



MARIANI
ON A MISSION

By acquiring 12 residential lawn care companies — so far — industry legend Frank Mariani takes Mariani Premier Group to No. 11 on the LM150 list

150

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EWING
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Weathermatic

	Headquarters	2022 Revenue (U.S. Dollars)	% Rev. Change from 2021	% Projected Change for 2023	FTEs/ Seasonal Employees	% Comm./ Res./Gov.	
1	BrightView Holdings	Blue Bell, Pa.	\$2,774,600,000	9%	NR	NR/NR	NR/NR/NR
2	The Davey Tree Expert Co.	Kent, Ohio	\$1,511,081,000	10%	11%	10,939/0	NR/NR/NR
3	TruGreen [*]	Memphis, Tenn.	\$1,495,890,000	1%	NR	11,111/3,076	14/86/0
4	Yellowstone Landscape	Bunnell, Fla.	\$539,000,000	21%	10%	5,100/900	80/0/20
5	Bartlett Tree Experts	Stamford, Conn.	\$437,000,000	10%	10%	2,500/200	30/64/6
6	HeartLand	Kansas City, Mo.	\$434,000,000	12%	30%	2,200/1,500	100/0/0
7	SavATree	Bedford Hills, N.Y.	\$342,000,000	2%	8%	2,100/250	NR/NR/NR
8	Sperber Landscape Cos.	Westlake Village, Calif.	\$331,000,000	18%	12%	3,155/0	100/0/0
9	Gothic Landscape	Valencia, Calif.	\$323,000,000	25%	0%	2,100/100	95/5/0
10	Weed Man	Orono, Ontario	\$308,000,000	19%	12%	NR/NR	5/95/0
11	Mariani Premier Group	Lake Bluff, Ill.	\$286,615,000	174%	35%	900/1,500	13/86/1
12	LandCare	Frederick, Md.	\$275,000,000	12%	15%	1,700/2,200	100/0/0
13	Ruppert Landscape	Laytonsville, Md.	\$273,000,000	10%	10%	2,020/0	100/0/0
14	Divisions Maintenance Group [*]	Newport, Ky.	\$243,075,909	16%	20%	850/850	100/0/0
15	U.S. Lawns	Orlando, Fla.	\$205,380,000	0%	0%	1,700/700	100/0/0
16	Park West	Rancho Santa Margarita, Calif.	\$190,775,000	9%	17%	1,534/0	NR/NR/NR
17	Lawn Doctor [*]	Holmdel, N.J.	\$190,371,000	11%	10%	1,500/0	5/95/0
18	Juniper	Fort Myers, Fla.	\$170,000,000	21%	18%	2,200/0	85/5/10
19	United Land Services	Jacksonville, Fla.	\$153,100,000	73%	35%	850/0	98/2/0
20	Landscape Development Inc.	Valencia, Calif.	\$139,500,000	12%	7%	1,175/0	NR/NR/NR
21	Clean Scapes	Austin, Texas	\$115,250,000	35%	12%	767/363	100/0/0
22	The Grounds Guys	Waco, Texas	\$114,000,000	29%	10%	1,100/0	NR/NR/NR
23	Rotolo Consultants	Slidell, La.	\$102,000,000	19%	23%	500/600	85/1/14
24	NaturaLawn of America	Frederick, Md.	\$101,711,708	12%	5%	609/35	3/97/0
25	Yardnique	Morrisville, N.C.	\$96,000,000	41%	25%	600/400	100/0/0
26	Clintar Commercial Outdoor Services	Markham, Ontario	\$93,200,000	7%	8%	375/375	90/5/5
27	Schill Grounds Management	North Ridgeville, Ohio	\$92,500,000	19%	10%	850/200	98/1/1
	The Greenery	Hilton Head Island, S.C.	\$92,500,000	14%	11%	898/220	90/8/2
29	Massey Services [*]	Orlando, Fla.	\$91,939,190	7%	15%	2,675/0	7/93/0
30	Spring-Green Lawn Care Corp.	Plainfield, Ill.	\$90,500,000	9%	7%	528/150	4/96/0
31	Mainscape	Fishers, Ind.	\$82,200,000	11%	5%	697/134	100/0/0
32	Meadows Farms	Chantilly, Va.	\$80,000,000	2%	0%	300/150	1/98/1
33	Choate USA	Carrollton, Texas	\$79,710,976	49%	10%	363/0	55/45/0
34	LMC Landscape Partners	Plano, Texas	\$79,000,000	17%	8%	600/150	86/10/4
35	Landscape Workshop	Birmingham, Ala.	\$75,393,249	35%	28%	650/440	90/5/5
36	Garden Design	Farmers Branch, Texas	\$74,000,000	7%	2%	80/0	98/2/0
37	DJ's Landscape Mangement	Grand Rapids, Mich.	\$72,000,000	39%	10%	400/50	NR/NR/NR
	Lucas Tree Expert Co.	Portland, Maine	\$72,000,000	10%	12%	575/0	100/0/0
39	Elite Team Offices	Clovis, Calif.	\$70,600,000	108%	20%	525/100	69/4/27
40	Ryan Lawn & Tree [*]	Merriam, Kan.	\$68,047,690	26%	13%	468/39	10/90/0
41	Dixie Landscape	Medley, Fla.	\$65,983,000	5%	0%	345/0	NR/NR/NR
42	Denison Landscaping	Fort Washington, Md.	\$65,000,000	10%	12%	510/0	NR/NR/NR
43	Environmental Management Inc.	Plain City, Ohio	\$64,509,961	22%	5%	400/54	83/2/15
44	ABM [*]	Columbia, Md.	\$62,700,000	5%	3%	750/750	35/0/65
45	American Landscape [*]	Canoga Park, Calif.	\$62,491,000	20%	15%	220/0	30/20/50
46	Russell Landscape Group	Sugar Hill, Ga.	\$62,000,000	24%	16%	425/200	NR/NR/NR
47	Chenmark	Portland, Maine	\$58,463,693	-1%	10%	369/270	NR/NR/NR
48	Beary Landscaping	Lockport, Ill.	\$58,000,000	10%	10%	75/300	80/20/0
	Greenscape Land Design	Raynham, Mass.	\$58,000,000	52%	15%	95/400	98/0/2

LEGEND NR = Not reported; * Indicates estimate, based on projected revenue for 2022 reported last year; ^ Indicates a portion of reported revenue was removed (such as pest control, janitorial services or other nongreen industry offerings).

