/24/2
	McHale Landscape Design	Upper Marlboro, Md.	\$36,000,000	20%	10%	300/10	0/100/0
74	Berghoff Design Group*	Scottsdale, Ariz.	\$34,636,030	6%	NR	NR/NR	NR/NR/NR
75	Superscapes	Carrollton, Texas	\$34,500,000	8%	15%	300/25	NR/NR/NR
76	Chalet	Wilmette, Ill.	\$34,000,000	12%	5%	100/140	5/95/0
	Elite Team Offices	Clovis, Calif.	\$34,000,000	3%	5%	480/100	99/1/ 0
78	Environmental Designs	Brighton, Colo.	\$33,840,631	12%	10%	209/108	70/30/0
79	Naturescape	Muskego, Wis.	\$33,480,592	7%	5%	320/20	5/95/0
80	Designscapes Colorado	Centennial, Colo.	\$32,600,000	2%	11%	263/90	13/48/39
81	Merchants Landscape Services	Santa Ana, Calif.	\$32,000,000	7%	6%	470/NR	0/0/100
82	Earthworks	Arlington, Texas	\$31,400,000	20%	10%	305/120	95/5
83	The Bruce Co. of Wisconsin*	Middleton, Wis.	\$31,241,320	1%	NR	NR/NR	NR/NR/NR
84	Scott Byron & Co.	Lake Bluff, Ill.	\$31,200,000	19%	5%	91/141	0/100/0
85	Perfect Cuts of Austin ^	Austin, Texas	\$30,561,795	2%	15%	30/68	100/0/0
86	LMI Landscapes	Carrollton, Texas	\$30,309,434	-7%	15%	88/89	100/0/0
87	Unlimited Landscaping & Turf Management	Suwanee, Ga.	\$29,859,768	14%	15%	229/18	41/59/0
88	Southview Design	St. Paul, Minn.	\$29,748,000	11%	25%	90/125	45/55/0
89	DLC Resources	Phoenix, Ariz.	\$29,100,000	5%	0%	390/NR	100/0/0
	Santa Rita Landscaping	Tucson, Ariz.	\$29,100,000	21%	10%	280/NR	NR/NR/NR
91	Lawn Management Co.	Houston, Texas	\$29,062,858	25%	5%	300/75	97/1/2
92	Frank & Grossman Landscape Contractors	Hayward, Calif.	\$29,000,000	14%	15%	290/NR	35/60/5
93	Landtech Contractors*	Aurora, Colo.	\$28,620,000	8%	NR	NR/NR	NR/NR/NR
94	The Budd Group	Winston-Salem, N.C.	\$28,000,000	11%	10%	300/35	NR/NR/NR
95	Level Green Landscape	Upper Marlboro, Md.	\$27,417,000	26%	13%	118/175	85/0/15
96	SOI Group	McKinney, Texas	\$27,330,000	11%	10%	127/NR	100/0/0
97	David J. Frank Landscape Co.	Germantown, Wis.	\$27,320,000	10%	5%	220/40	65/35/0
98	Andy’s Sprinkler, Drainage & Lighting	Carrollton, Texas	\$26,678,488	24%	6%	131/63	20/80/0
99	Great Oaks Landscape Associates	Novi, Mich.	\$26,200,000	18%	8%	173/NR	80/20/0
100	Lifescape Colorado	Denver, Colo.	\$26,017,021	36%	15%	110/65	10/90/0

150 Rankings

		Headquarters	2021 Revenue (U.S. Dollars)	% Rev. Change from 2020	% Projected Change for 2022	FTEs/ Seasonal Employees	% Comm./ Res./Gov.
101	Andre Landscape Service	Azusa, Calif.	\$26,000,000	5%	7%	325/NR	100/0/0
	Gibson Landscape Services	Alpharetta, Ga.	\$26,000,000	NR	NR	NR/NR	NR/NR/NR
103	Service Direct Landscape	Phoenix, Ariz.	\$25,183,000	20%	20%	305/305	25/75/0
104	ArtisTree Landscape Maintenance & Design	Venice, Fla.	\$25,111,675	10%	15%	233/76	80/20/0
105	Heaven & Earth Landscaping	Indian Trail, N.C.	\$25,106,160	25%	35%	105/150	100/0/0
106	John Mini Distinctive Landscapes*	Congers, N.Y.	\$24,780,000	5%	NR	NR/NR	NR/NR/NR
107	Hoffman Landscapes	Wilton, Conn.	\$24,750,000	23%	12%	210/NR	0/100/0
108	Siteworks Landscape	Richmond, Calif.	\$24,240,000	21%	5%	180/NR	0/100/0
109	New Way Landscape & Tree Services	San Diego, Calif.	\$24,000,000	0%	7%	250/NR	97/0/3
110	Urban Dirt	Austin, Texas	\$23,900,000	100%	50%	150/150	100/0/0
111	Clarence Davids & Co.	Matteson, Ill.	\$23,732,600	21%	2%	80/135	85/15/0
112	Complete Landsculpture	Dallas, Texas	\$23,081,670	15%	8%	125/85	45/54/1
113	The Joyce Cos.	Marstons Mills, Mass.	\$23,060,460	26%	10%	150/25	5/95/0
114	Shinto Landscaping	Deerfield Beach, Fla.	\$23,000,000	26%	15%	260/60	86/2/12
115	Winterberry	Southington, Conn.	\$22,549,574	22%	12%	42/96	71/29/0
116	American Landscape Systems	Lewisville, Texas	\$21,780,971	0%	3%	200/60	65/0/35
117	Michael Hatcher & Associates	Olive Branch, Miss.	\$21,700,000	55%	10%	200/65	65/35/0
118	Green Lawn Fertilizing*	West Chester, Pa.	\$21,611,317	27%	26%	235/NR	8/92/0
119	Conserva Irrigation	Glen Allen, Va.	\$21,579,227	48%	44%	200/100	10/89/1
120	Benchmark Landscape*	Poway, Calif.	\$21,551,228	0%	0%	200/NR	90/1/9
121	Richmond & Associates Landscaping	Carrollton, Texas	\$21,471,998	20%	2%	145/155	95/1/4
122	Texscape Services	Houston, Texas	\$21,300,000	22%	0%	200/50	100/0/0
123	Focal Pointe Outdoor Solutions	Caseyville, Ill.	\$21,003,054	34%	96%	143/84	82/18/3
124	ProQual Landscaping	Tempe, Ariz.	\$20,300,000	19%	15%	293/NR	100/0/0
125	Brilar	Farmington Hills, Mich.	\$20,150,000	19%	26%	154/5	82/0/18
126	Timberline Landscaping	Colorado Springs, Colo.	\$20,006,162	21%	12%	43/134	70/25/5
127	SPSD	Arlington, Texas	\$20,000,000	NR	3%	150/NR	85/5/10
	Mickman Brothers	Ham Lake, Minn.	\$20,000,000	3%	4%	48/145	60/39/1
129	Greener Group	Lowell, Mass.	\$19,740,195	22%	5%	95/1	98/2/0
130	Crawford Landscaping*	Naples, Fla.	\$19,486,168	3%	NR	NR/NR	NR/NR/NR
131	Accent Landscape Contractors	El Paso, Texas	\$19,457,165	NR	NR	NR/NR	NR/NR/NR
132	Mountain View Landscape	Chicopee, Mass.	\$19,300,000	13%	5%	24/90	45/5/50
133	Art by Nature	Granite Falls, Wash.	\$18,997,905	3%	5%	130/NR	99/1/0
134	Saluda Hill Landscapes	Lexington, S.C.	\$18,838,928	33%	12%	132/NR	17/83/0
135	Landry's Landscape	Baton Rouge, La.	\$18,677,056	41%	12%	47/42	96/4/0
136	Schultz Industries	Golden, Colo.	\$18,634,256	3%	5%	120/30	90/0/10
137	Utz Environmental Services	Leander, Texas	\$18,633,393	9%	15%	120/50	100/0/0
138	HighGrove Partners	Austell, Ga.	\$18,400,000	NR	NR	NR/NR	NR/NR/NR
	Mullin	St. Rose, La.	\$18,400,000	33%	10%	152/12	65/35/0
140	Sposato Landscape Co.	Milton, Del.	\$18,293,750	5%	10%	165/45	55/43/2
141	Cherrylake	Groveland, Fla.	\$18,100,000	-10%	23%	295/82	100/0/0
142	Landscape Maintenance Professionals	Seffner, Fla.	\$18,000,000	3%	3%	290/25	100/0/0
143	The Munie Co.*	Caseyville, Ill.	\$17,793,915	-19%	NR	NR/NR	NR/NR/NR
144	Rock Water Farm	Aldie, Va.	\$17,700,000	62%	16%	30/70	1/94/5
145	Earthco Commercial Landscape	Santa Ana, Calif.	\$17,500,000	15%	10%	300/NR	100/0/0
146	Greenscape	Raleigh, N.C.	\$17,400,000	20%	20%	136/32	95/0/5
147	GreenView Partners	Raleigh, N.C.	\$17,307,213	23%	15%	180/20	100/0/0
148	Hidden Creek Landscaping	Hilliard, Ohio	\$17,000,000	50%	24%	65/40	35/65/0
149	Pro Cutters Lawnscares	Conyers, Ga.	\$16,835,745	0%	5%	75/10	40/0/60
150	Heritage Professional Landscaping*	Kennewick, Wash.	\$16,570,380	21%	12%	97/51	70/20/10
			Total: \$14,327,243,070	Avg: 17%	Avg: 15%		

