



**LANDSCAPE
MANAGEMENT**

150

HOUSTON ROCKET

Texas-based Ethoscapes,
led by Manny González,
launches up the *LM150* list

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Weathermatic

		Headquarters	2023 Revenue (U.S. Dollars)	% Rev. Change from 2022	% Projected Change for 2024	FTEs/ Seasonal Employees	% Comm./ Res./Gov.
1	BrightView Holdings	Blue Bell, Pa.	\$2,816,000,000	2%	NR	NR/NR	NR/NR/NR
2	The Davey Tree Expert Co.	Kent, Ohio	\$1,693,481,000	12%	7%	11576/482	NR/NR/NR
3	TruGreen ^	Memphis, Tenn.	\$1,499,850,000	0%	NR	9766/3826	13/87/0
4	Yellowstone Landscape	Bunnell, Fla.	\$579,000,000	8%	10%	5500/1000	80/0/20
5	HeartLand	Kansas City, Mo.	\$534,747,000	23%	11%	3563/1136	100/0/0
6	Bartlett Tree Experts	Stamford, Conn.	\$481,000,000	10%	10%	2500/200	30/64/6
7	Mariani Premier Group	Lake Bluff, Ill.	\$465,000,000	62%	10%	1040/2160	13/86/1
8	SavATree	Bedford Hills, N.Y.	\$403,000,000	7%	9%	2500/77	25/72/3
9	Gothic Landscape	Valencia, Calif.	\$396,000,000	23%	10%	2400/100	100/0/0
10	Sperber Landscape Cos.	Westlake Village, Calif.	\$383,020,000	16%	10%	3368/28	100/0/0
11	Weed Man	Orono, Ontario	\$351,682,800	14%	13%	NR/NR	3/97/0
12	Ruppert Landscape	Laytonsville, Md.	\$330,700,000	21%	15%	2300/NR	100/0/0
13	U.S. Lawns	Orlando, Fla.	\$317,000,000	8%	7%	NR/NR	97/1.5/1.5
14	LandCare*	Frederick, Md.	\$316,250,000	15%	NR	NR/NR	NR/NR/NR
15	Juniper	Fort Myers, Fla.	\$286,000,000	68%	15%	2700/3000	85/5/10
16	Outworx Group	Westbury, N.Y.	\$280,000,000	0%	25%	391/2277	85/0/15
17	Divisions Maintenance Group ^	Cincinnati, Ohio	\$246,781,335	19%	15%	1029/NR	100/0/0
18	United Land Services	Jacksonville, Fla.	\$242,400,000	58%	30%	1325/180	95/0/5
19	Park West	Rancho Santa Margarita, Calif.	\$221,000,000	7%	3%	1659/NR	100/0/0
20	Lawn Doctor*	Holmdel, N.J.	\$209,408,100	10%	NR	NR/NR	NR/NR/NR
21	Landscape Development Inc.	Valencia, Calif.	\$148,346,000	10%	20%	1180/NR	92/1/7
22	Clean Scapes	Austin, Texas	\$136,911,726	19%	5%	722/258	100/0/0
23	Yardnique	Morrisville , N.C.	\$126,919,000	25%	22%	1200/650	100/0/0
24	The Grounds Guys	Waco, Texas	\$125,500,000	10%	10%	1500/1500	45/55/0
25	Rotolo Consultants	Slidell, La.	\$123,000,000	15%	15%	500/700	80/5/15
26	Turf Masters Brands	Roswell, Ga.	\$110,000,000	35%	35%	900/50	4/96/0
27	Landscape Workshop	Birmingham, Ala.	\$106,000,000	41%	23%	880/416	91/6/3
28	Schill Grounds Management	North Ridgeville, Ohio	\$104,500,000	-8%	12%	1016/272	95/2/3
29	Senske Services^	Kennewick, Wash.	\$102,500,000	101%	10%	857/14	11/89/0
30	The Greenery	Hilton Head Island, S.C.	\$102,000,000	10%	10%	850/200	90/7/3
31	Massey Services ^	Orlando, Fla.	\$97,631,706	7%	15%	2813/NR	13/87/0
32	Spring-Green Lawn Care Corp. ^	Plainfield, Ill.	\$95,931,000	7%	4%	540/98	10/90/0
33	SunWorks Landscape Partners	Addison, Texas	\$92,800,000	17%	65%	600/160	95/0/5
34	Sunrise Landscape	Tampa, Fla.	\$90,400,000	80%	25%	640/260	NR/NR/NR
35	Garden Design	Farmers Branch, Texas	\$90,000,000	22%	25%	90/NR	95/5/0
36	Mainscape	Fishers, Ind.	\$88,321,000	7%	5%	752/148	100/0/0
37	LMC Landscape Partners	Plano, Texas	\$87,516,018	10%	13%	800/200	91/4/5
38	Choate USA	Carrollton, Texas	\$85,988,865	8%	5%	387/NR	NR/NR/NR
39	Fairwood Brands	Columbus, Ohio	\$81,000,000	96%	10%	330/50	1/98/1
40	Ethoscapes	Houston, Texas	\$80,000,000	203%	50%	600/125	50/10/40
	Lucas Tree Expert Co.	Portland, Maine	\$80,000,000	10%	10%	550/50	100/0/0
	Meadows Farms*	Chantilly, Va.	\$80,000,000	0%	NR	NR/NR	NR/NR/NR
43	Dixie Landscape	Medley, Fla.	\$79,500,000	4%	0%	395/NR	NR/NR/NR
44	Russell Landscape Group	Sugar Hill, Ga.	\$76,000,000	23%	15%	460/250	NR/NR/NR
45	Impact Landscaping & Irrigation	Jupiter, Fla.	\$75,900,000	37%	7%	700/NR	97.5/2.5/0
46	Elite Team Offices	Clovis, Calif.	\$74,300,000	9%	23%	789/NR	60/5/35
47	DJ's Landscape Management	Grand Rapids, Mich.	\$71,680,000	1%	11%	450/100	94/1/5
48	Creative Environments Design & Landscape	Tempe, Ariz.	\$70,500,000	44%	0%	200/NR	NR/NR/NR
49	Ryan Lawn & Tree ^	Merriam, Kan.	\$69,685,991	4%	12%	506/40	10/90/0