	Headquarters	2022 Revenue (U.S. Dollars)	% Rev. Change from 2021	% Projected Change for 2023	FTEs/ Seasonal Employees	% Comm./ Res./Gov.	
50	Sebert Landscape	Bartlett, Ill.	\$57,458,000	10%	8%	100/500	90/5/5
51	Maldonado Nursery & Landscaping	San Antonio, Texas	\$57,400,000	33%	15%	350/150	75/8/17
52	Bland Landscaping Co.	Apex, N.C.	\$55,581,859	28%	15%	500/125	90/2/8
53	Impact Landscaping & Irrigation	Jupiter, Fla.	\$55,500,000	37%	5%	600/0	98/2/0
54	Westco	Houston, Texas	\$55,274,294	72%	12%	416/53	60/1/39
55	SiteWorks	Chandler, Ariz.	\$53,132,334	15%	5%	183/78	100/0/0
56	Kline Bros. Landscaping	Manahawkin, N.J.	\$53,000,000	8%	10%	253/250	10/90/0
	Pierre Landscape*	Irwindale, Calif.	\$53,000,000	0%	NR	NR/NR	NR/NR/NR
58	SunWorks Landscape Partners ^	Carrollton, Texas	\$52,748,190	3%	25%	400/300	100/0/0
59	Senske Services ^	Kennewick, Wash.	\$52,700,000	19%	77%	450/100	10/85/5
60	Complete Landscaping Service	Bowie, Md.	\$52,281,000	4%	7%	160/100	99/1/0
61	Creative Environments Design & Landscape	Tempe, Ariz.	\$51,600,000	5%	20%	180/0	NR/NR/NR
62	Chapel Valley Landscape Co.	Woodbine, Md.	\$51,000,000	13%	15%	325/100	85/15/0
63	Santa Rita Landscaping	Tucson, Ariz.	\$50,932,000	75%	11%	566/48	91/6/3
64	Earthtones Design	Midlothian, Texas	\$50,888,988	1%	0%	135/124	84/16/0
65	Sunrise Landscape	Tampa, Fla.	\$50,000,000	31%	20%	250/150	98/1/1
66	Pacific Landscape Management	Hillsboro, Ore.	\$49,225,579	34%	10%	400/80	100/0/0
67	Teufel Landscape	Hillsboro, Ore.	\$48,500,000	20%	-9%	364/0	NR/NR/NR
68	Xquisite Landscaping	Stoughton, Mass.	\$47,796,300	12%	15%	195/70	95/0/5
69	AAA Landscape	Phoenix, Ariz.	\$47,050,000	4%	6%	610/0	99/1/10
70	McHale Landscape Design	Upper Marlboro, Md.	\$45,600,000	28%	10%	340/0	0/100/0
71	Environmental Designs	Brighton, Colo.	\$44,132,000	39%	10%	270/100	65/26/9
72	Southern Botanical	Dallas, Texas	\$43,751,485	22%	8%	338/60	64/25/11
73	Christy Webber & Co.	Chicago, Ill.	\$42,500,000	6%	0%	290/0	50/10/40
74	Dennis' 7 Dees Landscaping & Garden Centers	Portland, Ore.	\$42,102,210	6%	2%	285/45	NR/NR/NR
75	Caretaker Landscape and Tree Management	Gilbert, Ariz.	\$42,043,216	10%	8%	309/30	100/0/0
76	Perfect Cuts of Austin	Austin, Texas	\$42,025,000	36%	5%	38/76	100/0/0
77	Schumacher Cos.	West Bridgewater, Mass.	\$41,500,000	18%	5%	150/100	34/66/0
78	Harvest Landscape Enterprises ^	Anaheim, Calif.	\$41,087,500	8%	12%	400/0	100/0/0
79	Superscapes	Carrollton, Texas	\$40,287,452	15%	15%	300/0	93/5/2
80	Southview Design	St. Paul, Minn.	\$39,579,305	33%	12%	110/150	48/52/0
81	Gachina Landscape Management	Menlo Park, Calif.	\$38,513,947	7%	5%	385/0	96/3/1
82	Unlimited Landscaping & Turf Management	Suwanee, Ga.	\$36,514,384	22%	6%	248/12	3/97/0
83	SOI Group	Frisco, Texas	\$36,300,000	33%	8%	134/0	100/0/0
84	Designscapes Colorado*	Centennial, Colo.	\$36,186,099	11%	NR	NR/NR	NR/NR/NR
85	Stay Green	Santa Clarita, Calif.	\$36,000,000	-6%	12%	426/426	70/0/30
86	Earthworks	Alvarado, Texas	\$35,100,000	13%	10%	320/120	95/0/5
87	Merchants Landscape Services	Santa Ana, Calif.	\$35,000,000	8%	9%	430/0	0/0/100
88	Chalet	Wilmette, Ill.	\$34,477,000	-7%	3%	125/200	0/100/0
89	Scott Byron & Co.	Lake Bluff, Ill.	\$34,000,000	9%	8%	88/181	5/95/0
90	Naturescape	Muskego, Wis.	\$33,868,995	1%	3%	312/22	5/95/0
91	Conserva Irrigation	Glen Allen, Va.	\$32,742,586	52%	38%	200/75	9/90/1
92	DLC Resources	Phoenix, Ariz.	\$32,000,000	10%	2%	385/0	100/0/0
	Frank & Grossman Landscape Contractors	Hayward, Calif.	\$32,000,000	0%	0%	299/0	35/60/5
	Gibson Landscape Services	Alpharetta, Ga.	\$32,000,000	23%	NR	NR/NR	NR/NR/NR
95	Heaven & Earth Landscaping	Indian Trail, N.C.	\$31,604,128	26%	15%	125/175	100/0/0
96	Level Green Landscape	Upper Marlboro, Md.	\$31,435,000	15%	2%	155/150	90/0/10
97	Lifescape Colorado	Denver, Colo.	\$31,410,497	21%	11%	112/70	10/90/0
98	Great Oaks Landscape Associates	Novi, Mich.	\$30,000,000	15%	8%	176/0	80/20/0
99	LandGraphics	San Diego, Calif.	\$29,850,000	NR	15%	260/0	100/0/0
100	Andre Landscape Service	Azusa, Calif.	\$29,000,000	11%	10%	332/0	100/0/0

	Headquarters	2022 Revenue (U.S. Dollars)	% Rev. Change from 2021	% Projected Change for 2023	FTEs/ Seasonal Employees	% Comm./ Res./Gov.	
	The Budd Group	Winston-Salem, N.C.	\$29,000,000	4%	15%	207/0	NR/NR/NR
102	LMI Landscapes	Carrollton, Texas	\$28,846,212	-5%	15%	137/90	100/0/0
103	Andy's Sprinkler, Drainage & Lighting*	Carrollton, Texas	\$28,279,197	6%	NR	NR/NR	NR/NR/NR
104	Siteworks Landscape	Richmond, Calif.	\$27,860,000	15%	0%	180/0	0/100/0
105	The Joyce Cos.	Marstons Mills, Mass.	\$27,700,200	20%	8%	120/70	5/95/0
106	Complete Landsculpture	Dallas, Texas	\$27,682,407	16%	12%	130/80	70/30/0
107	Green Lawn Fertilizing ^	West Chester, Pa.	\$27,644,474	24%	17%	270/0	6/94/0
108	Urban Dirt	Austin, Texas	\$27,200,000	32%	35%	175/150	100/0/0
109	ArtisTree Landscape Maintenance & Design	Venice, Fla.	\$27,015,675	8%	15%	317/64	80/20/0
110	David J. Frank Landscape Contracting	Germantown, Wis.	\$26,972,000	-2%	10%	200/60	65/35/0
111	Saluda Hill Landscapes	Lexington, S.C.	\$26,660,421	42%	5%	140/0	15/85/0
112	Winterberry	Southington, Conn.	\$26,211,379	16%	22%	52/129	73/27/0
113	Service Direct Landscape	Phoenix, Ariz.	\$26,180,000	10%	10%	260/0	90/10/0
114	American Landscape Systems	Lewisville, Texas	\$25,404,522	16%	6%	310/60	65/0/35
115	Integrity Landscape	Morgan Hill, Calif.	\$25,300,000	15%	15%	220/40	100/0/0
116	Focal Pointe Outdoor Solutions	Caseyville, Ill.	\$25,140,000	16%	5%	163/65	90/10/0
117	ProQual Landscaping	Tempe, Ariz.	\$25,000,000	25%	20%	305/0	100/0/0
118	Timberline Landscaping	Colorado Springs, Colo.	\$24,340,000	22%	5%	48/159	68/24/8
119	Hittle Landscaping	Westfield, Ind.	\$24,004,600	20%	6%	108/122	95/5/0
120	Utz Environmental Services	Leander, Texas	\$23,516,594	26%	20%	136/75	100/0/0
121	Clarence Davids & Co.	Matteson, Ill.	\$23,042,000	-3%	4%	80/128	90/10/0
122	Greenscape	Raleigh, N.C.	\$22,700,000	20%	20%	165/35	95/0/5
123	Next to Nature Landscape	Olathe, Kan.	\$22,533,475	19%	10%	86/43	53/47/0
124	Genesis Landscape Solutions	Mesa, Ariz.	\$22,509,446	11%	15%	300/0	90/9/1
125	Michael Hatcher & Associates	Olive Branch, Miss.	\$22,500,000	4%	20%	115/22	76/24/0
126	Richmond & Associates Landscaping	Carrollton, Texas	\$22,148,280	3%	3%	145/148	93/3/4
127	Art by Nature	Granite Falls, Wash.	\$22,000,000	10%	5%	136/0	99/1/0
	GreenEarth	Freeport, Fla.	\$22,000,000	10%	10%	190/0	96/4/0
129	Landry's Landscape	Baton Rouge, La.	\$21,752,560	17%	22%	66/27	96/4/0
130	Mullin	Saint Rose, La.	\$21,732,876	18%	5%	180/20	67/28/5
131	Franz Witte Landscape Contracting	Nampa, Idaho	\$21,470,500	13%	10%	121/91	55/33/12
132	Valley Landscaping	Christiansburg, Va.	\$21,394,480	52%	0%	150/80	66/30/4
133	Shinto Landscaping	Deerfield Beach, Fla.	\$21,287,000	25%	10%	200/20	70/10/20
134	Hidden Creek Landscaping	Hilliard, Ohio	\$21,183,258	25%	12%	90/27	25/75/0
135	Landscape Maintenance Professionals	Seffner, Fla.	\$21,000,000	15%	5%	310/35	100/0/0
136	Rock Water Farm Landscapes & Hardscapes*	Aldie, Va.	\$20,532,000	16%	NR	NR/NR	NR/NR/NR
137	APHIX	Frankfort, Ky.	\$20,029,849	12%	12%	178/43	94/0/6
138	Pro Cutters Lawnsapes	Conyers, Ga.	\$19,882,649	16%	5%	85/20	20/0/80
139	North American Lawn & Landscape	Charlotte, N.C.	\$19,700,000	20%	10%	125/40	100/0/0
140	Sposato Landscape Co.	Milton, Del.	\$19,619,754	3%	5%	185/25	50/50/0
141	Earthco Commercial Landscape ^	Santa Ana, Calif.	\$19,392,000	16%	12%	350/0	100/0/0
142	Greener Group	Lowell, Mass.	\$19,334,126	0%	3%	88/12	98/2/0
143	Tree Amigos Outdoor Services	Fleming Island, Fla.	\$19,257,898	151%	5%	166/5	100/0/0
144	Cherrylake	Groveland, Fla.	\$19,200,000	6%	20%	304/94	100/0/0
145	HighGrove Partners	Austell, Ga.	\$19,187,085	4%	8%	185/25	100/0/0
146	Schultz Industries	Golden, Colo.	\$19,134,043	1%	4%	110/35	90/0/10
147	Benchmark Landscape ^	Poway, Calif.	\$18,897,821	-10%	20%	180/0	90/1/9
148	James Martin Associates	Mundelein, Ill.	\$18,056,637	14%	9%	62/115	43/54/3
149	GreenView Partners	Raleigh, N.C.	\$18,028,681	10%	10%	235/30	100/0/0
150	Mountain View Landscape	Chicopee, Mass.	\$17,500,000	-9%	20%	24/95	45/5/50
		Total: \$16,246,731,823	Avg: 16%	Avg: 10%			

SKY-HIGH NUMBERS

The 2023 *LM150* list is another one for the record books, with combined revenue soaring to more than \$16 billion

BY CHRISTINA HERRICK | *LM* EDITOR

This year's *LM150* list set another record, with a combined revenue of \$16.2 billion. This is \$1.9 billion up from our 2022 list.