Big year, big numbers

Companies on the 2022 *LM150* list saw a 17 percent average revenue growth last year

BY CHRISTINA HERRICK | *LM* EDITOR

2021 was another year of exponential growth in the green industry, as seen by the staggering figures displayed in this year's *LM150* list.

The total revenue of the *LM150* list, sponsored by Aspire Software and The Grasshopper Co., once again set a record at \$14.3 billion. That's up about \$1.7 billion from last year. The top five companies remain unchanged from last year: BrightView Holdings, TruGreen, The Davey Tree Expert Co. and Yellowstone Landscape.

Sperber Landscape Co. in Westlake Village, Calif., saw a 133 percent increase in revenue and jumped up from No. 17 to No. 8 on the list. We profiled Sperber on page 23 to learn a little more about the keys to the company's huge growth.

Other list makers with triple-digit growth include No. 5 Bartlett Tree Experts of Stamford, Conn., and HeartLand of Kansas City, Mo., with 111 percent growth, and Yardnique of Morrisville, N.C., DJ's Landscape Management of Grand Rapids, Mich., with 110 percent growth and Urban Dirt of Austin, Texas, with 100 percent growth.

Labor continues to be a challenge for the green industry. We profiled Level Green Landscape in Upper Marlboro, Md., on page 20 and Conserva Irrigation of Glen Allen, Va., on page 22 to learn more about each company's unique approach to staffing for the future of the operations.

"We've looked outside the industry to find people that fit culturally into what we're looking for," says Russ Jundt, founder and owner of Conserva Irrigation. "They have a (strong) work ethic, an ability and a desire to work outdoors; (they) want to do something special and bigger than themselves."

NOT ON THE LIST?

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 Projects 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 2021
LM150 REVENUE

\$14,327,243,070

AVERAGE
REVENUE GROWTH
FROM 2020

17%

AVERAGE REVENUE
GROWTH PROJECTED
FOR 2022

15%

COMBINED 2021 REVENUE OF
THE TOP 3 FIRMS

\$5,431,653,000

38%
of total
list

How we calculated our figures

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 2021 revenue figure. We calculated the numbers for client mix, profit centers and regional charts based on data submitted.

The *LM150* information 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. 

**A STARTING
LINEUP NEVER
LOOKED SO
GOOD.**



Stripes don't make themselves. It takes a seasoned pro with a machine that's just as game-ready as you are. So leave crisp lines and a finish worthy of the highlight reel with Grasshopper MidMount™ and FrontMount™ mowers. Because this is how you play when every day is #MowDay.

Team: Daughtrey Lawn Maintenance **Yards per Wk:** 50+ / **Acres:** 16,392+ **Roster Size:** 20 employees **MidMounts / FrontMounts**



EVERY DAY IS #MOWDAY.



Level up

A great partnership and a willingness to embrace technology and change take Level Green Landscaping to the next level

BY SETH JONES | LM EDITOR-IN-CHIEF



Doug Delano and Bill Hardy met 40 years ago when Hardy hired Delano to work in the construction field at Ruppert Landscape Co. Delano had just left his first job teaching high school math in disillusionment. He knew he enjoyed the outdoors and gardening, having grown up on the rural Eastern Shore of Maryland, and was curious to explore a career in landscaping.

Delano and Hardy were both branch managers when a larger company purchased Ruppert Landscape Co. in 1998. Delano stuck around with the new company for three years; Hardy stayed for five. Eventually, they looked at the new company and said to each other, “If these guys can run a landscape company, we can probably do just as well as they can.”

Level Green Landscape, a commercial landscape company headquartered in Upper Marlboro, Md., with four additional branches in Washington, D.C., Maryland and Virginia, has indeed done well. The company

enjoyed a 26 percent increase in revenue from 2020, landing them at No. 95 on the 2022 LM150 list with reported revenue of \$27,417,000. The company has 118 full-time employees and staffs up to 175 in-season.

“This company was built organically. We were both in our 40s at the time (of forming Level Green),” Delano says. “We both had kids, so our work/life balance was important. If we do this together, it makes it a lot easier to bounce things off somebody on a regular basis. There’s a value to not going in alone ... working well with a partner is huge.”

Embrace change

Now that Delano (managing member/head gardener) and Hardy (partner) are in their 60s, the vision has changed. They want the company to continue to grow — they mention a goal of \$100 million in the next eight years — and they want to replace themselves while not being acquired.