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	2023 Revenue (U.S. Dollars)	% Rev. Change from 2022	% Projected Change for 2024	FTEs/ Seasonal Employees	% Comm./ Res./Gov.
50	Visterra Landscape Group	Park Ridge, Ill.	\$68,145,000	NR	90%	432/349	98//2
51	American Landscape	Canoga Park, Calif.	\$68,000,000	3%	5%	345/NR	40/30/30
52	Environmental Management Inc.	Plain City, Ohio	\$67,000,000	3%	8%	365/45	84/1/15
53	Greenscape Land Design*	Raynham, Mass.	\$66,700,000	15%	NR	NR/NR	NR/NR/NR
54	Denison Landscaping	Ft. Washington, Md.	\$66,500,000	3%	10%	525/NR	90/10/0
55	Maldonado Nursery & Landscaping	San Antonio, Texas	\$66,011,431	16%	21%	737/120	NR/NR/NR
56	Bland Landscaping Co.	Apex, N.C.	\$66,000,000	19%	15%	540/160	93/2/5
57	ABM	Columbia, Md.	\$64,000,000	2%	5%	700/700	35/0/65
58	Teufel Landscape	Hillsboro, Ore.	\$63,620,922	31%	NR	429/NR	NR/NR/NR
59	Chenmark	Portland, Maine	\$63,100,856	8%	8%	255/278	NR/NR/NR
60	Sebert Landscape	Bartlett, Ill.	\$61,350,000	7%	8%	125/600	90/5/5
61	Beary Landscaping	Lockport, Ill.	\$61,000,000	5%	10%	100/300	80/20/0
62	Pacific Landscape Management	Hillsboro, Ore.	\$60,215,000	11%	10%	450/125	100/0/0
63	SiteWorks	Chandler, Ariz.	\$57,878,465	9%	5%	183/78	100/0/0
64	Santa Rita Landscaping	Tucson, Ariz.	\$57,800,000	11%	3%	685/60	80/10/10
65	Complete Landscaping Service	Bowie, Md.	\$55,200,000	6%	6%	260/65	98/2/0
66	Superscapes	Carrollton, Texas	\$52,200,000	35%	36%	395/34	92.5/6.5/1
67	AAA Landscape	Phoenix, Ariz.	\$52,100,000	11%	10%	580/30	99/1/0
68	Chapel Valley Landscape Co.	Woodbine, Md.	\$51,000,000	5%	5%	300/120	90/10/0
69	ExperiGreen Lawn Care ^	Mishawaka, Ind.	\$50,953,640	4%	19%	125/350	4/96/0
70	Perfect Cuts of Austin	Austin, Texas	\$49,386,249	15%	10%	28/86	100/0/0
71	Xquisite Landscaping	Stoughton, Mass.	\$48,886,744	39%	11%	195/70	100/0/0
72	Kline Bros. Landscaping	Manahawkin , N.J.	\$48,000,000	7%	3%	200/40	10/80/10
73	McHale Landscape Design	Upper Marlboro, Md.	\$47,300,000	1%	3%	400/NR	0/100/0
74	Caretaker Landscape & Tree Management	Gilbert, Ariz.	\$46,266,551	10%	8%	310/50	100/0/0
75	EarthTones Design	Midlothian, Texas	\$46,004,920	-9%	35%	210/70	81/19/0
76	SOI Group	Frisco, Texas	\$45,700,000	26%	15%	145/NR	100/0/0
77	Harvest Landscape Enterprises	Anaheim, Calif.	\$45,659,504	11%	10%	550/NR	100/0/0
78	Schumacher Cos.	West Bridgewater, Mass.	\$45,500,000	10%	5%	110/165	36/64/0
79	Designscapes Colorado	Centennial, Colo.	\$45,000,000	16%	3%	167/131	18/32/50
80	Southern Botanical	Dallas, Texas	\$44,440,000	2%	2%	531/20	62/37/1
81	Christy Webber Landscapes	Chicago, Ill.	\$43,000,000	2%	2%	250/NR	50/35/15
82	Unlimited Landscaping & Turf Management	Suwanee, Ga.	\$42,476,809	16%	0%	165/6	NR/NR/NR
83	Dennis' 7 Dees Landscaping & Garden Centers	Portland, Ore.	\$42,312,770	1%	4%	293/35	22/42/11
84	Scott Byron & Co.	Lake Bluff, Ill.	\$41,921,000	12%	11%	80/170	0/100/0
85	Conserva Irrigation	Glen Allen, Va.	\$41,841,001	28%	30%	250/75	15/85/1
86	Frank & Grossman Landscape Contractors	Hayward, Calif.	\$39,400,000	20%	15%	345/NR	35/65/
87	Focal Pointe	Caseyville, Ill.	\$38,890,000	55%	21%	203/111	94/6/0
88	Heaven & Earth Landscaping	Indian Trail, N.C.	\$38,501,926	22%	15%	197/129	100/0/0
89	Merchants Landscape Services	Santa Ana, Calif.	\$38,000,000	5%	4%	450/NR	0/0/100
90	KeyServ Co.	Fernandina Beach, Fla.	\$37,200,000	87%	50%	251/NR	57/42/1
	Urban Dirt	Austin, Texas	\$37,200,000	27%	15%	175/75	100/0/0
92	Earthworks	Alvarado, Texas	\$37,005,000	8%	0%	300/100	98/0/2
93	Pierre Landscape	Irwindale, Calif.	\$37,000,000	-13%	20%	170/NR	40/0/60
94	Stay Green	Santa Clarita, Calif.	\$36,483,000	2%	9%	400/50	76/0/24
95	Lifescape Colorado	Denver, Colo.	\$35,490,688	13%	12%	123/75	10/90/0
96	American Landscape Systems	Lewisville, Texas	\$35,460,817	39%	5%	320/50	NR/NR/NR
97	Naturescape	Muskego, Wis.	\$35,227,632	4%	3%	320/25	5/95/0
98	Chalet	Wilmette, Ill.	\$34,900,000	3%	5%	120/195	0/100/0
99	Service Direct Landscape	Phoenix, Ariz.	\$34,500,000	32%	20%	350/NR	40/50/10
100	LandGraphics*	San Diego, Calif.	\$34,327,500	15%	NR	NR/NR	NR/NR/NR

		Headquarters	2023 Revenue (U.S. Dollars)	% Rev. Change from 2022	% Projected Change for 2024	FTEs/ Seasonal Employees	% Comm./ Res./Gov.
101	Andre Landscape Service	Azusa, Calif.	\$34,000,000	15%	10%	322/NR	100/0/0
102	Cherrylake	Groveland, Fla.	\$33,502,506	75%	6%	405/56	100/0/0
103	DLC Resources	Phoenix, Ariz.	\$33,500,000	1%	4%	380/NR	100/0/0
104	The Budd Group*	Winston-Salem, N.C.	\$33,350,000	15%	NR	NR/NR	NR/NR/NR
105	LMI Landscapes*	Carrollton, Texas	\$33,173,143	15%	NR	NR/NR	NR/NR/NR
106	Valor Landscape	Aurora, Colo.	\$32,310,389	237%	11%	135/50	70/30/0
107	David J. Frank Landscape Contracting*	Germantown, Wis.	\$31,122,140	16%	4%	189/56	65/35/0
108	Green Lawn Fertilizing*	West Chester, Pa.	\$30,903,575	17%	15%	304/NR	7/93/0
109	Great Oaks Landscape Associates	Novi, Mich.	\$30,600,000	2%	5%	189/NR	80/20/0
110	Landry's Landscape	Baton Rouge, La.	\$30,352,852	40%	19%	51/53	96/4/0
111	The Joyce Cos.	Marstons Mills, Mass.	\$30,049,377	8%	8%	150/50	10/90/0
112	ProQual Landscaping*	Tempe, Ariz.	\$30,000,000	20%	NR	NR/NR	NR/NR/NR
113	Utz Environmental Services	Leander, Texas	\$29,866,074	27%	25%	150/75	100/0/0
114	Winterberry	Southington, Conn.	\$29,850,000	14%	12%	100/120	70/30/0
115	Complete Landsculpture	Dallas, Texas	\$29,400,800	9%	11%	150/100	50/50/0
116	Realty Landscaping*	Newtown, Pa.	\$28,182,670	22%	12%	103/94	80/15/5
117	Mountain View Landscapes	Chicopee, Mass.	\$28,000,000	60%	5%	26/100	45/5/50
118	Siteworks Landscape*	Richmond, Calif.	\$27,860,000	0%	NR	NR/NR	NR/NR/NR
119	Saluda Hill Landscapes	Lexington, S.C.	\$27,098,133	2%	10%	145/NR	15/85/0
120	APHIX	Frankfort, Ky.	\$26,873,735	22%	15%	180/126	97/0/3
121	Michael Hatcher & Associates	Olive Branch, Miss.	\$26,750,000	15%	20%	180/125	75/25/0
122	Level Green Landscape	Upper Marlboro, Md.	\$26,747,000	-16%	25%	157/141	96/0/4
123	Greenscape	Raleigh, N.C.	\$26,640,000	17%	10%	150/35	100/0/0
124	Genesis Landscape Solutions^	Mesa, Ariz.	\$26,500,000	20%	20%	365/NR	100/0/0
125	Integrity Landscape	Morgan Hill, Calif.	\$26,200,000	4%	15%	240/25	100/0/0
126	Art By Nature	Granite Falls, Wash.	\$25,598,797	14%	-10%	155/NR	99/1/0
127	Next To Nature Landscape	Olathe, Kan.	\$25,444,223	10%	10%	121/43	44/56/0
128	Timberline Landscaping	Colorado Springs, Colo.	\$25,112,000	3%	5%	50/163	70/22/8
129	Texas Land Care	Dallas, Texas	\$25,104,371	75%	12%	84/12	1/99/0
130	Landscape Maintenance Professionals	Seffner, Fla.	\$25,000,000	20%	10%	320/40	100/0/0
131	North American Lawn & Landscape	Charlotte, N.C.	\$24,900,000	22%	10%	120/40	100/0/0
132	Hittle Landscaping	Westfield, Ind.	\$24,501,000	2%	16%	161/55	100/0/0
133	Urban Habitat	La Quinta, Calif.	\$24,135,031	69%	157%	82/NR	8/0/92
134	Clarence Davids & Co.	Matteson, Ill.	\$23,318,500	1%	2%	80/128	90/10/0
135	GreenScapes Landscape Co.	Columbus, Ohio	\$22,000,000	34%	8%	82/24	NR/NR/NR
136	HighGrove Partners	Austell, Ga.	\$21,900,000	14%	12%	190/40	100/0/0
137	Valley Landscaping*	Christiansburg, Va.	\$21,394,480	0%	NR	NR/NR	NR/NR/NR
138	Franz Witte Landscape Contracting	Nampa, Idaho	\$21,200,000	18%	10%	131/30	53/47/0
139	Greener Group	Lowell, Mass.	\$20,900,000	7%	8%	80/20	98/2/0
140	Richmond & Associates Landscaping	Carrollton, Texas	\$20,887,410	-6%	3%	149/144	92/1/7
141	GreenView Partners	Raleigh, N.C.	\$20,721,066	15%	15%	200/35	100/0/0
142	Hidden Creek Landscaping	Hilliard, Ohio	\$20,672,000	-5%	20%	95/40	50/50/0
143	Sposato Landscape Co.*	Milton, Del.	\$20,600,742	5%	NR	NR/NR	NR/NR/NR
144	Mullin	Saint Rose, La.	\$20,500,000	-6%	16%	185/30	80/18/2
145	Oasis Landscape Services	Gainesville, Fla.	\$20,133,675	25%	15%	83/10	1/0/99
146	James Martin Associates	Mundelein, Ill.	\$20,010,000	-5%	12%	46/113	48/49/3
147	Earthco Commercial Landscape	Santa Ana, Calif.	\$20,000,000	13%	10%	300/NR	100/0/0
148	Pro Cutters Lawnsapes	Conyers, Ga.	\$19,750,656	0%	30%	85/85	30/0/70
149	Shinto Landscaping	Deerfield Beach, Fla.	\$19,750,000	-4%	15%	250/NR	45/30/25
150	Nature Care / Bay Pro	Santa Ana, Calif.	\$19,000,000	5%	5%	190/20	NR/NR/NR
Total: \$18,592,575,311				Avg: 20%	Avg: 14%		