Aspire Software, Ewing Outdoor Supply and Weathermatic sponsored this year's list.

BrightView Holdings remains at the top of the *LM150* list with almost \$2.8 billion in revenue. The Davey Tree Expert Co. came in at No. 2 this year, with \$1.5 billion. TruGreen moves down a spot to No. 3 with \$1.49 billion. Yellowstone Landscape remains at No. 4 with \$539 million in revenue and Bartlett Tree Experts remains at No. 5 with \$437 million.

Three operations on our list each saw an increase of more than 100 percent from 2021. Leading our growth list (for more on this, see page 30) is the Mariani Premier Group at 174 percent. Next is Tree Amigos Outdoor Services — a newcomer to our *LM150* list — at 151 percent. Elite Team Offices grew by 108 percent.

Mariani Premier Group acquired Southview Design, No. 80, in April

WHO DID WE MISS?

Should your company be on the *LM150* list of the largest landscape companies? Or, do you know of a firm that should be ranked 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.

2023, so Southview remains separate on this year's list. To learn more about Mariani's growth, see page 6.

CHALLENGES

Labor, weather and inflation created headwinds for companies on the 2023 *LM150* list.

Jackie Ishimaru-Gachina, president and CEO of Gachina Landscape Management, No. 81, says record-breaking rains in California delayed enhancement, irrigation and water management projects.

"We used rain days for training ops crews so they wouldn't lose wages," she says. "We also communicate with clients to plan near-future projects to be ready to go."

Lane Plaisance, CEO and president of Landry's Landscape, No. 129, says inflation affected everything from labor to equipment. Landry's Landscape deploys technology to help combat these issues, Plaisance says.

"We have developed an internal matrix that categorizes employees based on skill level and experience to be able to increase wages," he says. "We have expanded our search for suppliers. We have also created a system to analyze our projected equipment and fleet needs further into the future."

To combat rising inflation, Manny Gonzalez, CEO of Westco, No. 54, says transparency with clients is key.

"(We include) annual increases on contracts and discuss inflation challenges with customers and partners about solutions and end results."

COMBINED 2022 *LM150* REVENUE

\$16,246,731,823

AVERAGE
REVENUE GROWTH
FROM 2021

16%

AVERAGE REVENUE
GROWTH PROJECTED
FOR 2023

10%

COMBINED 2022 REVENUE OF THE TOP 3 FIRMS

\$5,781,571,000

36%
OF TOTAL
LIST

HOW WE CALCULATE OUR FIGURES

LM seeks submissions from landscape companies for the magazine, on [LandscapeManagement.net](https://www.landscapemanagement.net), via email and over the phone from January through May. Companies submit their details through an online form. *LM* editors compile the results and, where applicable, remove nontypical green industry revenue sources from the totals. For example, we omit revenue from pest and janitorial services.

We estimate revenue for firms that didn't provide data if they participated in last year's list and report a projected 2022 revenue figure.

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. 

ALL IN THE FAMILY

#11

Industry icon Frank Mariani sets out to create the leading residential landscape company in the world by joining the best family-owned companies into something bigger

BY SETH JONES | LM EDITOR-IN-CHIEF

In his way to visit a client in one of Chicago's wealthiest neighborhoods along Lake Michigan, Frank Mariani drives past a small building and points.

"That was my first building right there," he says.

That was almost 50 years ago. A lot has changed for Mariani since those humble beginnings.

"Pretty soon we'll be in every wealthy high-end residential area in the country," he says.

He means it. In 2022, Mariani Landscape added seven family-owned residential landscape companies from around the country. This year the company has already added five more (see sidebar for the complete list), including Southview Designs of St. Paul, Minn. — a company that ranked No. 80 on this year's LM150 list with annual revenue of \$39 million.

All of this activity has launched Mariani Premier Group — the new name of the platform of companies — up the LM150 list. The company reported 174 percent growth from 2021 to 2022, ranking first place in percentage growth year over year. Mariani's reported revenue of \$286 million places the company at No. 11 on the list.

A FUTURE FOR EVERYONE

A change at Mariani Landscape first started to come about five years ago, when Frank Mariani Jr. told his dad he liked working in the company but didn't foresee himself ever wanting to lead it.

"I said that's not a problem, but I want to make sure that our associates — 52 of whom have been with us for over 25 years — have an opportunity to still work here if I get hit by a train or retire," Mariani Sr. says. "My plan is

to work until I'm dead because this is not work for me. I love it. But I wanted to make sure there was a future for our associates, whether Frank Jr. or Frank Sr. are here or not."

Mariani looked into creating an Employee Stock Option Plan for the company but didn't like it. ("It didn't really work for me," he says.) Then a friend in the industry who runs a large company approached him. This friend was working on a deal with a private equity group. Perhaps the two companies could both work with the private equity group and become partners? Mariani was more than interested. He was ready.

And then a pandemic hit and the deal went away.

"I totally understood, because this particular private equity group had businesses in entertainment, so they were getting killed and didn't know what to do," Mariani says.

Mariani told the group that he was in no hurry, but he did want to make sure his team was taken care of. Around a year later, the company he was hoping to partner with was bought by a different private equity group. The original private equity

group came back to Mariani and told him they had recovered from the pandemic and were ready to make a deal.

“We made a deal in no time,” Mariani says. “And I was off to the races.”

BEST OF BOTH WORLDS

Mariani’s vision is to create the leading residential landscape company in the country and then the world by only partnering with the best companies. Mariani says he knows who those companies are through his years of experience in the industry and his involvement with the National Association of Landscape Professionals and its previous iterations over the years. He says people who are his friends run many of these companies.

“I would go to them and say, ‘Do you see the advantage of joining together? It protects your team,’” Mariani says. “If they care about their team, they need an exit strategy, because eventually all of us will get older and want to retire or die. This was a way to ensure that our family of companies have a plan as ownership ages.”

Additional benefits include priority access to suppliers, business management systems, HR information and a recruitment platform.

“Our goal is to quickly help our family of companies take full advantage of our group services,” says

Stephanie Blanco, head of integration at Mariani. “We have been running dozens of roundtables, workgroups and learning sessions that are helping the family companies elevate and expand their service offerings.”

Mariani says the success of the overall plan depends on the acquired companies maintaining their unique identity while gaining these assets.

Mariani Premier Group hired Bryan Christiansen as CEO because of his experience in acquisitions. Previously, as a senior vice president with Affiliated Computer Services, he helped acquire 114 companies — and allowed each to operate individually with its own profit and loss statements.

Christiansen references the Star Trek movies when Captain Kirk and Spock battle the Borg.

“What we often see in the ‘consolidation play’ is the acquiring company acts like the Borg, and everyone must assimilate,” Christiansen says. “When they assimilate, they lose their personalities. They lose what made them so powerful in their markets.”

Christiansen says Mariani Premier Group’s key to success is each acquired company gets to keep its unique personality.

“Frank is creating the best of both worlds,” Christiansen says. “He’s getting the best of the best when it comes to landscape skills and client experiences, and what we’re doing is bringing the best of the best when it comes to scaling companies and allowing them to maintain who they are.”

THE SKY IS THE LIMIT

Mariani stresses that he doesn’t want just any company. He only wants companies with a winning culture or those ready to work to become the best. And he has turned away companies that wanted to join the Mariani Premier Group.

“I have turned down buying, acquiring, partnering with companies

→ WHAT IT’S LIKE TO WORK AT MARIANI PREMIER GROUP

Noel Street is nearing her one-year anniversary with Mariani Premier Group, working as a project manager for the bid/build department. She says it’s exciting to work for a big company that is growing.

“This is a big step up from my last job,” she says. “The projects are bigger, more exciting, more grand.”

Street says it’s a fun, supportive culture at the company.

“Everyone is really friendly and happy to help you, or teach you when you need to learn,” she says.

CEO Bryan Christiansen credits the company’s friendly culture to the man with his name on all the trucks: Frank Mariani.

Whenever Mariani sees one of his trucks on the road, he’s sure to give a smile and wave.

“When I first met Frank, I was pretty sure I was going to love working for him, and I do love working for him,” Christiansen says. “He’s full of energy. When you talk to him, what comes across is that he’s doing what he loves. His energy is palpable. It rubs off on people, and it’s energizing.”

that have huge revenue and EBITDA,” Mariani says. “But they have a culture that is, in my opinion, cancerous.”

So, what does the future hold for Mariani Premier Group?

“The sky is the limit,” Christiansen says. “There is a desire from all the family companies to continue to grow, to continue to increase the number of companies that can participate and receive the benefits. We’re bringing to the market something that hasn’t been seen before.”