“We have a very specific culture here, and if we were rolled into a larger

organization, I don’t know (if) that culture would survive,” Delano says. “We want to continue to grow with the people we have and continue to recruit people who will help us grow.”

One of the philosophies at Level Green that enabled the company to grow is a willingness to embrace change. A recent structure change at Level Green, promoting two employees from within to regional managers, allowed other employees to back-fill the positions and showed what opportunities are available at the company, says Paul Wisniewski, division manager. The reorganization allowed him to focus more on production, with a goal of taking the company to the next level.

“Growth will come from giving these opportunities to our team,” Wisniewski says. “Opening up that door to more people within the organization allows them to grow with us.”

Another employee who has grown with the company and created positive change is Michael Mayberry, chief technology officer for Level Green.

When he first came to the company seven years ago, he joined as an operations manager. Immediately, he started bringing new technology to the company — software, a new accounting system, new equipment. When a colleague looked at Level Green and told Delano and Hardy that they were more high-tech than companies twice their size, they knew they were on to something.

“That’s when we decided that Mike was not in the right position, and he needed more freedom to work,” Delano says. “He became our full-time tech guy, and it really helped us out.”

Mayberry says his goal is to get the entire business to run through automation and make decisions based on data collection. He says data-driven decisions are superior to gut decisions.

“I think we can all admit that our industry as a whole has been stuck in the ’80s,” Mayberry says. “We may have moved up to the 2000s, with a lot of companies using software platforms. Technology, in general, is changing rapidly, and the industry is finally starting to accept that technology. My goal is to integrate as much of that technology that makes sense so we can do more with the same or less amount of people.”

Recruiting and retaining staff

Keeping the Level Green staff at the proper level has always been a challenge. While Delano and Hardy don’t think it’ll ever become less of a problem, they have implemented some “strategic initiatives” they say are working.

Recently, Level Green hired a full-time recruiter and shared an in-house survey with all employees to determine what is most important to its workers. Following the survey, a committee comprised of employees at all levels will review the results.

“It’s going to be a long process, but we’re going to have to put significant time, effort and money toward it to be

able to continue our growth,” Hardy says. “It’s going to be a major project, I believe, for a number of years. We just have to work on it; there are no magic bullets, there is no magic wand ... there’s just constant hard work.”

Delano adds that he knows his leadership team is up to the challenge and that they have learned from experience.

“We are often solving the same problems today that we were solving when we were a \$200,000 company,” Delano says. “We had staffing problems when we were a \$200,000 company. We’ll be a \$100 million company and still be looking for people. Paul will have less hair, but he’s going to have the same problem.”

Wisniewski heads the committee that focuses on training and developing staff, another element in successfully retaining employees. The most exciting thing about it, he says, is it gives employees the opportunity to be successful in the long term. Hardy says the desire to help employees succeed for the long term is a foundation of the company.

“I get excited about making sure that we stick to the basics that made us successful,” he says. “When we first started with 10 employees to when we’ll be 500 or 1,000, we have to maintain that smaller company feel. That’s very important to Doug and me because that’s what got us here. That’s part of these committees and initiatives, they all lead to growth, but growth through maintaining our core values and doing the right thing.”

Level Green is also proactive about building a pipeline of future



Doug Delano (left) and Bill Hardy founded Level Green in 2002 and haven’t looked back.

employees. The company actively connects with local universities, colleges and community colleges.

“We want to get younger people in and show them that we’re an organization that is investing in growth and investing in people,” Hardy says. “Hopefully,

by building this pipeline, we’ll bring in people who can grow through the organization and support us for our 10-year plan.”

It starts with trust

Delano looks back at the 20-plus years of Level Green and says he and Hardy didn’t know what they were getting into at the beginning, but he’s happy the partnership has brought happiness to many.

“I don’t think Bill and I ever set out to have a company this large,” he says. “We worked for a great company in Ruppert that taught us a whole lot, and we’ve been able to carry that on. Bill and I have always felt very strongly that if you make a commitment to somebody, whether it be your family, a friend, an employee or a customer ... you live by it.”

However much Hardy paid Delano by the hour back in the 1990s, it’s paid off, and then some, in the 2020s.

“My wife calls Doug my ‘work wife,’” Hardy laughs. “Partnerships are like a marriage in many ways. It starts with trust. You have to trust each other, and you have to communicate. Realize that you will not always agree. When Doug and I had offices side-by-side, it was pretty evident to most people around us that we didn’t always agree. But there was a trust level, and that continues on.”

Full throttle in California

How Sperber Landscape Co. went from zero to 60 in three short years

BY CHRISTINA HERRICK | LM EDITOR

Marking its third anniversary this year, Sperber Landscape Co. has a lot to celebrate. A relative newcomer to the *LM150* list, Sperber debuted on the list last year, coming in at No. 17 with \$120 million in 2020 revenue and 253 percent growth from 2019. This year, Sperber comes in at No. 8, with \$280 million in 2021 revenue and triple-digit growth of 133 percent.

Richard Sperber, founder of Sperber Landscape Co., says developing leaders is why he got back into the industry.

“This is a pure startup,” says Richard Sperber, managing partner and founder of Sperber Landscape Co.

“Three years ago, we had zero employees and zero sales. We went from zero to 60 pretty fast.”

While Sperber Landscape Co. might be a newer entry to the *LM150* list, Richard Sperber is not. In 1949, Sperber’s father founded ValleyCrest Landscape Cos., a longtime member of the *LM150* list. The family merged the company with The Brickman Group in 2014 to form BrightView. Following a five-year noncompete agreement, Richard Sperber founded Sperber Landscape Co. in 2019.

A return to the industry

He says his decision to return to the green industry came out of his

passion for landscaping and gardening.

“I love landscaping and building gardens,” he says. “I actually believe it changes people’s lives and I certainly missed the camaraderie and all the great people that helped make ValleyCrest such a big success and the people I’ve worked with over the years.”

Sperber says in those five years, he also watched as the industry became flooded with private-

equity money and how that changed the industry.

“I saw the industry really where it is today, which is almost all decisions are made on a financial statement and bottom line versus what’s right for the business, for the clients and for

the employees,” he says.

Sperber says he saw a great opportunity to build another strong operation and “put the band back together” with many of his former colleagues.

“Let’s not say the right thing, let’s do the right thing,” he says. “That’s why I got back in this business to develop great people and leaders that will become the future of this industry.”



Richard Sperber



PHOTOS: SPERBER LANDSCAPE CO.



For Sperber Landscape Co. it's about the people. Chris Kujawa, president of KEI; Todd Haslier, manager and training coordinator; Tom Jurasinski, director of operations and Judy Kujawa, office manager, recognize Haslier for 25 years with KEI. Sperber added KEI in 2019.

Growth mindset

In the past three years, Sperber has grown even more thanks to acquisitions with Top Cut Lawn Services, headquartered in Palm Beach County, Fla.; Greenscapes in Naples, Fla.; Conserve LandCare in Thousand Palms, Calif.; Kujawa Enterprises Inc. (KEI) in Milwaukee, and Crystal Greens Landscape in Clackamas, Ore.