ANALYSIS

Onward and upward

The 2024 *LM150* rankings showcased continued record-breaking industry growth as combined revenue climbed past \$18.5 billion

BY SCOTT HOLLISTER | *LM* EDITOR-IN-CHIEF

COMBINED 2023 *LM150* REVENUE

\$18,592,575,311

AVERAGE
REVENUE GROWTH
FROM 2022

20%

AVERAGE REVENUE
GROWTH PROJECTED
FOR 2024

14%

COMBINED 2023 REVENUE OF THE TOP 3 FIRMS

\$6,009,331,000

32%
OF TOTAL
LIST

HOW WE CALCULATE OUR FIGURES

LM seeks submissions from landscape companies for the magazine, on **LandscapeManagement.net**, via email and over the phone from January through May. Companies submit their details through a standardized 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 reported a projected 2023 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 revenue overlaps due to subcontracting agreements.

The landscape industry's decade-long winning streak showed no signs of slowing in 2023. If anything, it only picked up pace.

The 2024 *LM150* list highlighted yet another year of strong revenue growth, with companies reporting combined revenue of more than \$18.5 billion in 2023. That represents a 14 percent increase over the total reported last year, and on average, companies that provided information to *LM* reported revenue increases of 20 percent vs. 2022.

This year's *LM150* list is brought to you by Aspire Software, John Deere and Weathermatic.

The last time the *LM150* list showed an annual decrease in revenue was way back in 2014, when reported 2013 revenue dropped slightly versus the previous year, from \$7.69 billion to \$7.67 billion.

The top four companies in the 2024 *LM150* list remained unchanged from last year. BrightView Holdings, based in Blue Bell, Pa., topped the list with 2023 revenue of \$2.8 billion. It marked the ninth consecutive year that Bright-

View took the No. 1 spot. The Davey Tree Expert Co., based in Kent, Ohio, took the second spot once again with revenue of \$1.7 billion. TruGreen, headquartered in Memphis, checked in at No. 3 with revenue of \$1.5 billion, while Yellowstone Landscape out of Bunnell, Fla., was once again fourth with \$579 million in revenue.

The rest of the top 10 experienced some minor shuffling in comparison to last year's list. HeartLand from Kansas City, Mo., and Bartlett Tree Experts from Stamford, Conn., swapped places at Nos. 5 and 6, with Heartland reporting revenue of \$535 million in 2023 and Bartlett coming in at \$481 million.

At No. 7 is Mariani Premier Group, making its first appearance in the *LM150* top 10. Buoyed by eight acquisitions in 2023, the company based in Lake Bluff, Ill., reported a 62 percent revenue boost last year and revenue of \$465 million.

SavATree from Bedford Hills, N.Y., dropped one spot to No. 8 in 2023 with \$403 million in revenue, while Gothic Landscape out of Valencia, Calif., remained at No. 9 with \$396 million in revenue. Rounding out the top 10 was Sperber Landscape Cos. from Westlake Village, Calif., with revenue of \$383 million.

A trio of companies reported revenue increases of more than 100 percent in 2023 — Valor Landscapes (237 percent), Ethoscapes (203 percent), featured on p. 24 of this issue, and Senske Services (101 percent).

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.

Houston rocket

It isn't just NASA that's coordinating launches in Houston — Ethoscapes is rocketing up the *LM150* list

BY SETH JONES
LM EDITORIAL DIRECTOR

Houston is currently the fourth largest city in America, and it's growing rapidly. According to the organization Greater Houston Partnership, the city added 139,789 new residents in 2023, a 1.9-percent increase, behind only Dallas among America's 20 largest metros.

Here's another ranking to make Houston proud: No. 2 fastest-growing out of 150, and 203 percent growth in revenue, year over year. Those numbers belong to Houston-based Ethoscapes, where the company proudly finds itself as the second fastest-growing company on the 2024 *LM150* list. Ethoscapes ranks No. 40 overall, with \$80 million in revenue in 2023. The 2024 *LM150* list, our annual ranking of the top 150 landscape and lawn care companies based on revenue, is sponsored by Aspire Software, John Deere and Weathermatic.

Ethoscapes as a brand may be relatively new, but the companies that comprise it are not. In 2020 Manny González, CEO, and his business partner, Stenning Schueppert, managing partner, Evolution Strategy Partners, purchased Westco Grounds Maintenance, a 44-year-old company. Two years later, Champions Hydro-Lawn, a 47-year-old company, joined the firm. And this year, Ethoscapes

made another move and acquired Houston Landscapes Unlimited, a 41-year-old company.

These three prolific companies are all different from each other but mesh together nicely. Westco Grounds Maintenance does high-touch commercial maintenance grounds care. Houston Landscapes Unlimited performs construction and installation of irrigation and landscapes, as well as landscape maintenance. Champions Hydro-Lawn provides highly sought after flood and erosion control, rehabilitation and turf management services. Together they serve homeowner associations, municipal utility districts and commercial customers across the Greater Houston area. Ethoscapes also organically added Tree60 to meet the growing need and specialized care of trees.

"The Houston area is very flood prone, and Champions focuses on protecting communities from these types of natural weather events," says González. "We serve an abundance of municipal utility districts that require our specialized services. There's a lot of construction in it, a lot of rehabilitation and a lot of maintenance. The companies that comprise Ethoscapes make us very different than your standard landscape business. When you

have the four legs to what Ethoscapes is comprised of, it really sets us apart."

MISSION CONTROL

González and Schueppert have known and worked with each other for over a decade. González was chairman of a few companies where Schueppert was the private equity partner.