Mariani says he will continue to move forward with his goal of building the best residential landscape company in the country.

“We’re not driven by the dollars,” he says. “We’re driven by the people and the companies and the markets we want to be in.” 

THE FAMILY OF FAMILIES

- Mariani Landscape, Lake Bluff, Ill.
- Berghoff Design Group / BDG Maintenance, Phoenix
- Designs by Sundown, Littleton, Colo.
- Hoffman Landscapes, Fairfield, Conn.
- NatureWorks Landscape Services, Walpole, Mass.
- Rocco Fiore & Sons, Libertyville, Ill.
- RP Marzilli, Medway, Mass.
- Woodlawns Landscape Co., Chicago
- Ed Castro Landscape, Roswell, Ga.
- Glengate, Wilton, Conn.
- Borst Landscape & Design, Allendale, N.J.
- Southview Design, St. Paul, Minn.
- Siciliano Landscape Co., Red Bank, N.J.

AN INSIDE LOOK AT SENSKE'S AMBITIOUS GROWTH PLANS

Make no mistake, the team at Senske Services wants to dominate the North American lawn care and pest control markets

BY CHRISTINA HERRICK | LM EDITOR

#59



Senske Services puts a big emphasis on opportunities for employees to learn and grow.

Last year was busy for Senske Services, No. 59 on the 2023 LM150 list, with \$52,700,000 in lawn care revenue and 19 percent overall growth from 2021 to 2022. The company also offers pest control and tree care to primarily residential clients.

Chris Senske, second-generation owner and operator and acquisitions ambassador for Senske Services, says this growth came in two forms: 1) organic growth and 2) acquisitions, including Desert Green in Richland, Wash., and Rentokil's lawn care operations in Washington and Utah.

The 76-year-old company shows no signs of slowing down. In December, private equity firm GTCR invested in Senske Services, and Casey Taylor and Nathan Hurst joined as co-CEOs.

Chris Senske says this investment will help his family's business continue to expand. The company anticipates growing 77 percent in 2023 over 2022.

"We were just about at the end of our ability to make any more purchases," Senske says. "We had tapped most of the credit that we could use at that point in time. To continue the growth path we had, we were going to have to do something else. And frankly, the market looked ripe to take advantage of the prices that some of the private equity firms were paying."

So far in 2023, the company acquired Blades of Green of Edgewater, Md., and Liqui-Lawn of Longmont, Colo.

INVESTMENT OPPORTUNITY

Senske calls the process of vetting

private-equity firms a fun experience. Senske's leadership team rented out a local winery and investors gave their pitches during individual time slots. He said he looked for the opportunities the investment team would bring his company and how the investors would fit his operation's culture.

"One of the things that impressed us the most with the team from GTCR was (co-CEOs) Casey and Nate had done this process before with the characteristically same kind of business," Senske says, referring to their experience at route-based commercial water filtration business Waterlogic. "They had both had customer service orientation and on Casey's behalf, it was a family business to start with. So, it just felt like a good match."

Taylor says GTCR will help Senske with the resources needed to maintain growth.

"Chris has always had a great background in innovation. We're going continue that," Taylor says. "Having those deeper pockets, but not losing the family business atmosphere is our goal."

GROWTH PLANS

Senske says the investment from GTCR will help the company continue expanding. Taylor notes the company's ambitious growth plans are no secret.

"We have aggressive growth plans for the U.S. and eventually Canada," he says. "The goal right now is to establish more platforms throughout the U.S."

Taylor says this plan includes

potential expansions into the Midwest, Southeast and Texas.

“We want to be in 30 to 35 states within the next four or five years,” he says. “That’s the goal — just complete domination of the market.”

Senske says he’s proud of the direction in which he’s guiding his family’s operation.

“That’s part of the excitement for me is to see this family legacy carried forward and taken nationally, internationally, globally,” he says. “We’re looking for great partners who want to be part of this team and grow.”

CULTURE FIT

Culture is a big part of what makes Senske Services tick. And at the heart of Senske Services, Taylor says, is Chris Senske.

“He built the business,” Taylor says. “He took what his dad did and grew it to a tremendous degree over the last many years. He’s certainly the heart of the business.”

Senske says the business centers around four core values: do it right and do it safe, teamwork, accountability and growth. Senske says he’s heartened when employees spend their entire careers with his family’s company.

“We’re retiring people with 30 years or more of experience in our business,” he says. “It’s sad to see ‘em go because we’re losing that expertise, but it’s also very rewarding to see how they provided for their families, made a career and had a successful life.”

As the team at Senske brings acquisition targets into the fold, Taylor says it’s a great opportunity for the Senske team to learn from them.

“We’re looking for like-minded businesses and we don’t necessarily want them to lose their culture,” Taylor says.

He says it’s also a great opportunity for employees of those new additions to grow their careers.

“We’ve got opportunities for regional managers and lots of growth and lots of opportunities for them,” he says. “Hopefully that gives them a true career path, which they didn’t have before.”

LESSONS LEARNED

Senske says part of the reason his family business is in the position it’s in is thanks to some lessons he learned over the years. A key piece of advice he offers other business owners is to know and understand what your operation is good at.

“Over the years I tried the insulation business in the ‘70s during the energy crisis. I tried telemarketing,” he says. “We tried to do design/build landscape and we just weren’t good at that. We just chose to focus on lawn care and pest control.”

Senske says it’s also important to keep investing in your operation.

“I always tell folks, ‘Don’t get too greedy,’” he says. “When you are starting, it takes a lot of money to grow a business. You have to keep pushing money back into it. It does take some sacrifice to be able to grow early on.”

Along the same line, Senske says it’s important to know your numbers when you’re considering an acquisition, expanding routes or adding service. While larger operations may want to capitalize on every opportunity to grow, he says he’s learned

the hard way that you need to do some homework first.

“The first time we tried to work in the Seattle market our consultants told us, ‘Don’t go to Seattle. It’s not the right decision,’” he says. “And I spent 10 years banging my head against the wall trying

to sell lawn care to a market that wasn’t really buying much lawn care at the time. We ended up selling those customers and now 15 years later I bought ‘em back along with several thousand others.”

The valuable lesson he learned was the need to understand the market before expanding there, he says.

“One of the things we try to instill in the business at all levels of management is to get advice from your peers, get advice from your boss — if it’s that type of relationship you have — and get advice from someone who may be your subordinate,” he says. “Then you meld all that data and generally, we make a better decision.”



Chris Senske

→ WHAT IT’S LIKE TO WORK AT SENSKE SERVICES

Casey Taylor, CEO of Senske Services, says Chris Senske, acquisitions ambassador, is the driving force of the company’s cohesive and thriving work environment.

“He’s built the culture that makes it fun to come to work,” he says. “He really takes care of his employees and always makes sure to take care of his customers.”

He says Senske has built a culture of innovation and investment and it’s an infectious environment to be a part of.

“You walk in the door, and you feel like this is a team that I want to be a part of,” he says. “People are cheery, they’re having fun in the office. There are goofy things going on and decorations, and you can tell the culture is really good. But also, at the end of the day, they’re serious about the results.”

Taylor says it’s part of that work hard, play hard mentality that pushes him to come into the office every day. The company emphasizes a strong work-life balance.

“Having a focus on aggressive growth, that’s just fun to be around too,” Taylor says. “Part of it is just working for a winner and you feel like that at Senske. You feel like they’ve always been a winner. You’re not stagnant, it’s not the same thing year over year over year.”



Casey Taylor

CREATING SOMETHING BIG IN THE DESERT

A close look at how Genesis Landscape Solutions makes its acquisitions feel like part of the family

BY ROB DIFRANCO | LM ASSOCIATE EDITOR

As Genesis Landscape Solutions in Mesa, Ariz., enters its second decade of existence, big changes are on the way. The company, which makes its *LM150* debut in 2023 at No. 124, has a fresh face in its leadership team and a new strategy for growth.

At the helm of the company are President and COO Warren Wheat,

and CEO Joe Calland, who joined the company a year ago. The duo brings a lot to the table with quite different life experiences before joining forces at Genesis.

Calland holds an MBA from The University of Pennsylvania's Wharton School of Business and proudly earned a perfect SAT score. Wheat was an eighth-round draft pick of

the Los Angeles Rams in 1989 out of Brigham Young University and earned seven starts in a multi-year NFL career with the Rams and the Seattle Seahawks.

"We lead with that, not the test score," Calland jokes when Wheat brings up his football career.

Whatever you lead with, the facts are the duo helped grow Genesis with an acquisition strategy that looks to integrate companies under one banner, while allowing them to continue their own growth.

The strategy has paid off as Genesis slots in at No. 124 in the *LM150* ranking with a revenue of \$22,509,446, and 11 percent growth from 2021 to 2022.

MOVING AND SHAKING

A relatively young company — Wheat founded the Arizona-based operation in 2012 — Genesis is already making some significant moves. Over the last few years, the company has made several acquisitions of fellow Grand Canyon State businesses — Desert Care Landscape Resources and Botanicare Landscape Management — in a bid to expand its footprint in the area.

"We're looking to make Genesis a platform for investments where we see a strong opportunity," says Calland. "When you add these companies, you also add the people and the relationships they have with their customers.