In 2021, Sperber continued its growth streak through additions of Bemus Landscape in Orange County, Calif., and Cagwin & Dorward in Petaluma, Calif.

Sperber says these moves help solidify the company's future.

"The Bemuses, the Cagwin & Dorwards, the KEIs and the Crystal Greens of the world, these are people that I've known and have been competitors and cohorts with for 40 or 50 years in the industry," he says. "We've worked alongside them and respected them highly as great competitors and great leaders in the industry, and now I have the chance to work with them."

He says each acquisition gives his operation a chance to learn a little bit from each entity and improve Sperber Landscape Co. collectively each time a new company joins.

"We're always looking at our great competitors in the marketplace that have been there forever, and all the great things they also do, and say, 'Wow, maybe we should be doing a little bit more of this,'" Sperber says. "Now we have the chance to work with a lot of these people and learn from them."

Knowing the why

Sperber says that an eye to the future is a big focus of the operation. He says it's

critical for his operation to find and grow the next generation of leaders at Sperber Landscape Co.

"It's about developing the people that have the passion and providing them the tools they need so we can have a great business that does the right thing," he says. "I'm looking at someone's passion and potential, rather than where they went to college or how many degrees they have. You can train most anyone to use a piece of equipment or software system, but you can't train someone to have passion."

Sperber says the "why" is a big component of all training — from teaching a new employee how to run a lawn mower to something more complex.

"Our goal is to share why we do what we do," he says. "Why do we have to mow the lawn like this? What are the horticultural practices? The why is always the most important, so they understand the big picture and context. It makes people more excited about their job, and it teaches them why they're doing something, rather than just how to do it."

Caring for the team

Sperber says the exponential growth his company experienced during the last three years is designed with one thing in mind: looking after his team.

"It gives us the opportunity to develop more people and give people better lives; otherwise, we'd just stay small," he says. "It's making sure that we give as many people opportunities and great careers in this industry as possible. I always say without them, there's no us." 📞

TAKE-HOME ADVICE

Richard Sperber, founder and managing partner of the Sperber Landscape Co., says landscape business owners who aspire to make the *LM150* list one day should first take a close look at their operation.

"One thing I've definitely learned in the last three years going around meeting all these people are there are great businesses out there doing great things. They're just not \$50 million or \$100 million (businesses)," he says.

Landscape business owners with aspirations to make this list should ask themselves: Do you love what you do? Are you doing great things? Are you happy with where you are?

"I don't want it to be a number-driven business," he says, noting that he focuses on the answer to this question: "How do we run a successful business and get people that are passionate about what they do?"

Modern problems, modern solutions

Conserva Irrigation takes on the labor crisis with a new, bold strategy

BY ROB DIFRANCO | LM ASSOCIATE EDITOR



For Conserva Irrigation in Glen Allen, Va., the past several years brought increased levels of growth. The company added 25 to 30 franchisees per year and increased revenue, following what Russ Jundt, founder and owner, calls a “hockey stick” pattern.

The growth comes during a time when the U.S. faces an ice-cold labor market that forced Jundt to get creative with his hiring — and training — practices.

Jundt says he’s heard the excuses and reasons for the labor crunch, and while he acknowledges that they are legitimate, he isn’t willing to let that stop his company’s upward trajectory.

“I refuse to accept the anecdotal answers that ‘Oh, it’s COVID-19’ or ‘People are on their couches.’ They might be great reasons or excuses, but the reality is that none of them help us move forward,” says Jundt.

Conserva, making its LM150 debut at No. 119 on the 2022 list with a revenue of \$21,579,227, sought to tackle the labor problem head-on.

Armed with a new approach to hiring technicians and an online Learning Management System (LMS) training program, the company moves forward with a bold strategy — having new hires field-ready, in their own trucks, within 60 days.

Expanding the search

Step one of Conserva’s new approach to hiring and training technicians is to expand its pool of potential hires.

“If there’s a massive shortage or a limited pool from which we draw, we figured we needed to extend that net,” he says. “In doing so, we’ve looked outside the industry to find people that fit culturally into what we’re looking for. They have a (strong) work ethic, an ability and a desire to work outdoors; (they) want to do something special and bigger than themselves.”

Extending its net isn’t something new for Conserva; the company has done it before with franchisees. Conserva, which currently has 70 branches across 30 states, saw success in looking outside the industry for franchise owners, so Jundt thought it would be no different at the technician level.

“We attract talent and people with different business acumen backgrounds, experiences and cultural backgrounds,” says Jundt. “We bring them in and provide a system that they can plug into and change their career and their lives.”

Conserva started its technician search by looking within. The company took note of its best technicians’ key traits and characteristics and used that to focus its recruitment search.

“We’ve found that one of the key underlying factors of successful franchisees and technicians was an overwhelming passion for what they do,” Jundt says. “In other words, loving what, how and why they do it.”

Jundt says coachability, a willingness to learn and a desire to be a leader were other attributes the company found to make for a successful technician.

Finding a better way to train irrigation technicians drove Conserva to create its LMS training program.



PHOTOS: CONSERVA IRRIGATION



Conserva trainees will still get field experience when using the company's online training.

that makes it simple to add new people. It was always, well, you're going to just have them ride along with us, and they'll pick up stuff over the year, and maybe they'll be in their own vehicle next year."

Collaborate and listen

Creating the LMS was a collaborative process between Jundt; Mathre; Conserva's top franchisee; Toro District Sales Manager Chris Keating, CID; and a third-party company, Unboxed Training and Technology.

Unboxed — based in Richmond, Va., 20 minutes south of Conserva's headquarters — works alongside companies to develop online training programs.

"They're education experts; they know how people learn," says Mathre.

Tasked with condensing decades of irrigation knowledge into an easy-to-understand training program, Unboxed asked for everything Conserva had available on the topic.

"We kind of balked at it. We said, 'Well, we've got an operations manual and some technician training manuals.' I mean, the real robust stuff, you know, I don't think you'll find much value there," Jundt says. "But they said, 'No, no, bring it on.'"

Conserva obliged, sending their own operations manuals in addition to Environmental Protection Agency and Irrigation Association manuals on best practices, design and fluid dynamics and YouTube videos on irrigation.

"They jumped all over it and digested it and broke it down into bite-sized pieces and put together a strategy of how they could pull this off," Jundt says.

A five-month process followed where Unboxed worked closely with Mathre to ensure the material was on point.

Conserva officially launched the LMS in mid-April this year, opening it to franchisees and existing employees. Mathre says the early returns are promising and Conserva still receives feedback and plans to fine-tune some of the information.

"So far, what we're seeing is it's building confidence," he says. "That's the biggest thing; confidence in the skill and knowledge of the industry. It's empowering people."

As the program evolves, Mathre says the next step — in addition to translating the entire program to Spanish — is for franchisees to leverage it into the recruiting process, hiring for work ethic and character, with the confidence that the program will turn new hires into successful technicians. 📞



Russ Jundt

"We're starting to attract bartenders, people that work at Home Depot and fast-food employees," says Jake Mathre, director of franchise operations for Conserva. "I tell them there's a different opportunity here. We'll train you. We want to get you in your own vehicle within a couple of months."