González and Schueppert found the landscape and lawn care industry "compelling," and when the opportunity to acquire Westco presented itself, they were off and running. The owner was hoping to sell and retire; González told Schueppert the business looked like something fun, and a good challenge.

"Manny stepped in as CEO and we've been working together closely ever since," Schueppert says.

The partners believed they understood the Houston market and the industries.

"And obviously I think we've proven it, having the acumen and expertise to create a platform business, grow it, scale it and make it relevant to the particular market," González says.

Both González and Schueppert have abundant experience in acquiring businesses and scaling them properly, González says. He says the key is to allow the qualified personnel to do the work they're best at —



CFO Jerry Cavitt (left) and CEO Manny González are making Ethoscapes go.



be that landscaping, tree care, turf control, erosion control and so on. Their job, he says, is to empower their employees and provide the proper strategies, funding and guidance to grow the business.

To accelerate the momentum of the enterprise, another strategic move González and Schueppert made was adding Jerry Cavitt as CFO and COO. With this move, the idea of Ethoscapes was fully developed and became a reality with the three significant acquisitions, three smaller ones and the creation of the tree business.

Cavitt echoes González when he says the success of Ethoscapes comes in the form of a systems approach and letting the employees focus on what they're best at.

"We try to position people in their role to their best and highest use, and then we handle all that other stuff behind the scenes at Ethoscapes," Cavitt says. "Nobody likes messing with health benefits or workers' compensation. Let's strip all that out and make it a business that is agnostic to all of these brands, leave the brands alone and let them focus on operations."

Cavitt also brought in what he calls best-in-class technology to the company, including Acumatica, which he says works great with Aspire Software and Inova. He made sure all the technology at Ethoscapes was fully cloud-based. By fully embracing technology, the company was set for liftoff.

ONE SMALL STEP

Stenning Schueppert describes himself as an investor with a strategy and management consultant DNA. He says he's different from the typical private equity professional who comes from a banking background. He went independent five years ago and says he's having "a ton of fun" working with González and Cavitt on Ethoscapes.

"I look at businesses from a strategic standpoint of view ... what

makes businesses tick, versus spreadsheets and leverage and that kind of stuff," he says. "I focus on deals with companies that make this country great ... nowadays they're called essential businesses. They used to be called industrial businesses — anything with a hard hat, dirty fingernails and steel-toed boots."

Schueppert says Ethoscapes has been so successful because of its approach to culture and strategic acquisitions. He says it is important to respect the existing organizations and the staff.

"I understand the guys in the corner office, and I respect those that are out in the field every day making it happen," he says. "But we respect the organizations, we respect the cultures of the organizations we brought in. You still have Westco, you still have Champions, you still have Houston Landscapes Unlimited. We've kept those brands and we've kept the team members in place."

Cavitt echoes the importance of allowing the companies to maintain their unique identities.

"When you start thinking about acquiring these businesses that have such an identity... you've got an owner that's been there for 40 years and started with his own push mower in the neighborhood. Others may attempt to just smash these kinds of businesses together," Cavitt says. "But why would

Three existing Houston heavyweights came together to form what is now Ethoscapes.



you do that? You're creating cultural problems that don't need to exist."

Schueppert adds that some of the employees, for the first time ever, now have an equity stake in the businesses. That empowers employees to feel like true managers, like an owner of the business.

BEYOND SPACE CITY

González says he's excited that the "thesis" of Ethoscapes has proven to be successful over the last four years. But what's next?

"Our plan is to continue the thesis, grow the business not only here in the Houston market and adding additional services to our value proposition, but expand to other parts of the state," he says. "We'll see where it takes us from there. But first, we wanted to prove it out. We've done that. We feel very comfortable, enlightened, excited, and tomorrow is another day." 🍷



Ethoscapes focuses on empowering employees and allowing them to focus on what they're best at.

Mountain climbers

Buoyed by loyal customers, dedicated employees and a culture of community service, Designscares Colorado continues a steady rise up the *LM150* rankings

BY SCOTT HOLLISTER | *LM* EDITOR-IN-CHIEF

When Phil Steinhauer started Designscares Colorado in 1992, he had one goal top of mind as he crafted the company's first mission statement. As much as he was getting into the landscaping business, he was equally focused on making sure his new endeavor was in the relationship business, as well.

Based on the company's track record, consider that mission accomplished. "We're actually doing a renovation job right now for one of the first

customers we worked with 32 years ago," says Steinhauer, the company's CEO and lead landscape architect.

"I'm really proud of those long-term relationships we've built and how we've stayed true to our mission. We have a lot of those kind of stories, where customers call back 10 or 15 years later, and we're at the point now where we're doing work for the kids of clients."

And when you take a quick look at the final numbers from the 2023 *LM150* list, it's clear that focus on relationships benefits not only the business and the customer,

but also the bottom line. Designscares Colorado checks in at No. 79 on this year's list, up five spots from 2022, with total revenue of \$45 million. That represents a year-over-year increase of 16 percent, and continues a decades-long trend of steady revenue growth.

While that kind of growth has always been a part of *the* plan for Steinhauer and Designscares, he admits that it's not necessarily been a part of *a* plan.

"This is going to sound a little weird, but we don't do a ton of strategic planning," Steinhauer says. "Growth is always the goal, and we've done a good job of that pretty much every year over the past

10 years. But in reality, I view our growth as something more organic as opposed to the result of any sort of formal plan."



Phil Steinhauer

PEAK EFFICIENCY

A graduate of Colorado State University with a degree in landscape design and contracting, Steinhauer started his career with a firm in Connecticut focused on high-end residential clients. The Rocky Mountains were never far from his thoughts, though, so after three-and-a-half years out east, he returned to Colorado to work for a small design-build company and immerse himself in the Denver market. After three years in that role, he decided it was time to go his own way, and Designscares Colorado was born.

"I can't think of a better place to have a business," Steinhauer says of his home state. "We get the change of seasons ... and have the natural beauty of the Rocky Mountains, which is a big inspiration for what we do."

Designscares offers a wide range of services to its clients on the residential, commercial and municipal government fronts, with the latter accounting for half of the company's revenues in 2023. While design/build projects make up a big chunk of the company's total workload (80 percent), Steinhauer says it's the overall diversity of the company's offerings that has been the key component to its growth over the long haul.



Community service has been a hallmark for Designscares Colorado, No. 79 on the 2024 *LM150* list.

"I think that diversity has really been beneficial to our success and growth," he says. "We have our residential team that is all design/build ... and then our commercial team that does a lot of municipal work, parks, playgrounds, city medians, things like that. Add in the maintenance we do for both residential and commercial, we touch pretty much anything to do with landscaping. I think that's pretty unique."

COMMUNITY CENTERED

Designscapes Colorado's customers aren't the only ones to benefit from a focus on forging partnerships and long-term relationships. It extends to the places where the company's employees work, live and play, and an emphasis on charitable giving and community action has become an important part of the company's culture.

Steinhauer credits his parents with instilling in him a desire to give back whenever possible.

"I feel like to be a good leader, you need to be able to give back and help those that might not be as fortunate as you are. I've tried to stress to my team and leadership that we've had a community supporting us for 35 years and that it's important that we give back to the community that's supported our business for all these years."

The charitable initiatives Designscapes Colorado has involved itself in over the years are many, and not surprisingly, most involve helping children. It partnered with Make-A-Wish Colorado and built a large, Victorian-style playhouse to grant the wish of a young girl who wanted a special space to spend more time with friends and family. Along with Wagner Equipment, it worked to improve the landscaping around the Colorado Freedom Memorial, which honors the state's fallen servicemen and women. And it has taken part in the Angels Among Us holiday gift exchange for many years.

Two other efforts stand out as particular favorites to Steinhauer. The first is a partnership with the Clayton Early Learning school to maintain 18 vegetable gardens and an orchard of fruit trees on school grounds. The literal fruits of those labors are used in the school cafeteria and also go to families who otherwise wouldn't have access to fresh fruits and vegetables.

"The whole concept has been great for us and for the school, teaching children about healthy eating and teaching the parents about healthy cooking," Steinhauer says. "Helping the children grow their own food so they can see where it comes from has been really rewarding."