Joe Calland

Homeowners associations make up most of the business for Genesis Landscape Solutions, setting the baseline for what it looks for in an acquisition.



And then, in a distant third, in our eyes, is the equipment and the facility.”

Genesis serves a 90-percent commercial clientele, with most of that being homeowner’s associations, according to Calland. As a part of their growth strategy, he adds, it’s crucial to find companies that not only share similar values, but a client base that Genesis can add — and get — value from.

“One of the things we look for in a business investment is the customer relationship and is that something that fits into our strategy?” he says. “We don’t want to invest in a business that doesn’t align with what we’re good at. So, we view it as wanting to know what we’re getting from a customer service perspective and seeing a clear way to maintain or even improve it.”

COLLABORATIVE EFFORT

The investments Genesis made in its acquisitions go far beyond adding the business to its brand, Wheat says.

“Philosophically, (Joe and I are) both the type of person where, if our new acquisition has an idea on how we can make our processes better, we want to hear it,” he adds.

Genesis also brings its expertise to the table, Calland says, citing the addition of new tree mapping software to its newest acquisition. Calland and Wheat also see value in their company’s leadership structure and its ability to modernize and professionalize these new additions to their brand.

“We look at companies that might not have that structure, but that have people who could fit into those higher-level roles,” says Calland. “When we do find those gems, we sell them on adding our processes while continuing to do what they’ve always done. We do everything we can to close the deal while keeping all of their people in place because we see that generating consistent and great results.”

→ WHAT IT’S LIKE TO WORK AT GENESIS LANDSCAPE SOLUTIONS

What does it mean to be a destination company? That’s what Genesis Landscape Solutions’ COO and President Warren Wheat and CEO Joe Calland are constantly searching for.

“There are a ton of landscape jobs in Arizona and in this market,” says Warren Wheat, COO and president of Genesis Landscape Solutions. “We have to find out what can we do to make our experience different for someone who comes in to work here.

So far, according to Calland, there have been some pretty obvious buttons you’ve got to press.

“It’s about knowing that you’re cared about,” he says. “Whether that’s through being given the opportunity to advance, or just being treated well. It’s a whole number of things that spreads through the company and then through the industry, where we hope our employees will tell their friends that Genesis is a great place to work.”



Warren Wheat

A DELICATE BALANCE

Alongside acquisitions inevitably comes change. As part of its acquisition strategy, Genesis makes it clear to the businesses it invests in that its intention is not to bury the existing culture of the company. Instead, Calland says, the message focuses on how collaboration can create the most scalable business possible.

“There is a lot of pride in these companies, and that’s why they’re such good investments,” he adds. “What we try to do is build a consensus and say to them, ‘We’ve invested in this company because of the work you’ve done.’”

Calland is a new recruit to the green industry. Both before and after his graduation from Wharton, he worked in the consulting world most recently at Boston Consulting Group, where he worked with a company to fix issues before moving on to another to do the same.

That, he says, has set a solid baseline for his work at Genesis in integrating companies into the brand.

“The last thing we want to do is come in on day one and change what has been a winning formula for them,” he says. “Our approach starts with finding out what the business might

struggle with. What are the pain points they see on a day-to-day basis?”

Identifying those pain points takes time and communication between the existing Genesis leadership and the new acquisition, Calland says.

“It starts with an introduction period where you say, let’s talk about what you think is going well and what isn’t, and then let’s adjust accordingly,” he says. “That gives us a pretty good sense of what those things are going to be that you need to change versus the ones that are good processes that should stay.”

WHAT’S NEXT?

Up to its most current acquisition, Genesis melded companies it adds into its Genesis Landscape Solutions platform. Calland says he sees value in having one name, specifically when operating in a single market.

That could change in the future, however, if and when, Genesis expands beyond Arizona.

“Our goal is to continue our growth in the Phoenix area and get to a hundred-plus million in revenue,” says Calland. “Then, potentially, looking at repeating this process in another market where we see a similar opportunity.”

THE GREENERY CELEBRATES GROWTH AND COMMUNITY FOR 50TH ANNIVERSARY

#27

What started out as a landscape nursery is today one of the nation's largest landscape companies

BY BRIAN LOVE
LM ASSOCIATE EDITOR

When it comes to growth, few have done it like The Greenery. This year, the company celebrates its 50th year of operation. Not a bad way to ring in the anniversary is ranking No. 27 on the LM150 list with \$92,500,000 in revenue and 14 percent growth from 2021 to 2022.

The company, which offers maintenance, design/build and installation, irrigation and turf and ornamental care to primarily commercial clients, attributes its growth and success to its employees. As it acknowledges its history, there is a feeling of pride among the employee-owners.

"To me, being an employee of The Greenery means being a part of something," says Romario Blackwood, a licensed pesticide applicator from the Sun City branch in Bluffton, S.C. He has been with the company for three years. "Since I've started working here, I can see how the properties we have worked on have developed. I've seen a lot of changes in myself. Being a part of The Greenery means getting the opportunity to learn and grow."



BEING EMPLOYEE-OWNED

The company's employee ownership started when Berry Edwards, co-founder of The Greenery, began prepping for retirement in 2003. He was looking for an exit strategy that would serve as a proper thank you for his employees. His search led to the decision to establish an Employee Stock Ownership Plan (ESOP), giving his employees the ability to earn ownership in the company.

Employees see the ESOP as a motivator to do their job to the best of their abilities. They want to see the company's stock price go up year after year.

"Having this knowledge helps to push you toward improving yourself," Blackwood says.

"At the end of the day, my success is also the success of The Greenery. That works the other way around as well."

Since making this shift, the number of employees at The Greenery has skyrocketed from 200 to 800 people. Joe Dubois, an account manager at the Sun City branch credits The Greenery's investment in its people as helping establish the company as an industry leader.

An Employee Stock Ownership Plan helps motivate The Greenery's team to greater growth as it celebrates its 50th anniversary.

“Knowing that your work can affect the bottom line makes you have a little bit more skin in the game,” he says. “It’s about accountability. You know that what you are doing can eventually affect the bottom line of the company, along with your retirement. You learn that other people have your back.”

Dubois came to The Greenery 10 years ago with a desire to learn more about the landscape industry. Wanting to gain experience, he saw a position with the company as something he could learn by doing as opposed to reading about it.

Blackwood agrees, noting a hands-on education is one of the best elements of the company.

“I wanted to learn and grow,” Blackwood says. “There are plenty of things that you can read about and classes where you can talk about those topics. (This) is hands-on work that I appreciate being able to do here.”

Dubois believes the ESOP model is a positive influence. In his mind, it is hard for any business to stay relevant for just 20 years, but even harder for it to be so dominant after 50 years.

“There were a lot of guys that were above me when I first started working here,” Dubois says. “They showed me how they do things. Those interactions and lessons help with the longevity of the company. I think I’ll be around for another 50 years as long as they keep this same model.”

THE LONG JOURNEY

Ruthie and Berry Edwards fell in love with Hilton Head Island, S.C., while on vacation in 1973. After relocating to the spot, they bought a nursery with the desire to grow their business.

Starting as a full-service landscaping company at a nursery in 1973 with six employees, the Edwards’ hired knowledgeable gardening and landscaping staff from the area. Now, their son, Lee



Joe Dubois

Edwards, serves as president and CEO of the company.

The Greenery now serves a broad list of clients requiring different service levels. The operation’s installation and landscape management clients include multifamily communities, hospitals, hotels, exclusive resorts and a few residential homes.

It continues to expand its reach to multiple cities and states. The Greenery now has locations in South Carolina in Beaufort, Bluffton, Greenville, Palmetto and Spartanburg; Daytona and Jacksonville, Fla.; and Savannah, Ga.

A retail center still operates on Hilton Head Island.

ALL ABOUT COMMUNITY

Reflecting on his time at The Greenery, Blackwood recalls a moment from earlier in the year. As the seasons changed, he and his team treated azaleas on a property. This visit was a mixture of irrigation, maintenance and plant health services departments working together. At the end of it, they had perfectly maintained azaleas.

“I was driving by and I had to stop and get out of my car to properly look at it,” Blackwood says. “I took a picture of it and sent it to my supervisor. I was thinking, ‘That is why we are here.’”

Blackwood adds that the feeling of community has always been a highlight of the job. Everyone has a different role to play. Everyone has their own strengths and weaknesses, and they all come together to work through challenges.

Dubois says the entire team at The Greenery shares admiration for the communities they serve.

“People have worked here since (the Bluffton, S.C., branch) started and during the time when the company became employee-owned,” says Dubois. “Time has gone on and on, yet we maintain some of the stuff put in by our predecessors and former leaders. It continues to expand. I always tell people about The Greenery.” 

→ WHAT IT’S LIKE TO WORK AT THE GREENERY

When asked if they would recommend working at The Greenery to their friends and family, employees unanimously say yes.

Leticia Jimenez, who works as a maintenance worker for the floral department (which supports The Greenery’s South Carolina branches), says her job means a lot to her.

“Everybody has been so friendly during my time here,” says Jimenez. “I love my job and what I do. The people here treat each other like family.”

Meanwhile, Romario Blackwood, a licensed pesticide applicator from the Sun City branch in Bluffton, S.C., says his favorite part of working for The Greenery is the chance to be in nature.