From the ground up

There's more to this plan than just identifying the right intangibles, however. Once Conserva has those prospects in-house, the team needs to train them.

Enter Conserva's online LMS training program. The online program is 22 modules long and aims to have new hires field ready within 45 to 60 days.

The program walks new hires through irrigation fundamentals, like the basics of digging a hole and the anatomy of an irrigation system, all the way to more advanced ideas like fluid dynamics.

"Then we start ramping it up with understanding flow, pressure, velocity and how those interact with each other," Mathre says. "At its base, it's about breaking it down to the most basic components. How does it work? How does it fail? How do you fix it?"



Jake Mathre

The program's opening module introduces Conserva and its ideals and mission statement. Three modules focus exclusively on sales and customer interactions; others include leadership training and communication.

Employees that participate in the program also work with a crew as they would be in a traditional training program. But with the supplemental online training, the process of having them ready to work on their own accelerates.

"I think (the idea behind the program) was twofold of needing it and then wanting to bring new blood into the industry," says Mathre. "There's nothing out there

150



A look at the *LM* 150 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	HeartLand	\$388,000,000
2	Yellowstone Landscape	\$356,800,000
3	Sperber Landscape Co.	\$268,800,000
4	Ruppert Landscape	\$249,000,000
5	Gothic Landscape	\$246,050,000
6	LandCare	\$246,000,000
7	TruGreen	\$225,000,000
8	U.S. Lawns	\$195,600,000
9	Park West	\$171,500,000
10	Divisions Maintenance Group	\$169,985,250
11	Juniper	\$126,960,000
12	Loving	\$119,329,170
13	Bartlett Tree Experts	\$119,100,000
14	Landscape Development Inc.	\$112,275,000
15	United Land Services	\$84,265,000
16	Clean Scapes	\$83,556,760
17	Clintar Commercial Outdoor Services	\$78,750,000
18	Rotolo Consultants	\$77,400,000
19	Mainscape	\$74,000,000
20	The Greenery	\$72,900,000
21	Lucas Tree Expert Co.	\$66,000,000
22	SavATree	\$59,000,000
23	Garden Design	\$55,845,000
24	Schill Grounds Management	\$55,440,000
25	Choate USA	\$55,000,000

RESIDENTIAL

1	TruGreen	\$1,275,000,000
2	Bartlett Tree Experts	\$254,080,000
3	Weed Man	\$246,584,765
4	SavATree	\$227,150,000
5	Lawn Doctor	\$163,419,000
6	Naturalawn of America	\$88,398,129
7	Spring-Green Lawn Care	\$78,274,560
8	Massey Services	\$75,727,313
9	Meadows Farms	\$75,240,000
10	Ryan Lawn & Tree	\$51,880,450
11	LandOpt	\$50,173,461
12	R.P. Marzilli & Co.	\$49,818,000
13	Kline Bros. Landscaping	\$46,080,000
14	The Grounds Guys	\$40,050,000
15	Senske Services	\$36,827,100
16	McHale Landscape Design	\$36,000,000
17	Chalet	\$32,300,000
18	Naturescape	\$31,806,562
19	Scott Byron & Co.	\$31,200,000
20	Hoffman Landscapes	\$24,750,000
21	Siteworks Landscape	\$24,240,000
22	Lifescape Colorado	\$23,415,319
23	The Joyce Cos.	\$21,907,437
24	Andy's Sprinkler, Drainage & Lighting	\$21,342,790
25	Green Lawn Fertilizing	\$19,882,412

GOVERNMENT

1	Yellowstone Landscape	\$89,200,000
2	ABM	\$37,800,000
3	Merchants Landscape Services	\$32,000,000
4	Bartlett Tree Experts	\$23,820,000
5	Maldonado Nursery & Landscaping	\$19,698,219
6	Stay Green	\$15,200,000
7	Designscapes Colorado	\$12,714,000
8	Juniper	\$11,040,000
9	Pierre Landscape	\$10,600,000
10	Pro Cutters Lawns	\$10,101,447
11	Landscape Development Inc.	\$9,980,000
12	Mountain View Landscape	\$9,650,000
13	Environmental Management Inc.	\$9,072,000
14	SavATree	\$8,850,000
15	Rotolo Consultants	\$8,600,000
16	Sperber Landscape Co.	\$8,400,000
17	American Landscape Systems	\$7,623,340
18	LandOpt	\$6,626,684
19	Clintar Commercial Outdoor Services	\$4,375,000
20	Teufel Landscape	\$4,242,211
21	Level Green Landscape	\$4,112,550
22	Harvest Landscape Enterprises	\$3,987,500
23	Brilar	\$3,627,000
24	Park West	\$3,500,000
25	Shinto Landscaping	\$2,760,000



MOWING + MAINTENANCE

1	Yellowstone Landscape	\$356,800,000
2	HeartLand	\$279,360,000
3	Sperber Landscape Co.	\$137,200,000
4	Ruppert Landscape	\$131,970,000
5	Juniper	\$91,080,000
6	Gothic Landscape	\$85,470,000
7	Park West	\$75,250,000
8	The Greenery	\$56,700,000
9	Yardnique	\$50,778,000
10	Mainscape	\$49,580,000
11	Clean Scapes	\$45,188,860
12	Rotolo Consultants	\$43,000,000
13	Landscape Workshop	\$42,560,000
14	Divisions Maintenance Group	\$39,096,608
15	ABM	\$37,800,000
16	Bland Landscaping Co.	\$37,152,000
17	Landscape Development Inc.	\$36,177,500
18	LandOpt	\$35,380,561
19	Clintar Commercial Outdoor Services	\$35,000,000
20	Schill Grounds Management	\$31,360,000
21	Chapel Valley Landscape Co.	\$29,324,750
22	Merchants Landscape Services	\$25,920,000
23	DLC Resources	\$24,735,000
24	Urban Dirt	\$23,900,000
25	Stay Green	\$22,800,000

TURF + ORNAMENTAL

1	Weed Man	\$259,562,911
2	Lawn Doctor	\$156,538,200
3	NaturaLawn of America	\$90,220,771
4	Spring-Green Lawn Care	\$76,544,000
5	Massey Services	\$69,030,940
6	Senske Services	\$31,320,000
7	Naturescape	\$26,784,474
8	Ryan Lawn & Tree	\$25,898,000
9	Harvest Landscape Enterprises	\$23,925,000
10	Green Lawn Fertilizing	\$21,011,002
11	Unlimited Landscaping & Turf Management	\$16,124,275
12	ABM	\$12,600,000
13	Sperber Landscape Co.	\$11,200,000
14	SOI Group	\$5,739,300
15	Sebert Landscape	\$5,500,000
16	Michael Hatcher & Associates	\$5,425,000
17	Mainscape	\$4,440,000
18	Rotolo Consultants	\$4,300,000
19	Landscape Workshop	\$3,920,000
20	LandOpt	\$2,868,694
21	Earthtones Design	\$2,527,150
22	ArtisTree Landscape Maintenance & Design	\$2,511,168
23	The Greenery	\$2,430,000
24	AAA Landscape	\$2,262,750
25	Southern Botanical	\$2,196,000