The second was a bit of a holiday surprise Steinhauer sprung on Designscapes' leadership team. In a partnership with Giant bicycles, the company's top brass worked together to build 18 new bikes that were given to local children in need.

A LOOK AHEAD

While continued expansion of Designscapes Colorado's customer base and the steady revenue growth that would come with it remain top priorities, Steinhauer says there are other boxes to check as the company looks at the remainder of 2024 and beyond.

Chief among those is securing a skilled and reliable workforce, a challenge that Steinhauer admits is not unique to his company. Designscapes Colorado has been an active player in the H-2B visa program for nearly two decades, and this year secured 136 temporary workers through the program. To augment those efforts, the




Community outreach has included maintaining vegetable gardens for the Clayton Early Learning school.

company began work on a permanent residency program in 2018 to transition between 8 and 12 workers each year to full-time residency in the U.S. To date, 10 workers have received full-time residency with another 58 still in the process of receiving a green card.

Designscapes is also diving into technology in order to improve the customer experience as well as the experience of the company's workforce. It is currently in the process of introducing Aspire Software's solutions into its business management processes, and will utilize the tool to improve accounting, invoicing and estimating, among other things.

Steinhauer is also excited about a pair of new autonomous mowers that have been added to the company's fleet. "We're just getting them dialed in, but I'm excited about the possibilities."

The same can be said about the veteran team at Designscapes Colorado as they look ahead.

"Like most thriving companies, the real key to our success is the team that we have in place," Steinhauer says. "We have so many key people with 15, 20, 30 years in the same position. When you have that kind of loyalty ... you really can achieve some great things." 

From bishops to Cardinals and beyond

A steady riser over the last three years, Focal Pointe founder and CEO John Munie shares how his company has grown without private equity

BY ROB DIFRANCO | LM ASSOCIATE EDITOR

Focal Pointe — No. 87 on the 2024 LM150 list — has been a steady riser over the last three years.

The Caseyville, Ill.-based operation made its LM150 debut in 2022, ranking No. 123 with revenue of \$21,003,054. Fast forward two years and the company, led by founder and CEO John Munie, has grown its revenue to \$38,890,000 and vaulted into the ranks of the top 100 revenue-generating firms in the country.

How has Focal Pointe done this? If you ask Munie, it starts with his people

and their commitment to being more than a landscaping company.

HUMBLE BEGINNINGS

Munie launched Focal Pointe in December 1997, with a borrowed lawn mower and a dream.

“I was thinking, ‘How is this going to work?’ I didn’t have that fully thought out,” Munie says. “I remember talking to Bishop (Wilton) Gregory from the Diocese of Belleville (Ill.) about the idea of starting my own business. And he said, ‘Give me a price to mow my lawn.’ I can still remember

it was \$95 to cut his yard, and he said, ‘You’ve got the job.’”

From there, Munie canvassed the surrounding neighborhood for new leads, promising a full-service landscaping option to potential clients.

“I said, ‘I’ll do everything for you. I’ll mow, do lawn and shrub care, take care of your pool, mulch and irrigation,’” Munie remembers.

From there, Focal Pointe grew by word of mouth, picking up steam until the mid-2000s when more commercial opportunities presented themselves — including Busch Stadium, home to Munie’s boyhood team, the St. Louis Cardinals.

For Focal Pointe, Busch Stadium was a launch pad into the commercial landscaping space.

“It gave us the credibility to expand further into the commercial market,” Munie says. “And, when you take that high-end residential, white-glove approach to the commercial market, it is different for them.”

In the years after taking over at Busch Stadium, the company added two outdoor shopping malls in the St. Louis area, a corporate campus and universities (Editor’s note: For more on the day-to-day services that Focal Pointe provides at Busch Stadium, check out the June 2023 issue of LM.).



John Munie



Focal Pointe ranks No. 14 on the LM150 growth list with a revenue increase of 55 percent over 2022.



BUILDING A LIFESTYLE COMPANY

Munie takes pride in his company's position as an independently owned and operated business. The company has nearly doubled its revenue in recent years, and it has done so without private equity investments.

"We're not under any demands from outside investors for financial performance. Our motivation is the idea of building a great company," he says. "So, we don't have to acquire anybody. We're under no demand to hit certain growth projections or EBITDA projections or anything like that."

That hasn't stopped Focal Pointe from entering the acquisition market over the last year. In 2023, the company added three privately owned companies — Landworks in Kansas City, Kan., Rite-A-Way Lawn Care in Cottleville, Mo., and Signature Landscape of Oklahoma City.

"It's funny, we had zero acquisitions in 25 years of being in business and somehow three collapsed into place within two months," Munie says. "Who does that? I mean, goodness gracious."

The acquisitions, Munie continues, all had several things in common, starting with a cultural alignment with what he wants Focal Pointe to be — a lifestyle company.

"For better or worse, I look for




Focal Pointe Founder and CEO John Munie takes pride in his company's self-funded acquisitions, its first in more than 25 years of business.

WHAT'S NEXT?

Where does Focal Pointe go from here? Munie says he doesn't foresee his company's strategy changing too much, and he doesn't expect the company to go on an acquisition spree. Instead, he wants Focal Pointe to provide a blueprint for

making landscaping companies a career, not just a job.

"I think more important to us, rather than being recognized for size or EBITDA, is building a company that demonstrates that the landscape industry is a destination industry, not something you settle for," he says. "What industry gives people the ability to be impactful in communities like ours? Not many." 

cultural alignment and where I think we can be impactful in the community. Where that takes us, it takes us," he says. "We want people who want to do right for others. And with that spirit, we can do anything. If we have employees who care, we can train them how to be efficient, how to improve in safety, how to improve quality and how to delight your customers."



BUILDING A COMMUNITY

As it works to retain and reward its employees, Focal Pointe, No. 87 on the 2024 LM150 list, has several initiatives it uses to maintain a healthy culture.

The first is what founder and CEO John Munie calls the "Founder's Wall of Gratitude," a wall in Focal Pointe's headquarters that honors employees who have been with the company for more than 10 years. According to Munie, the employees that currently adorn the wall represent more than half of its staff from a decade ago.

"In our industry, that's pretty unusual. That's one of the things I'm most proud of," he says. "Ten years ago, we were a \$4 million company, and we were not much different than anybody else. And to have people that said, 'Yeah, I'll hitch my wagon to this,' it's just super cool."

150

CLIENT MIX & PROFIT CENTER

TOP 25

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

Editor's note: Not all companies report client mix, profit center and regional data. Dollar amounts were calculated by *LM* from data reported. Landscape construction is included in design/build and installation figures.

RESIDENTIAL

1	TruGreen	\$1,304,869,500
2	Mariani Premier Group	\$399,900,000
3	Weed Man	\$341,132,316
4	Bartlett Tree Experts	\$307,840,000
5	SavATree	\$290,160,000
6	Turf Masters Brands	\$105,600,000
7	Senske Services	\$91,225,000
8	Spring-Green Lawn Care Corp.	\$86,337,900
9	Massey Services	\$84,939,584
10	Fairwood Brands	\$79,380,000
11	The Grounds Guys	\$69,025,000
12	Ryan Lawn & Tree	\$62,717,392
13	ExperiGreen Lawn Care	\$48,915,494
14	McHale Landscape Design	\$47,300,000
15	Scott Byron & Co.	\$41,921,000
16	Kline Bros. Landscaping	\$38,400,000
17	Conserva Irrigation	\$35,564,851
18	Chalet	\$34,900,000
19	Naturescape	\$33,466,250
20	Lifescape Colorado	\$31,941,619
21	Schumacher Cos.	\$29,120,000
22	Green Lawn Fertilizing	\$28,740,325
23	The Joyce Cos.	\$27,044,439
24	Frank & Grossman Landscape Contractors	\$25,610,000
25	Texas Land Care	\$24,853,327