“This is going to sound corny, but I love getting to work outside in the morning, feeling the cool breeze and watching the sunrise,” says Blackwood. “In the past, I have worked in other industries, including the food industry. For many years, I just found myself inside a building all day. Now, when I get here in the morning, it feels like a complete 180-degree change from then. And I really enjoy it.”



Leticia Jimenez



Romario Blackwood

TOP



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 and installation figures.

RESIDENTIAL

1	TruGreen	\$1,286,465,400
2	Weed Man	\$292,600,000
3	Bartlett Tree Experts	\$279,680,000
4	Mariani Premier Group	\$246,488,900
5	Lawn Doctor	\$180,852,450
6	Naturalawn of America	\$98,660,357
7	Spring-Green Lawn Care Corp.	\$86,880,000
8	Massey Services	\$85,503,447
9	Meadows Farms	\$78,400,000
10	Ryan Lawn & Tree	\$61,242,921
11	Kline Bros. Landscaping	\$47,700,000
12	McHale Landscape Design	\$45,600,000
13	Senske Services	\$44,795,000
14	Choate USA	\$35,869,939
15	Unlimited Landscaping & Turf Management	\$35,418,952
16	Chalet	\$34,477,000
17	Scott Byron & Co.	\$32,300,000
18	Naturescape	\$32,175,545
19	Conserva Irrigation	\$29,468,327
20	Lifescape Colorado	\$28,269,447
21	Siteworks Landscape	\$27,860,000
22	Schumacher Cos.	\$27,390,000
23	The Joyce Cos.	\$26,315,190
24	Green Lawn Fertilizing	\$25,985,805
25	Saluda Hill Landscapes	\$22,661,358

COMMERCIAL

1	HeartLand	\$434,000,000
2	Yellowstone Landscape	\$431,200,000
3	Sperber Landscape Cos.	\$331,000,000
4	Gothic Landscape	\$306,850,000
5	LandCare	\$275,000,000
6	Ruppert Landscape	\$273,000,000
7	Divisions Maintenance Group	\$243,075,909
8	TruGreen	\$209,424,600
9	U.S. Lawns	\$205,380,000
10	United Land Services	\$150,038,000
11	Juniper	\$144,500,000
12	Bartlett Tree Experts	\$131,100,000
13	Clean Scapes	\$115,250,000
14	Yardnique	\$96,000,000
15	Schill Grounds Management	\$90,650,000
16	Rotolo Consultants	\$86,700,000
17	Clintar Commercial Outdoor Services	\$83,880,000
18	The Greenery	\$83,250,000
19	Mainscape	\$82,200,000
20	Garden Design	\$72,520,000
21	Lucas Tree Expert Co.	\$72,000,000
22	LMC Landscape Partners	\$67,940,000
23	Landscape Workshop	\$67,853,924
24	Greenscape Land Design	\$56,840,000
25	Impact Landscaping & Irrigation	\$54,390,000

GOVERNMENT

1	Yellowstone Landscape	\$107,800,000
2	ABM	\$40,755,000
3	Merchants Landscape Services	\$35,000,000
4	American Landscape	\$31,245,500
5	Bartlett Tree Experts	\$26,220,000
6	Westco	\$21,556,975
7	Elite Team Offices	\$19,062,000
8	Juniper Christy Webber & Co.	\$17,000,000
10	Pro Cutters Lawscapes	\$15,906,119
11	Rotolo Consultants	\$14,280,000
12	Stay Green	\$10,800,000
13	Maldonado Nursery & Landscaping	\$9,758,000
14	Environmental Management Inc.	\$9,676,494
15	American Landscape Systems	\$8,891,583
16	Mountain View Landscape	\$8,750,000
17	Southern Botanical	\$4,812,663
18	AAA Landscape	\$4,705,000
19	Clintar Commercial Outdoor Services	\$4,660,000
20	Bland Landscaping Co.	\$4,446,549
21	Shinto Landscaping	\$4,257,400
22	Environmental Designs	\$3,971,880
23	Landscape Workshop	\$3,769,662
24	LMC Landscape Partners	\$3,160,000
25	Level Green Landscape	\$3,143,500

BY CLIENT MIX

MOWING + MAINTENANCE

1	BrightView Holdings	\$1,831,236,000
2	Yellowstone Landscape	\$420,420,000
3	HeartLand	\$317,000,000
4	Sperber Landscape Cos.	\$271,420,000
5	Ruppert Landscape	\$152,880,000
6	U.S. Lawns	\$140,000,000
7	Divisions Maintenance Group	\$130,017,347
8	Gothic Landscape	\$103,000,000
9	Juniper	\$91,970,000
10	Park West	\$91,572,000
11	Yardnique	\$89,280,000
12	Mariani Premier Group	\$71,653,750
13	The Greenery	\$64,750,000
14	Landscape Workshop	\$64,084,262
15	Mainscape	\$55,896,000
16	Schill Grounds Management	\$50,875,000
17	Clean Scapes	\$49,557,500
18	Bland Landscaping Co.	\$48,912,036
19	Landscape Development Inc.	\$43,000,000
20	Rotolo Consultants	\$40,800,000
21	LMC Landscape Partners	\$40,290,000
22	Clintar Commercial Outdoor Services	\$37,280,000
23	Westco	\$37,033,777
24	Greenscape Land Design	\$34,800,000
25	ABM	\$33,000,000

TURF + ORNAMENTAL

1	TruGreen	\$1,359,900,000
2	Weed Man	\$304,920,000
3	Lawn Doctor	\$184,230,000
4	Naturalawn of America	\$100,694,591
5	Spring-Green Lawn Care Corp.	\$84,165,000
6	Massey Services	\$74,720,125
7	Senske Services	\$39,680,000
8	Ryan Lawn & Tree	\$30,373,632
9	Naturescape	\$27,095,196
10	Green Lawn Fertilizing	\$26,897,326
11	Unlimited Landscaping & Turf Management	\$17,961,425
12	Juniper	\$17,170,000
13	Southern Botanical	\$15,750,535
14	Caretaker Landscape and Tree Management	\$11,913,044
15	ABM	\$11,220,000
16	Rotolo Consultants	\$10,200,000
17	Mariani Premier Group	\$8,598,450
18	American Landscape	\$6,578,000
19	SOI Group	\$5,808,000
20	Sebert Landscape	\$5,745,800
21	Michael Hatcher & Associates	\$5,400,000
22	Mainscape	\$4,110,000
23	Landscape Maintenance Professionals	\$3,150,000
24	Earthtones Design	\$3,099,139
25	ArtisTree Landscape Maintenance & Design	\$2,971,724