DESIGN BUILD + INSTALLATION

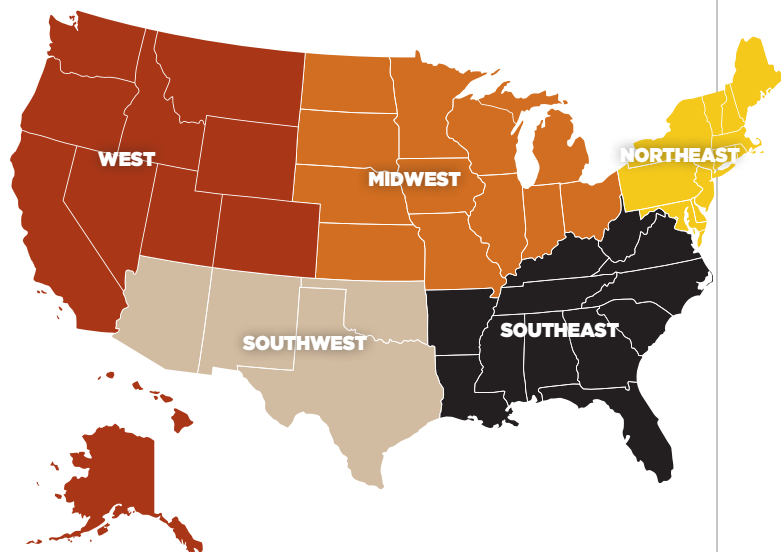
1	Gothic Landscape	\$173,530,000
2	Ruppert Landscape	\$117,030,000
3	Sperber Landscape Co.	\$89,600,000
4	Landscape Development Inc.	\$82,335,000
5	Park West	\$82,250,000
6	United Land Services	\$61,203,000
7	Garden Design Landscaping	\$54,531,000
8	Pierre Landscape	\$53,000,000
9	Loving	\$46,538,376
10	Teufel Landscape	\$40,831,277
11	Yellowstone Landscape	\$40,140,000
12	R.P. Marzilli & Co.	\$38,446,500
13	LandOpt	\$38,249,256
14	Clean Scapes	\$34,957,420
15	Juniper	\$33,120,000
16	SiteWorks	\$32,427,366
17	Meadows Farms	\$32,000,000
18	HeartLand	\$31,040,000
19	Rotolo Consultants	\$30,100,000
20	Kline Bros. Landscaping	\$28,160,000
21	Choate USA	\$28,050,000
22	Maldonado Nursery & Landscaping	\$28,015,245
23	Earthtones Design	\$26,787,790
24	Caretaker Landscape and Tree Management	\$25,285,254
25	Designscapes Colorado	\$24,776,000

IRRIGATION + WATER MANAGEMENT

1	Choate USA	\$26,950,000
2	Conserva Irrigation	\$21,579,227
3	Andy's Sprinkler, Drainage & Lighting	\$18,674,942
4	Sperber Landscape Co.	\$14,000,000
5	Juniper	\$13,800,000
6	United Land Services	\$13,305,000
7	Massey Services	\$12,767,248
8	Stay Green	\$11,400,000
9	Earthtones Design	\$9,097,740
10	Winterberry	\$8,117,847
11	Ryan Lawn & Tree	\$7,882,000
12	Kline Bros. Landscaping	\$7,680,000
13	Mainscape	\$7,400,000
14	Frank & Grossman Landscape Contractors	\$7,250,000
15	Park West	\$7,000,000
16	Impact Landscaping & Irrigation	\$6,902,000
17	LandOpt	\$6,693,620
18	Garden Design	\$6,570,000
19	ABM	\$6,300,000
20	Harvest Landscape Enterprises	\$5,981,250
21	Superscapes	\$5,865,000
22	Perfect Cuts of Austin	\$5,195,505
23	Clean Scapes	\$5,115,720
24	SOI Group	\$4,919,400
25	LMI Landscapes	\$4,849,509

BY PROFIT CENTERS

By Region



Editor's note: Not all companies report regional data. Dollar amounts were calculated by LM from data reported.

NORTHEAST

1	Bartlett Tree Experts	\$186,590,000
2	SavATree	\$122,000,000
3	Ruppert Landscape	\$104,580,000
4	Lawn Doctor	\$68,808,000
5	NaturaLawn of America	\$56,501,897
6	R.P. Marzilli & Co.	\$54,150,000
7	Complete Landscaping Service	\$51,200,000
8	LandOpt	\$51,120,130
9	Kline Bros. Landscaping	\$46,080,000
10	Lucas Tree Expert Co.	\$39,600,000
11	Greenscape Land Design	\$37,000,000
12	Level Green Landscape	\$27,417,000
13	Hoffman Landscapes	\$24,750,000
14	The Joyce Cos.	\$23,060,460
15	Green Lawn Fertilizing	\$21,611,317
16	McHale Landscape Design	\$21,600,000
17	Weed Man	\$20,765,033
18	Winterberry	\$20,294,617
19	Meadows Farms	\$19,800,000
20	Greener Group	\$19,740,195
21	Mountain View Landscape	\$19,300,000
22	Divisions Maintenance Group	\$16,998,525
23	ABM	\$6,300,000
24	Spring-Green Lawn Care	\$4,076,800
25	Mickman Brothers	\$4,000,000

SOUTHWEST

1	Gothic Landscape	\$101,010,000
2	Clean Scapes	\$85,262,000
3	Garden Design	\$65,700,000
4	Earthtones Design	\$50,543,000
5	AAA Landscape	\$45,255,000
6	Maldonado Nursery & Landscaping	\$43,773,821
7	Caretaker Landscape and Tree Management	\$37,544,771
8	Southern Botanical	\$36,000,000
9	Earthworks	\$31,400,000
10	Superscapes	\$31,050,000
11	Perfect Cuts of Austin	\$30,561,795
12	DLC Resources	\$29,100,000
13	Santa Rita Landscaping	\$29,100,000
14	Lawn Management Co.	\$29,062,858
15	SOI Group	\$27,330,000
16	Andy's Sprinkler, Drainage & Lighting	\$26,144,918
17	Service Direct Landscape	\$25,183,000
18	Urban Dirt	\$23,900,000
19	Bartlett Tree Experts	\$23,820,000
20	Complete Landsculpture	\$23,081,670
21	Divisions Maintenance Group	\$22,098,083
22	American Landscape Systems	\$21,780,971
23	Richmond & Associates Landscaping	\$21,471,998
24	Texscape Services	\$21,300,000
25	Lawn Doctor	\$20,642,400