COMMERCIAL

1	HeartLand	\$534,747,000
2	Yellowstone Landscape	\$463,200,000
3	Gothic Landscape	\$396,000,000
4	Sperber Landscape Cos.	\$383,020,000
5	Ruppert Landscape	\$330,700,000
6	U.S. Lawns	\$307,490,000
7	Divisions Maintenance Group	\$246,781,335
8	Juniper	\$243,100,000
9	Outworx Group	\$238,000,000
10	United Land Services	\$230,280,000
11	Park West	\$221,000,000
12	TruGreen	\$194,980,500
13	Bartlett Tree Experts	\$144,300,000
14	Clean Scapes	\$136,911,726
15	Landscape Development Inc.	\$136,478,320
16	Yardnique	\$126,919,000
17	SavATree	\$100,750,000
18	Schill Grounds Management	\$99,275,000
19	Rotolo Consultants	\$98,400,000
20	Landscape Workshop	\$96,460,000
21	The Greenery	\$91,800,000
22	Mainscape	\$88,321,000
23	SunWorks	\$88,160,000
24	Garden Design	\$85,500,000
25	Lucas Tree Experts	\$80,000,000

GOVERNMENT

1	Yellowstone Landscape	\$115,800,000
2	Outworx Group	\$42,000,000
3	ABM	\$41,600,000
4	Merchants Landscape Services	\$38,000,000
5	Ethoscapes	\$32,000,000
6	Bartlett Tree Experts	\$28,860,000
7	Juniper	\$28,600,000
8	Elite Team Offices	\$26,005,000
9	Designscapes Colorado	\$22,500,000
10	Urban Habitat	\$22,204,229
11	Pierre Landscape	\$22,200,000
12	American Landscape	\$20,400,000
13	Oasis Landscape Services	\$19,932,338
14	Rotolo Consultants	\$18,450,000
15	Mountain View Landscapes	\$14,000,000
16	Pro Cutters Lawnsapes	\$13,825,459
17	United Land Services	\$12,120,000
18	SavATree	\$12,090,000
19	Landscape Development Inc.	\$10,384,220
20	Environmental Management Inc.	\$10,050,000
21	Stay Green	\$8,755,920
22	Christy Webber Landscapes	\$6,450,000
23	Santa Rita Landscaping	\$5,780,000
24	Shinto Landscaping	\$4,937,500
25	Kline Bros. Landscaping	\$4,800,000

BY CLIENT MIX

**MOWING + MAINTENANCE**

1	BrightView Holdings	\$1,858,560,000
2	Yellowstone Landscape	\$463,200,000
3	HeartLand	\$390,365,310
4	Sperber Landscape Cos.	\$306,416,000
5	Gothic Landscape	\$261,360,000
6	Mariani Premier Group	\$195,300,000
7	Ruppert Landscape	\$185,192,000
8	U.S. Lawns	\$183,860,000
9	Juniper	\$154,440,000
10	Divisions Maintenance Group	\$147,414,329
11	Yardnique	\$114,227,100
12	Park West	\$97,240,000
13	Landscape Workshop	\$74,200,000
14	Schill Grounds Management	\$70,000,000
15	Mainscape	\$59,175,070
16	Bland Landscaping Co.	\$56,100,000
17	Outworx Group	\$56,000,000
18	The Greenery	\$51,000,000
19	Rotolo Consultants	\$49,200,000
20	Chapel Valley Landscape Co.	\$45,900,000
21	Visterra Landscape Group	\$43,612,800
22	Landscape Development Inc.	\$40,368,000
23	Ethoscapes	\$40,000,000
24	LMC Landscape Partners	\$39,382,208
25	Urban Dirt	\$37,200,000

TURF + ORNAMENTAL

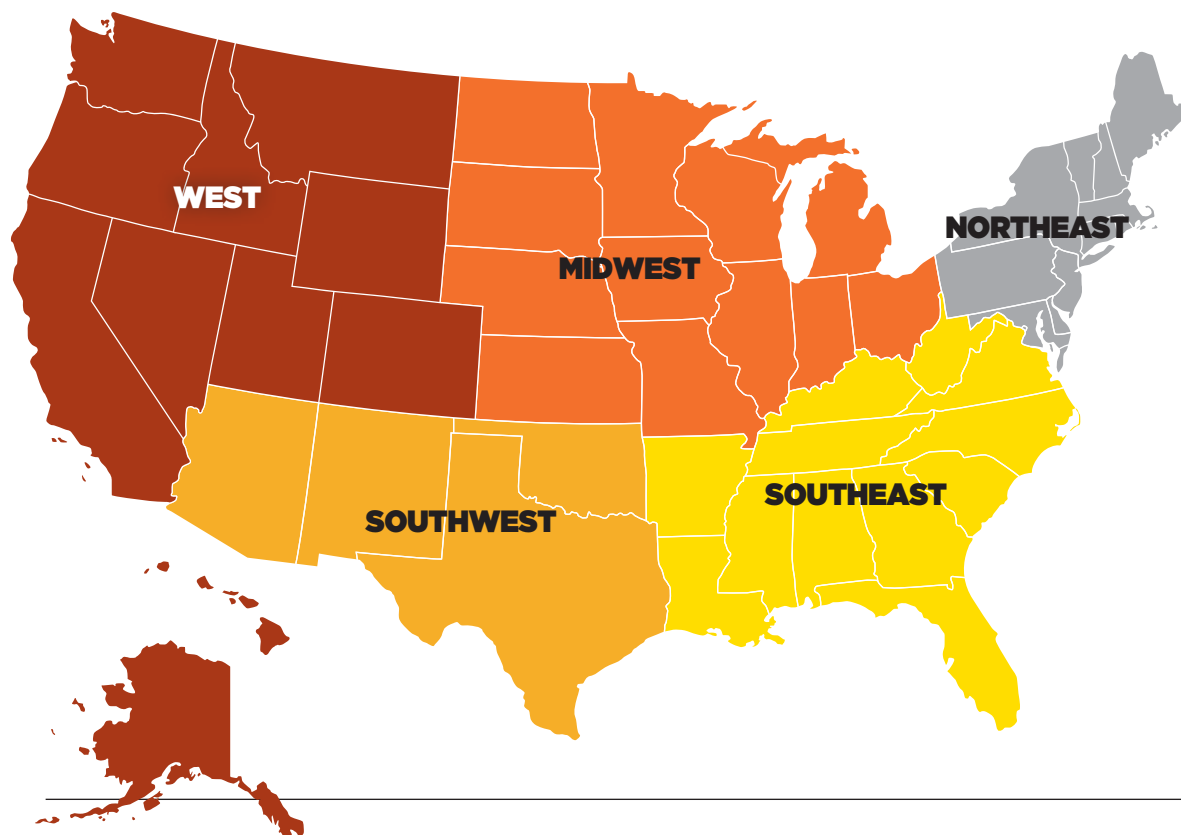
1	TruGreen	\$1,363,500,000
2	Weed Man	\$351,682,800
3	SavATree	\$165,230,000
4	Turf Masters Brands	\$110,000,000
5	Senske Services	\$98,750,000
6	Spring-Green Lawn Care Corp.	\$93,702,300
7	Massey Services	\$79,365,911
8	SunWorks	\$56,608,000
9	ExperiGreen Lawn Care	\$49,327,460
10	Harvest Landscape Enterprises	\$34,722,331
11	Ryan Lawn & Tree	\$33,009,154
12	Green Lawn Fertilizing	\$29,597,790
13	Juniper	\$28,600,000
14	Naturescape	\$28,182,106
15	Unlimited Landscaping & Turf Management	\$19,114,564
16	Rotolo Consultants	\$12,300,000
17	The Greenery	\$10,200,000
18	ABM	\$9,600,000
19	Mariani Premier Group	\$9,300,000
20	SOI Group	\$7,312,000
21	Landscape Workshop	\$6,360,000
22	U.S. Lawns	\$6,340,000
23	Sebert Landscape	\$6,135,000
24	Mainscape	\$5,299,260
25	Ethoscapes	\$4,000,000