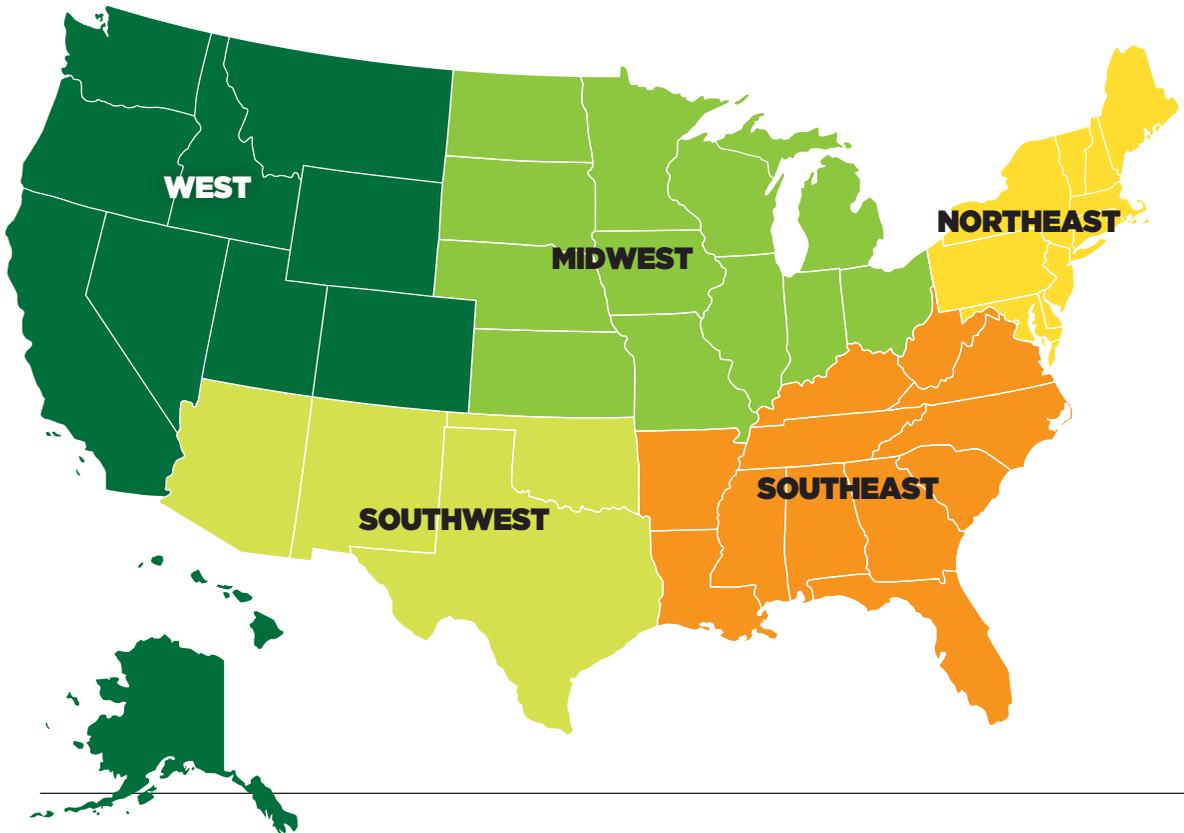
**DESIGN BUILD +
INSTALLATION**

1	BrightView Holdings	\$693,650,000
2	Gothic Landscape	\$220,000,000
3	Mariani Premier Group	\$163,370,550
4	Ruppert Landscape	\$120,120,000
5	Landscape Development Inc.	\$92,500,000
6	Park West	\$83,941,000
7	Garden Design	\$60,680,000
8	Clean Scapes	\$54,167,500
9	Yellowstone Landscape	\$53,900,000
10	Rotolo Consultants	\$45,900,000
11	SiteWorks	\$39,849,251
12	Sperber Landscape Cos.	\$39,720,000
13	Earthtones Design	\$38,451,720
14	Xquisite Landscaping	\$35,369,262
15	Juniper	\$34,340,000
16	Teufel Landscape	\$33,465,000
17	HeartLand	\$33,000,000
18	Meadows Farms	\$32,000,000
19	LMC Landscape Partners	\$31,600,000
20	Maldonado Nursery & Landscaping	\$31,570,000
21	Environmental Management Inc.	\$30,027,372
22	McHale Landscape Design	\$25,600,000
23	Caretaker Landscape and Tree Management	\$24,650,162
24	Schumacher Cos.	\$24,070,000
25	Impact Landscaping & Irrigation	\$23,865,000

**IRRIGATION +
WATER MANAGEMENT**

1	Elite Team Offices	\$36,712,000
2	Conserva Irrigation	\$32,742,586
3	Juniper	\$23,120,000
4	American Landscape	\$19,734,000
5	Massey Services	\$13,038,629
6	Maldonado Nursery & Landscaping	\$11,480,000
7	Winterberry	\$10,222,438
8	Impact Landscaping & Irrigation	\$9,990,000
9	Perfect Cuts of Austin	\$9,665,750
10	Ryan Lawn & Tree	\$9,364,709
11	Frank & Grossman Landscape Contractors	\$8,000,000
12	Garden Design	\$7,400,000
13	Mainscape	\$7,398,000
14	SOI Group	\$7,260,000
15	Southern Botanical	\$7,000,238
16	Clean Scapes	\$6,915,000
17	Harvest Landscape Enterprises	\$6,487,500
18	Mariani Premier Group	\$5,732,300
19	Divisions Maintenance Group	\$5,652,928
20	Earthworks	\$5,600,000
21	Gachina Landscape Management	\$5,391,953
22	Rotolo Consultants	\$5,100,000
23	Environmental Designs	\$4,854,520
24	SiteWorks	\$4,781,910
25	Cherrylake	\$4,416,000

BY PROFIT CENTERS



WEST

1	Gothic Landscape	\$206,000,000
2	Park West	\$190,775,000
3	Landscape Development Inc.	\$139,500,000
4	LandCare	\$114,000,000
5	Elite Team Offices	\$70,600,000
6	American Landscape	\$62,491,000
7	Senske Services	\$52,700,000
8	Bartlett Tree Experts	\$52,440,000
9	Pacific Landscape Management	\$49,225,579
10	Environmental Designs	\$44,132,000
11	Divisions Maintenance Group	\$43,753,664
12	Dennis' 7 Dees Landscaping & Garden Centers	\$42,102,210
13	Harvest Landscape Enterprises	\$41,087,500
14	Mariani Premier Group	\$40,126,100
15	Gachina Landscape Management	\$38,513,947
16	Stay Green	\$36,000,000
17	Merchants Landscape Services	\$35,000,000
18	Frank & Grossman Landscape Contractors	\$32,000,000
19	Lifescape Colorado	\$31,410,497
20	LandGraphics	\$29,850,000
21	Andre Landscape Service	\$29,000,000
22	SiteWorks Landscape	\$27,860,000
23	SunWorks Landscape Partners	\$26,374,095
24	Integrity Landscape	\$25,300,000
25	Weed Man	\$24,640,000

SOUTHWEST

1	Gothic Landscape	\$117,000,000
2	Clean Scapes	\$115,250,000
3	Garden Design	\$74,000,000
4	LMC Landscape Partners	\$61,000,000
5	Maldonado Nursery & Landscaping	\$57,400,000
6	Westco	\$55,274,294
7	SiteWorks	\$53,132,334
8	Santa Rita Landscaping	\$50,932,000
9	Earthtones Design	\$50,888,988
10	LandCare	\$43,000,000
11	Caretaker Landscape and Tree Management	\$40,781,920
12	Superscapes	\$40,287,452
13	SOI Group	\$36,300,000
14	Earthworks	\$35,100,000
15	Bartlett Tree Experts	\$34,960,000
16	Divisions Maintenance Group	\$34,030,627
17	DLC Resources	\$32,000,000
18	Mariani Premier Group	\$28,661,500
19	Lawn Doctor	\$28,555,650
20	Complete Landsculpture	\$27,682,407
21	Urban Dirt	\$27,200,000
22	SunWorks Landscape Partners	\$26,374,095
23	Service Direct Landscape	\$26,180,000
24	American Landscape Systems	\$25,404,522
25	ProQual Landscaping	\$25,000,000

MIDWEST

1	Yellowstone Landscape	\$145,530,000
2	Weed Man	\$89,320,000
3	Mariani Premier Group	\$83,118,350
4	Schill Grounds Management	\$77,700,000
5	LandCare	\$77,000,000
6	Spring-Green Lawn Care Corp.	\$68,780,000
7	Elite Team Offices	\$66,676,115
8	American Landscape	\$62,491,000
9	Greenscape Land Design	\$58,000,000
10	Maldonado Nursery & Landscaping	\$57,400,000
11	Christy Webber & Co.	\$42,102,210
12	Southview Design	\$39,579,305
13	Park West	\$38,155,000
14	HeartLand	\$34,720,000
15	Scott Byron & Co.	\$34,000,000
16	Naturescape	\$33,868,995
17	Conserva Irrigation	\$30,778,031
18	LandGraphics	\$29,850,000
19	David J. Frank Landscape Contracting	\$26,972,000
20	Focal Pointe Outdoor Solutions	\$25,140,000
21	Hittle Landscaping	\$24,004,600
22	Clarence Davids & Co.	\$23,042,000
23	Next to Nature Landscape	\$22,533,475
24	Hidden Creek Landscaping	\$21,183,258
25	Ruppert Landscape	\$20,000,000

SOUTHEAST

1	Juniper	\$170,000,000
2	Yellowstone Landscape	\$161,700,000
3	United Land Services	\$153,100,000
4	Divisions Maintenance Group	\$123,968,713
5	Rotolo Consultants	\$102,000,000
6	Yardnique	\$96,000,000
7	The Greenery	\$92,500,000
8	Weed Man	\$83,160,000
9	HeartLand	\$82,460,000
10	Massey Services	\$81,825,879
11	Mariani Premier Group	\$77,386,050
12	Landscape Workshop	\$75,393,249
13	Impact Landscaping & Irrigation	\$55,500,000
14	Westco	\$55,274,294
15	Ruppert Landscape	\$52,000,000
16	Sunrise Landscape	\$50,000,000
17	Meadows Farms	\$48,000,000
18	Park West	\$47,693,750
19	Mainscape	\$47,676,000
20	SOI Group	\$36,300,000
21	ArtisTree Landscape Maintenance & Design	\$27,015,675
22	Saluda Hill Landscapes	\$26,660,421
23	Dixie Landscape	\$23,094,050
24	Greenscape	\$22,700,000
25	Michael Hatcher & Associates	\$22,500,000

NORTHEAST

1	HeartLand	\$199,640,000
2	Divisions Maintenance Group	\$109,384,159
3	LandCare	\$104,500,000
4	NaturaLawn of America	\$62,044,142
5	Yellowstone Landscape	\$59,290,000
6	Chenmark	\$58,463,693
7	Beary Landscaping	\$58,000,000
8	Park West	\$57,232,500
9	Sebert Landscape	\$51,712,200
10	Lucas Tree Expert Co.	\$50,400,000
11	Xquisite Landscaping	\$47,796,300
12	Ruppert Landscape	\$46,000,000
13	Harvest Landscape Enterprises	\$41,087,500
14	Unlimited Landscaping & Turf Management	\$36,514,384
15	Meadows Farms	\$32,000,000
16	Level Green Landscape	\$31,435,000
17	Lifescape Colorado	\$31,410,497
18	Weed Man	\$30,800,000
19	Mariani Premier Group	\$28,661,500
20	The Joyce Cos.	\$27,700,200
21	Green Lawn Fertilizing	\$27,644,474
22	McHale Landscape Design	\$27,360,000
23	Winterberry	\$24,900,810
24	Earthco Commercial Landscape	\$19,392,000
25	Greener Group	\$19,334,126

WHO DID WE MISS?