WEST

1	Park West	\$175,000,000
2	Gothic Landscape	\$157,990,000
3	Landscape Development Inc.	\$124,750,000
4	SavATree	\$80,000,000
5	Teufel Landscape	\$53,027,632
6	Pierre Landscape	\$53,000,000
7	SiteWorks	\$46,324,809
8	Senske Services	\$43,326,000
9	Harvest Landscape Enterprises	\$39,875,000
10	Dennis' 7 Dees Landscaping & Garden Centers	\$39,844,098
11	Bartlett Tree Experts	\$39,700,000
12	Stay Green	\$38,000,000
13	Pacific Landscape Management	\$36,839,000
14	Gachina Landscape Management	\$36,143,944
15	Environmental Designs	\$33,840,631
16	Designscapes Colorado	\$32,600,000
17	Merchants Landscape Services	\$32,000,000
18	Divisions Maintenance Group	\$30,597,345
19	Frank & Grossman Landscape Contractors	\$29,000,000
20	Lifescape Colorado	\$26,017,021
21	Andre Landscape Service	\$26,000,000
22	Siteworks Landscape	\$24,240,000
23	New Way Landscape & Tree Services	\$24,000,000
24	Benchmark Landscape	\$21,551,228
25	Timberline Landscaping	\$20,006,162

SOUTHEAST

1	Juniper	\$138,000,000
2	Ruppert Landscape	\$134,460,000
3	Loving	\$119,329,170
4	United Land Services	\$88,700,000
5	Bartlett Tree Experts	\$87,340,000
6	Rotolo Consultants	\$86,000,000
7	The Greenery	\$81,000,000
8	Massey Services	\$76,587,851
9	Weed Man	\$64,890,728
10	Meadows Farms	\$59,400,000
11	Landscape Workshop	\$56,000,000
12	Yardnique	\$54,600,000
13	Divisions Maintenance Group	\$52,695,428
14	Bland Landscaping Co.	\$43,200,000
15	Lawn Doctor	\$43,005,000
16	Mainscape	\$41,440,000
17	Impact Landscaping & Irrigation	\$40,600,000
18	Unlimited Landscaping & Turf Management	\$29,859,768
19	Spring-Green Lawn Care	\$26,091,520
20	ArtisTree Landscape Maintenance & Design	\$25,111,675
21	SavATree	\$24,000,000
22	Shinto Landscaping	\$23,000,000
23	ABM	\$22,050,000
24	Michael Hatcher & Associates	\$21,700,000
25	LandOpt	\$20,826,720

MIDWEST

1	Weed Man	\$70,081,986
2	Schill Grounds Management	\$56,000,000
3	Sebert Landscape	\$55,000,000
4	Beary Landscaping	\$54,000,000
5	SavATree	\$54,000,000
6	Ryan Lawn & Tree	\$51,880,450
7	Environmental Management Inc.	\$50,400,000
8	Divisions Maintenance Group	\$47,595,870
9	Spring-Green Lawn Care	\$43,214,080
10	Christy Webber & Co.	\$39,800,000
11	Chalet	\$34,000,000
12	Naturescape	\$32,141,368
13	Bartlett Tree Experts	\$31,760,000
14	Scott Byron & Co.	\$31,200,000
15	Southview Design	\$29,748,000
16	David J. Frank Landscape Co.	\$27,320,000
17	Great Oaks Landscape Associates	\$26,200,000
18	Clarence Davids & Co.	\$23,732,600
19	Lawn Doctor	\$22,362,600
20	Focal Pointe Outdoor Solutions	\$21,003,054
21	Brilar	\$17,530,500
22	Hidden Creek Landscaping	\$17,000,000
23	Mainscape	\$14,800,000
24	NaturaLawn of America	\$12,758,493
25	ABM	\$12,600,000

GROWTH MINDSET

Didn't make the LM150 list this year? We asked pros from companies on our 2022 list to share some advice for others striving to hit growth goals.

► “Understand your numbers. Analyze your job costs to understand where you are making or losing money. Profits are never made by accident and if your only understanding of making or losing money is by how much is in your bank account at the end of the month, you are essentially running your business blind, leaving you at a huge disadvantage to your larger competition.”

— *Tanner Spross, CEO of Santa Rita Landscaping*

► “Be thinking ahead on your needs and stay out of the weeds as much as possible. In these times, if you aren't forecasting ahead, you will get swallowed up quickly. Also, cash is king, so get the money as soon as a job is complete.” — *Judd Bryarly, CEO of Timberline Landscaping*

► “Know your bread and butter; focus on small jobs that will focus your customer base instead of focusing on the higher-priced jobs, which include large overhead expenses. — *Andy Hulcy, president, Andy's Sprinkler, Drainage & Lighting*

► “Don't reinvent the wheel. Learn what is working for other companies in the industry and then try to replicate it yourself. Green Lawn Fertilizing has traveled all over the U.S. to learn from other lawn care companies, and we have hosted several dozens of companies to learn from us. We never stop learning, but the early visits we made were particularly impactful since those help set us on the right course. One of the great things about the lawn and landscape industry is how willing to help each other we all are. — *Matt Jesson, president of Green Lawn Fertilizing*

► “Create SOPs before you need them.” — *Chris Angelo, CEO of Stay Green*

► “Invest in good software to help you manage your business. You need to know where you are making money and where you are not so that you can make informed decisions.” — *Shawn Ryan, president of Environmental Designs*

► “Charge more. Get out of your own head and charge your worth, but you have to deliver. Don't take advantage of people, but know your costs.” — *Todd Thomasson, owner of Rock Water Farm*

► “Stay the course no matter how rough the sea. April 11, 2022, marked 25 years ago that I started Yardnique. I never could have dreamed the company that we have today would be possible. DREAM BIG!” — *Brian DuMont, CEO of Yardnique*

150

Power moves

More than 50 companies on our 2022 LM150 list grew by 20 percent or more last year. Here's a look at how a few of these companies did it:

Hidden Creek Landscaping

The Hilliard, Ohio, company purchased a pool company at the end of 2020, which added about \$3.5 million in revenue in 2021.

Level Green Landscape

See [page 8](#) for the full story.

Divisions Maintenance Group

During the pandemic, the Newport, Ky., company focused on sanitization services. This new revenue stream helped the business grow while providing a much-needed service to its customers.

Winterberry

The Southington, Conn., business slashed administrative time in payroll by implementing remote time reporting.