BY PROFIT CENTERS**DESIGN BUILD +
INSTALLATION**

1	BrightView Holdings	\$760,320,000
2	Mariani Premier Group	\$227,850,000
3	Ruppert Landscape	\$145,508,000
4	Gothic Landscape	\$134,640,000
5	Park West	\$103,870,000
6	Landscape Development Inc.	\$100,000,000
7	Clean Scapes	\$73,932,332
8	Fairwood Brands	\$68,040,000
9	HeartLand	\$64,169,640
10	Sperber Landscape Cos.	\$61,283,200
11	Juniper	\$60,060,000
12	Yellowstone Landscape	\$57,900,000
13	U.S. Lawns	\$53,890,000
14	Choate USA	\$52,200,497
15	SiteWorks	\$50,354,265
16	Rotolo Consultants	\$49,200,000
17	Maldonado Nursery & Landscaping	\$48,848,459
18	Denison Landscaping	\$46,550,000
19	Environmental Management Inc.	\$38,190,000
20	Designscapes Colorado	\$37,350,000
21	Xquisite Landscaping	\$36,665,058
22	Pierre Landscape	\$35,150,000
23	Elite Team Offies	\$34,921,000
24	Impact Landscaping & Irrigation	\$31,878,000
25	The Greenery	\$30,600,000

**IRRIGATION +
WATER MANAGEMENT**

1	Conserva Irrigation	\$41,841,001
2	Juniper	\$34,320,000
3	Choate USA	\$33,071,817
4	American Landscape	\$22,440,000
5	Clean Scapes	\$21,905,876
6	LMC Landscape Partners	\$21,003,844
7	Elite Team Offies	\$17,832,000
8	Impact Landscaping & Irrigation	\$15,180,000
9	Massey Services	\$14,231,636
10	Winterberry	\$12,835,500
11	Rotolo Consultants	\$12,300,000
12	Superscapes	\$12,214,800
13	Perfect Cuts of Austin	\$11,852,700
14	SOI Group	\$10,968,000
15	Ryan Lawn & Tree	\$10,269,515
16	ABM	\$9,600,000
17	U.S. Lawns	\$9,510,000
18	Santa Rita Landscaping	\$8,670,000
19	Cherrylake	\$8,375,627
20	Ethoscapes	\$8,000,000
21	Mainscape	\$7,948,890
22	Southern Botanical	\$7,554,800
23	Divisions Maintenance Group	\$7,397,787
24	The Greenery	\$7,140,000
25	Outworx Group	\$7,000,000



WEST

1	Sperber Landscape Cos.	\$275,774,400
2	Gothic Landscape	\$229,680,000
3	Park West	\$221,000,000
4	Landscape Development Inc.	\$148,346,000
5	SavATree	\$108,810,000
6	Elite Team Offies	\$74,300,000
7	American Landscape	\$68,000,000
8	Mariani Premier Group	\$65,100,000
9	Pacific Landscape Management	\$60,215,000
10	Bartlett Tree Experts	\$57,720,000
11	Senske Services	\$53,300,000
12	Divisions Maintenance Group	\$50,532,307
13	Harvest Landscape Enterprises	\$45,659,504
14	Designscapes Colorado	\$45,000,000
15	Dennis' 7 Dees Landscaping & Garden Centers	\$42,312,770
16	Outworx Group	\$42,000,000
17	Frank & Grossman Landscape Contractors	\$39,400,000
18	Merchants Landscape Services	\$38,000,000
19	Pierre Landscape	\$37,000,000
20	Lifescapes Colorado	\$35,490,688
21	Andre Landscape Service	\$34,000,000
22	Valor Landscape	\$32,310,389
23	Integrity Landscape	\$26,200,000
24	SunWorks	\$25,984,000
25	Art By Nature	\$25,598,797

SOUTHWEST

1	Gothic Landscape	\$166,320,000
2	Clean Scapes	\$136,911,726
3	Garden Design	\$90,000,000
4	Divisions Maintenance Group	\$86,138,336
5	Choate USA	\$84,492,659
6	Ethoscapes	\$80,000,000
7	Maldonado Nursery & Landscaping	\$66,011,431
8	LMC Landscape Partners	\$61,261,213
9	SiteWorks	\$57,878,465
10	Santa Rita Landscaping	\$57,800,000
11	AAA Landscape	\$52,100,000
12	Superscapes	\$49,590,000
13	Perfect Cuts of Austin	\$49,386,249
14	EarthTones Design	\$46,004,920
15	SOI Group	\$45,700,000
16	Caretaker Landscape & Tree Management	\$44,878,554
17	Southern Botanical	\$44,440,000
18	SunWorks	\$38,976,000
19	Bartlett Tree Experts	\$38,480,000
20	Urban Dirt	\$37,200,000
21	Earthworks	\$37,005,000
22	Stay Green	\$36,483,000
23	American Landscape Systems	\$35,460,817
24	Service Direct Landscape	\$34,500,000
25	DLC Resources	\$33,500,000



MIDWEST

1	Divisions Maintenance Group	\$184,384,817
2	Mariani Premier Group	\$125,550,000
3	Outworx Group	\$98,000,000
4	Schill Grounds Management	\$81,100,000
5	Spring-Green Lawn Care Corp.	\$72,907,560
6	SavATree	\$72,540,000
7	DJs Landscape Management	\$71,680,000
8	Environmental Management Inc.	\$67,000,000
9	Ryan Lawn & Tree	\$65,504,832
10	Sebert Landscape	\$61,350,000
11	Beary Landscaping	\$61,000,000
12	Christy Webber Landscapes	\$43,000,000
13	Visterra Landscape Group	\$42,249,900
14	Scott Byron & Co.	\$41,921,000
15	ExperiGreen Lawn Care	\$38,877,627
16	Bartlett Tree Experts	\$38,480,000
17	Chalet	\$34,900,000
18	Naturescape	\$33,113,974
19	Focal Pointe	\$32,278,700
20	David J. Frank Landscape Contracting	\$31,122,140
21	Great Oaks Landscape Associates	\$30,600,000
22	Next To Nature Landscape	\$25,444,223
23	Hittle Landscaping	\$24,501,000
24	Clarence Davids & Co.	\$23,318,500
25	Sperber Landscape Cos.	\$22,981,200

SOUTHEAST

1	Juniper	\$271,700,000
2	United Land Services	\$242,400,000
3	Divisions Maintenance Group	\$185,943,099
4	Ruppert Landscape	\$185,192,000
5	Yardnique	\$126,919,000
6	Rotolo Consultants	\$116,850,000
7	Landscape Workshop	\$106,000,000
8	The Greenery	\$102,000,000
9	Bartlett Tree Experts	\$91,390,000
10	Sunrise Landscape	\$90,400,000
11	Turf Masters Brands	\$86,900,000
12	Massey Services	\$86,892,218
13	Mariani Premier Group	\$83,700,000
14	Dixie Landscape	\$79,500,000
15	Impact Landscaping & Irrigation	\$75,900,000
16	Bland Landscaping Co.	\$66,000,000
17	Mainscape	\$53,875,810
18	SavATree	\$48,360,000
19	Unlimited Landscaping & Turf Management	\$42,476,809
20	Chapel Valley Landscape Co.	\$40,800,000
21	Heaven & Earth Landscaping	\$38,501,926
22	Sperber Landscape Cos.	\$38,302,000
23	KeyServ Co.	\$37,200,000
24	Cherrylake	\$33,502,506
25	Outworx Group	\$28,000,000

NORTHEAST

1	Bartlett Tree Experts	\$221,260,000
2	Mariani Premier Group	\$158,100,000
3	SavATree	\$149,110,000
4	Ruppert Landscape	\$128,973,000
5	Outworx Group	\$84,000,000
6	Divisions Maintenance Group	\$81,801,094
7	Chenmark	\$63,100,856
8	Lucas Tree Experts	\$56,000,000
9	Complete Landscaping Service	\$55,200,000
10	Xquisite Landscaping	\$48,886,744
11	Kline Bros. Landscaping	\$48,000,000
12	McHale Landscape Design	\$47,300,000
13	Denison Landscaping	\$46,550,000
14	Schumacher Cos.	\$45,500,000
15	Green Lawn Fertilizing	\$30,903,575
16	The Joyce Cos.	\$30,049,377
17	Winterberry	\$29,850,000
18	Mountain View Landscapes	\$28,000,000
19	Realty Landscaping	\$27,619,017
20	Level Green Landscape	\$23,269,890
21	Greener Group	\$20,900,000
22	ABM	\$19,200,000
23	Sperber Landscape Cos.	\$19,151,000
24	Visterra Landscape Group	\$17,717,700
25	Senske Services	\$14,350,000

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.