Should your company be on the LM150 list of the largest landscape companies? Or, do you know of a firm that should be ranked 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.



ALL RISE

More than 40 companies on our 2023 LM150 list grew by 20 percent or more last year. Executives from some of these companies share how their operations did it.

Elite Team Offices

"The key to our 2021 to 2022 growth was expansion throughout California. We were able to extend our service offering in Northern and Southern California and along the Central Coast."
Tracie Anes, brand manager

Pacific Landscape Management

"We had strong organic growth of about 14 percent from our legacy Portland, Ore.-based operations. We also acquired two companies — Earthworks Landscape Services, and the maintenance division of His Hands Lawn care."
Bob Grover, president

Shinto Landscaping

"The strong growth results were twofold: we had a very good sales year with close to a 20-percent increase on the landscape maintenance service side and we acquired two additional companies. The total revenue from all that activity significantly moved the bar for us."
Kevin Hunt, chief marketing officer

Lifescape Colorado

"Over the past seven years, Lifescape has prioritized and invested heavily in improving process and service while continuing to push on growth. With this type of growth, we have found that the key to success is relentless follow through on processes and systems combined with providing a level high level of service."
LeAnn Osthheimer, chief operating officer

Growth Rank	LM150 Rank	Company	% Rev Change from 2021
1	11	Mariani Premier Group	174%
2	143	Tree Amigos Outdoor Services	151%
3	39	Elite Team Offices	108%
4	63	Santa Rita Landscaping	75%
5	19	United Land Services	73%
6	54	Westco	72%
7	48	Greenscape Land Design	52%
	91	Conserva Irrigation	52%
	132	Valley Landscaping	52%
10	33	Choate USA	49%
11	111	Saluda Hill Landscapes	42%
12	25	Yardnique	41%
13	71	Environmental Designs	39%
	37	DJ's Landscape Management	39%
15	53	Impact Landscaping & Irrigation	37%
16	76	Perfect Cuts of Austin	36%
17	35	Landscape Workshop	35%
	21	Clean Scapes	35%
19	66	Pacific Landscape Management	34%
20	51	Maldonado Nursery & Landscaping	33%
	80	Southview Design	33%
	83	SOI Group	33%
23	108	Urban Dirt	32%
24	65	Sunrise Landscape	31%
25	22	The Grounds Guys	29%
26	70	McHale Landscape Design	28%
	52	Bland Landscaping Co.	28%
28	120	Utz Environmental Services	26%
	95	Heaven & Earth Landscaping	26%
	40	Ryan Lawn & Tree	26%
31	134	Hidden Creek Landscaping	25%
	133	Shinto Landscaping	25%
	9	Gothic Landscape	25%
	117	ProQual Landscaping	25%
35	107	Green Lawn Fertilizing	24%
	46	Russell Landscape Group	24%
37	92	Gibson Landscape Services	23%
38	82	Unlimited Landscaping & Turf Management	22%
	43	Environmental Management Inc.	22%
	118	Timberline Landscaping	22%
	72	Southern Botanical	22%
42	18	Juniper	21%
	4	Yellowstone Landscape	21%
	97	Lifescape Colorado	21%
45	105	The Joyce Cos.	20%
	45	American Landscape	20%
	119	Hittle Landscaping	20%
	122	Greenscape	20%
	139	North American Lawn & Landscape	20%
	67	Teufel Landscape	20%

Mariani Premier Group

See [page 6](#) for the full story.

Tree Amigos Outdoor Services

"Tree Amigos Outdoor Services expanded into a new geographic market while exceeding client expectations to increase retention. We also increased frontline training, which allowed our management team to have more time to grow the business."

Rob Huether, CEO

Valley Landscaping

"Valley Landscaping acquired a full-service landscaping company in Richmond, Va., in November 2021. This acquisition helped us scale into new service lines and take market share in a new location quicker than the traditional organic growth we have used in the past to open new branches."

Brandon Walters, director of recruiting and employee development

The Grounds Guys

"Heading into 2022, we were concerned about runaway inflation and a potential pullback in consumer spending. As a result, we focused heavily on increasing our revenue-per-customer metrics. We did this by implementing significant price increases, replacing unprofitable customers and by expanding services within our existing customer base."

Joshua Sevick, president

Bland Landscaping

"About 20 percent of our growth last year came from acquisitions and the balance came from the net increase between contract attrition and new contract sales. By leveraging technology and controlling administrative overhead and indirect costs as we grow, we are able to make meaningful investments in areas such as operations, sales and recruiting. Those additional resources fuel and support growth"

Kurt Bland, president and CEO

LM150 Company Index

Company name	LM150 rank		
AAA Landscape	69	Great Oaks Landscape Associates	98
ABM	44	Green Lawn Fertilizing	107
American Landscape Systems	114	GreenEarth	127
American Landscape	45	Greener Group	142
Andre Landscape Service	100	Greenscape	122
Andy's Sprinkler, Drainage & Lighting	103	Greenscape Land Design	48
APHIX	137	GreenView Partners	149
Art by Nature	127	Harvest Landscape Enterprises	78
ArtisTree Landscape Maintenance & Design	109	HeartLand	6
Bartlett Tree Experts	5	Heaven & Earth Landscaping	95
Beary Landscaping	48	Hidden Creek Landscaping	134
Benchmark Landscape	147	HighGrove Partners	145
Bland Landscaping Co.	52	Hittle Landscaping	119
BrightView Holdings	1	Impact Landscaping & Irrigation	53
Caretaker Landscape and Tree Management	75	Integrity Landscape	115
Chalet	88	James Martin Associates	148
Chapel Valley Landscape Co.	62	Juniper	18
Chenmark	47	Kline Bros. Landscaping	56
Cherrylake	144	LandCare	12
Choate USA	33	LandGraphics	99
Christy Webber & Co.	73	Landry's Landscape	129
Clarence Davids & Co.	121	Landscape Development Inc.	20
Clean Scapes	21	Landscape Maintenance Professionals	135
Clintar Commercial Outdoor Services	26	Landscape Workshop	35
Complete Landscaping Service	60	Lawn Doctor	17
Complete Landsculpture	106	Level Green Landscape	96
Conserva Irrigation	91	Lifescape Colorado	97
Creative Environments Design & Landscape	61	LMC Landscape Partners	34
David J. Frank Landscape Contracting	110	LMI Landscapes	102
Denison Landscaping	42	Lucas Tree Expert Co.	37
Dennis' 7 Dees Landscaping & Garden Centers	74	Mainscape	31
Designscapes Colorado	84	Maldonado Nursery & Landscaping	51
Divisions Maintenance Group	14	Mariani Premier Group	11
Dixie Landscape	41	Massey Services	29
DJ's Landscape Mangement	37	McHale Landscape Design	70
DLC Resources	92	Meadows Farms	32
Earthco Commercial Landscape	141	Merchants Landscape Services	87
Earthtones Design	64	Michael Hatcher & Associates	125
Earthworks	86	Mountain View Landscape	150
Elite Team Offices	39	Mullin	130
Environmental Management Inc.	43	NaturaLawn of America	24
Environmental Designs	71	Naturescape	90
Focal Pointe Outdoor Solutions	116	Next to Nature Landscape	123
Frank & Grossman Landscape Contractors	92	North American Lawn & Landscape	139
Franz Witte Landscape Contracting	131	Pacific Landscape Management	66
Gachina Landscape Management	81	Park West	16
Garden Design	36	Perfect Cuts of Austin	76
Genesis Landscape Solutions	124	Pierre Landscape	56
Gibson Landscape Services	92	Pro Cutters Lawscapes	138
Gothic Landscape	9	ProQual Landscaping	117
		Richmond & Associates Landscaping	126
		Rock Water Farm Landscapes & Hardscapes	136
		Rotolo Consultants	23
		Ruppert Landscape	13
		Russell Landscape Group	46
		Ryan Lawn & Tree	40
		Saluda Hill Landscapes	111
		Santa Rita Landscaping	63
		SavATree	7
		Schill Grounds Management	27
		Schultz Industries	146
		Schumacher Cos.	77
		Scott Byron & Co.	89
		Sebert Landscape	50
		Senske Services	59
		Service Direct Landscape	113
		Shinto Landscaping	133
		SiteWorks	55
		Siteworks Landscape	104
		SOI Group	83
		Southern Botanical	72
		Southview Design	80
		Sperber Landscape Cos.	8
		Sposato Landscape Co.	140
		Spring-Green Lawn Care Corp.	30
		Stay Green	85
		Sunrise Landscape	65
		SunWorks Landscape Partners	58
		Superscapes	79
		Teufel Landscape	67
		The Budd Group	100
		The Davey Tree Expert Co.	2
		The Greenery	27
		The Grounds Guys	22
		The Joyce Cos.	105
		Timberline Landscaping	118
		Tree Amigos Outdoor Services	143
		TruGreen	3
		U.S. Lawns	15
		United Land Services	19
		Unlimited Landscaping & Turf Management	82
		Urban Dirt	108
		Utz Environmental Services	120
		Valley Landscaping	132
		Weed Man	10
		Westco	54
		Winterberry	112
		Xquisite Landscaping	68
		Yardnique	25
		Yellowstone Landscape	4