Growth Rank	LM150 Rank	Company	% Rev Change from 2020
1	8	Sperber Landscape Co.	133%
2	6	HeartLand	111%
3	49	DJ's Landscape Management	110%
	44	Yardnique	110%
5	110	Urban Dirt	100%
6	144	Rock Water Farm	62%
7	117	Michael Hatcher & Associates	55%
8	24	United Land Services	53%
9	148	Hidden Creek Landscaping	50%
10	119	Conserva Irrigation	48%
11	19	Loving	43%
12	135	Landry's Landscape	41%
13	45	R.P. Marzilli & Co.	39%
14	17	Juniper	37%
15	62	Xquisite Landscaping	36%
	100	Lifescape Colorado	36%
17	53	Environmental Management Inc.	35%
18	123	Focal Pointe Outdoor Solutions	34%
19	67	Caretaker Landscape and Tree Management	33%
	134	Saluda Hill Landscapes	33%
	55	Creative Environments Design & Landscape	33%
	138	Mullin	33%
23	50	Complete Landscaping Service	30%
	68	Stay Green	30%
25	70	Pacific Landscape Management	28%
26	118	Green Lawn Fertilizing	27%
	61	Bland Landscaping Co.	27%
	18	Landscape Development Inc.	27%
29	95	Level Green Landscape	26%
	113	The Joyce Cos.	26%
	114	Shinto Landscaping	26%
32	16	Divisions Maintenance Group	25%
	91	Lawn Management Co.	25%
	64	Harvest Landscape Enterprises	25%
	105	Heaven & Earth Landscaping	25%
	4	Yellowstone Landscape	25%
37	72	Southern Botanical	24%
	39	Landscape Workshop	24%
	98	Andy's Sprinkler, Drainage & Lighting	24%
40	147	GreenView Partners	23%
	107	Hoffman Landscapes	23%
42	129	Greener Group	22%
	122	Texscape Services	22%
	46	Beary Landscaping	22%
	9	Weed Man	22%
	115	Winterberry	22%
47	108	Siteworks Landscape	21%
	126	Timberline Landscaping	21%
	150	Heritage Professional Landscaping	21%
	89	Santa Rita Landscaping	21%
	111	Clarence Davids & Co.	21%
52	82	Earthworks	20%
	121	Richmond & Associates Landscaping	20%
	72	McHale Landscape Design	20%
	146	Greenscape	20%
	103	Service Direct Landscape	20%

Sperber Landscape Co.

See [page 12](#) for the full story.

Conserva Irrigation

See [page 10](#) for the full story.

Juniper

The Fort Myers, Fla.-based firm added 30-day price quotes and escalation clauses into contracts to manage inflation.

Focal Pointe Outdoor Solutions

Focal Pointe invested in training and sales, which the Caseyville, Ill., company says helped achieve 34-percent growth between 2020 and 2021.

Green Lawn Fertilizing

The West Chester, Pa., company hired two new quality assurance managers to improve its product for customers.

Landscape Workshop

Landscape Workshop, based in Birmingham, Ala., completed five acquisitions in 2021, two in new markets and expanded operations in key markets.

Clarence Davids & Co.

To offset rising costs from inflation, the Matteson, Ill.-based company increased rates by more than double its standard yearly price increases.

LM150 Company Index

Company name	LM150 rank		
AAA Landscape	57	Great Oaks Landscape Associates	99
ABM	35	Green Lawn Fertilizing	118
Accent Landscape Contractors	131	Greener Group	129
American Landscape Systems	116	Greenscape	146
Andre Landscape Service	101	Greenscape Land Design	69
Andy's Sprinkler, Drainage & Lighting	98	GreenView Partners	147
Art by Nature	133	Harvest Landscape Enterprises	64
ArtisTree Landscape Maintenance & Design	104	HeartLand	6
Bartlett Tree Experts	5	Heaven & Earth Landscaping	105
Beary Landscaping	46	Heritage Professional Landscaping	150
Benchmark Landscape	120	Hidden Creek Landscaping	148
Berghoff Design Group	74	HighGrove Partners	138
Bland Landscaping Co.	61	Hoffman Landscapes	107
BrightView Holdings	1	Impact Landscaping & Irrigation	63
Brilar	125	John Mini Distinctive Landscapes	106
Caretaker Landscape and Tree Management	67	Juniper	17
Chalet	76	Kline Bros. Landscaping	50
Chapel Valley Landscape Co.	58	LandCare	12
Chenmark	38	LandOpt	21
Cherrylake	141	Landry's Landscape	135
Choate USA	41	Landscape Development Inc.	18
Christy Webber & Co.	66	Landscape Maintenance Professionals	142
Clarence Davids & Co.	111	Landscape Workshop	39
Clean Scapes	28	Landtech Contractors	93
Clintar Commercial Outdoor Services	25	Lawn Doctor	15
Complete Landscaping Service	50	Lawn Management Co.	91
Complete Landsculpture	112	Level Green Landscape	95
Conserva Irrigation	119	Lifescape Colorado	100
Crawford Landscaping	130	LMI Landscapes	86
Creative Environments Design & Landscape	55	Loving	19
David J. Frank Landscape Co.	97	Lucas Tree Expert Co.	33
Denison Landscaping	37	Mainscape	32
Dennis' 7 Dees Landscaping & Garden Centers	65	Maldonado Nursery & Landscaping	59
Designscapes Colorado	80	Mariani Landscape	20
Divisions Maintenance Group	16	Massey Services	26
Dixie Landscape	36	McHale Landscape Design	72
DJ's Landscape Management	49	Meadows Farms	31
DLC Resources	89	Merchants Landscape Services	81
Earthco Commercial Landscape	145	Michael Hatcher & Associates	117
Earthtones Design	52	Mickman Brothers	127
Earthworks	82	Mountain View Landscape	132
Elite Team Offices	76	Mullin	138
Environmental Designs	78	NaturaLawn of America	22
Environmental Management Inc.	53	Naturescape	79
Focal Pointe Outdoor Solutions	123	New Way Landscape & Tree Services	109
Frank & Grossman Landscape Contractors	92	Pacific Landscape Management	70
Gachina Landscape Management	71	Park West	14
Garden Design	34	Perfect Cuts of Austin	85
Gibson Landscape Services	101	Pierre Landscape	48
Gothic Landscape	10	Pro Cutters Lawns	149
		ProQual Landscaping	124
		R.P. Marzilli & Co.	45
		Richmond & Associates Landscaping	121
		Rock Water Farm	144
		Rotolo Consultants	27
		Ruppert Landscape	11
		Russell Landscape Group	54
		Ryan Lawn & Tree	43
		Saluda Hill Landscapes	134
		Santa Rita Landscaping	89
		SavATree	7
		Schill Grounds Management	39
		Schultz Industries	136
		Scott Byron & Co.	84
		Sebert Landscape	41
		Senske Services	60
		Service Direct Landscape	103
		Shinto Landscaping	114
		SiteWorks	56
		Siteworks Landscape	108
		SOI Group	96
		Southern Botanical	72
		Southview Design	88
		Sperber Landscape Co.	8
		Sposato Landscape Co.	140
		Spring-Green Lawn Care	29
		SPSD	127
		Stay Green	68
		Superscapes	75
		Teufel Landscape	47
		Texscape Services	122
		The Bruce Co. of Wisconsin	83
		The Budd Group	94
		The Davey Tree Expert Co.	3
		The Greenery	30
		The Grounds Guys	23
		The Joyce Cos.	113
		The Munie Co.	143
		Timberline Landscaping	126
		TruGreen	2
		U.S. Lawns	13
		United Land Services	24
		Unlimited Landscaping & Turf Management	87
		Urban Dirt	110
		Utz Environmental Services	137
		Weed Man	9
		Winterberry	115
		Xquisite Landscaping	62
		Yardnique	44
		Yellowstone Landscape	4