READY FOR LIFTOFF

More than 40 companies on the 2024 *LM150* list experienced more than 20 percent growth from last year. Executives from those companies share how they work to recruit and retain their employees to help fuel that growth.

Turf Masters Brands

"We have internal recruiters and support recruiting through our people and culture department. We focus on putting people first, paying fair wages, providing opportunities for advancement and living our core values."

John Clift, CEO

Yardnique

"Retaining employees is about focusing on their wants and needs. We use an AMP survey to check in with our team biannually and compare to previous results."

Brian Dumont, CEO

Growth Rank	LM150 Rank	Company	% Rev Change from 2022
1	106	Valor Landscape	237%
2	40	Ethoscapes	203%
3	29	Sensce Services	101%
4	39	Fairwood Brands	96%
5	90	KeyServ Co.	87%
6	34	Sunrise Landscape	80%
7	129	Texas Land Care	75%
	102	Cherrylake	75%
9	133	Urban Habitat	69%
10	15	Juniper	68%
11	7	Mariani Premier Group	62%
12	117	Mountain View Landscapes	60%
13	18	United Land Services	58%
14	87	Focal Pointe	55%
15	48	Creative Environments	44%
16	27	Landscape Workshop	41%
17	110	Landry's Landscape	40%
18	71	Xquisite Landscaping	39%
	96	American Landscape Systems	39%
20	45	Impact Landscaping & Irrigation	37%
21	26	Turf Masters Brands	35%
	66	Superscapes	35%
23	135	GreenScapes Landscape Co.	34%
24	99	Service Direct Landscape	32%
25	58	Teufel Landscape	31%
26	85	Conserva Irrigation	28%
27	90	Urban Dirt	27%
	113	Utz Environmental Services	27%
29	76	SOI Group	26%
30	23	Yardnique	25%
	145	Oasis Landscape Services	25%
32	5	HeartLand	23%
	9	Gothic Landscape	23%
	43	Russell Landscape Group	23%
35	35	Garden Design	22%
	116	Realty Landscaping	22%
	120	APHIX	22%
	131	North American Lawn & Landscape	22%
	88	Heaven & Earth Landscaping	22%
40	12	Ruppert Landscape	21%
41	86	Frank & Grossman Landscape Contractors	20%
	112	ProQual Landscaping	20%
	124	Genesis Landscape Solutions	20%
	130	Landscape Maintenance Professionals	20%

Ethoscapes

"You can buy and sell businesses or grow businesses. One thing that I've never forgotten and what my partners and the team never forget is that it's all about the people. It's all about the people and the culture that they have built within these respective companies. I do not underestimate that ... and I totally respect it. I think if companies come from outside to invest in a business and don't understand the kind of people they're working with, I think they've already failed."

Manny González, CEO

Read more about Ethoscapes on page 24.

Focal Pointe

"The No. 1 compliment I get year after year from our customers is that we have such great people. We're working to figure out a way to identify folks that are a natural fit for how we do business."

John Munie, founder and CEO

For more on Focal Pointe, turn to page 30.

Genesis Landscape Solutions

"We recruit and retain primarily from referrals. Our goal is to become known as a destination company where people want to work, and where they know they will be taken care of and given opportunity for advancement. We try to show that in small ways — by celebrating wins or offering bonuses and incentives. And in big ways — by promoting from within or investing in training and career development."

Joe Calland, CEO



LM150 Company Index

Company name	LM150 rank				
AAA Landscape	67	Greenscape Land Design	53	Rotolo Consultants	25
ABM	57	GreenScapes Landscape Co.	135	Ruppert Landscape	12
American Landscape	51	GreenView Partners	141	Russell Landscape Group	44
American Landscape Systems	96	Harvest Landscape Enterprises	77	Ryan Lawn & Tree	49
Andre Landscape Service	101	HeartLand	5	Saluda Hill Landscapes	119
APHIX	120	Heaven & Earth Landscaping	88	Santa Rita Landscaping	64
Art By Nature	126	Hidden Creek Landscaping	142	SavATree	8
Bartlett Tree Experts	6	HighGrove Partners	136	Schill Grounds Management	28
Beary Landscaping	61	Hittle Landscaping	132	Schumacher Cos.	78
Bland Landscaping Co.	56	Impact Landscaping & Irrigation	45	Scott Byron & Co.	84
BrightView Holdings	1	Integrity Landscape	125	Sebert Landscape	60
Caretaker Landscape & Tree Management	74	James Martin Associates	146	Senske Services	29
Chalet	98	Juniper	15	Service Direct Landscape	99
Chapel Valley Landscape Co.	68	KeyServ Co.	90	Shinto Landscaping	149
Chenmark	59	Kline Bros. Landscaping	72	SiteWorks	63
Cherrylake	102	LandCare	14	Siteworks Landscape	118
Choate USA	38	LandGraphics	100	SOI Group	76
Christy Webber Landscapes	81	Landry's Landscape	110	Southern Botanical	80
Clarence Davids & Co.	134	Landscape Development Inc.	21	Sperber Landscape Cos.	10
Clean Scapes	22	Landscape Maintenance Professionals	130	Sposato Landscape Co.	143
Complete Landscaping Service	65	Landscape Workshop	27	Spring-Green Lawn Care Corp.	32
Complete Landsculpture	115	Lawn Doctor	20	Stay Green	94
Conserva Irrigation	85	Level Green Landscape	122	Sunrise Landscape	34
Creative Environments Design & Landscape	48	Lifescape Colorado	95	SunWorks	33
David J. Frank Landscape Contracting	107	LMC Landscape Partners	37	Superscapes	66
Denison Landscaping	54	LMI Landscapes	105	Teufel Landscape	58
Dennis' 7 Dees Landscaping & Garden Centers	83	Lucas Tree Expert Co.	40	Texas Land Care	129
Designscapes Colorado	79	Mainscape	36	The Budd Group	104
Divisions Maintenance Group	17	Maldonado Nursery & Landscaping	55	The Davey Tree Expert Co.	2
Dixie Landscape	43	Mariani Premier Group	7	The Greenery	30
DJ's Landscape Management	47	Massey Services	31	The Grounds Guys	24
DLC Resources	103	McHale Landscape Design	73	The Joyce Cos.	111
Earthco Commercial Landscape	147	Meadows Farms	40	Timberline Landscaping	128
EarthTones Design	75	Merchants Landscape Services	89	TruGreen	3
Earthworks	92	Michael Hatcher & Associates	121	Turf Masters Brands	26
Elite Team Offies	46	Mountain View Landscapes	117	U.S. Lawns	13
Environmental Management Inc.	52	Mullin	144	United Land Services	18
Ethoscapes	40	Nature Care / Bay Pro	150	Unlimited Landscaping & Turf Management	82
ExperiGreen Lawn Care	69	Naturescape	97	Urban Dirt	90
Fairwood Brands	39	Next To Nature Landscape	127	Urban Habitat	133
Focal Pointe	87	North American Lawn & Landscape	131	Utz Environmental Services	113
Frank & Grossman Landscape Contractors	86	Oasis Landscape Services	145	Valley Landscaping	137
Franz Witte Landscape Contracting	138	Outworx Group	16	Valor Landscape	106
Garden Design	35	Pacific Landscape Management	62	Visterra Landscape Group	50
Genesis Landscape Solutions	124	Park West	19	Weed Man	11
Gothic Landscape	9	Perfect Cuts of Austin	70	Winterberry	114
Great Oaks Landscape Associates	109	Pierre Landscape	93	Xquisite Landscaping	71
Green Lawn Fertilizing	108	Pro Cutters Lawnsapes	148	Yardnique	23
Greener Group	139	ProQual Landscaping	112	Yellowstone Landscape	4
Greenscape	123	Realty Landscaping	116		
		Richmond & Associates Landscaping	140		