

ACME

Situational Analysis & Strategic Marketing Plan



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1. Executive Summary

As a 30 year, multi-generational, commercial landscaping business ACME is used to dealing with business owners and property managers. Entering the high end landscape design market requires an understanding of a whole new demographic; wealthy homeowners.

The overall key to being successful in this demographic is to understand how wealthy people think. More important is understanding them so well that you can model yourself, your company, your employees, and of course you're messaging so as to be desirable by this new market.

We make multiple suggestions in this report but it is so important we suggest reading one or more of the following:

[How Rich People Think](#) by Steve Siebold

[The Top 10 Distinctions Between Millionaires and the Middle Class](#) by [Keith Cameron Smith](#)

[Secrets of the Millionaire Mind: Mastering the Inner Game of Wealth](#) by [T. Harv Eker](#)

In short, ACME needs a makeover to compete in this new market. Not just a physical one but a psychological one.

The good news is this market is so different from ACME's current market and so new to Homelilne, that it is easier and more cost effective to simply start another brand. A new logo, a new website, and even a new hidden porta-potty. Keep the current operation and do not change what is working. Simply add a new identity.

Professional "after" pictures is the number one key to high end websites and collateral. "Before" or "during" pictures, videos, comingling of maintenance or commercial services, and too much text only add to the possibility of losing the prospect.

There is no better way to pin point wealthy people in certain cities with homes over \$1mm then direct mail. A high end magazine/catalog nice enough for someone to NOT throw out is the most likely collateral. A website dedicated to this target market is part and parcel as prospects will check you out on the web before calling.

The way you, your employees, and the company look, act, and deliver will be the key to referrals and repeat business.

Managing your new staff and operational expectations will be the real challenge. Wealthy people tend to be higher educated and will see through any failure to meet the expectations suggested in this report.

2. Situation Analysis

Market Summary

The business, located in Monroe, NY, started out in commercial landscaping 30 years ago. During the last 5 years or so they got into residential lawn maintenance and last year they got their first high end residential job.

Going forward they are looking to grow two main divisions. High end landscape and design with a focus on “outdoor living space” or large covered areas with seating, fire pits, flat screens, pools, etc. that are comfortable and inviting enough to be the main living area of the home vs. a simple deck or patio where people cook and go back inside. The second division is power washing.

High end landscape and design is currently being marketed by:

- A video that is very well made but portrays the company, workers, and ownership as:
 - Collegiate - bathroom humor, slapstick, & objectifying women
 - Unprofessional/Dirty/Lazy - unshaven & food tossing
 - Uneducated – tossing money and using words like “stupid”
 - Anything but high end – no video of work and only “lawn care” tools are shown
- Two Facebook pages.
 - The first (Google ranked) has nothing but a minimal description and links to a website that can't be displayed.
 - The second (Google ranked) unfortunately has the video and pictures of the video making FIRST in the lineup. Current pictures also include work early in the process and workers laying in the grass... both of which do not send the correct message. If someone makes it past those pictures, they see some great photos of complete work (although no clear before & after's) but they also see work being done again and workers with bandana and tattoos are prominent.

The website is under construction and Power Washing is not mentioned anywhere.

We can assume from a 30 year history that ACME has a local reputation and gets work via word of mouth. But for growth outside their hometown market, their current marketing strategy does not seem to be targeting the market they want.

Market Demographics

According to the 2013 study by the Professional Landcare Network (see below), the High End Landscape & Design purchaser is a marginally male vs. female (39 percent vs. 32 percent). Over 35 years of age are more likely to have a yard but 18 to 34 are most likely to hire a landscaper for Design vs. the 55+ who hire for Maintenance.

We chose the New York counties of Orange and Rockland; and the New Jersey county of Bergen as there are many high end homes and they are on the West side of the Hudson River making the

logistics of expansion fairly reasonable.

According to the U.S Census Bureau's Profile of General Population and Housing Characteristics: 2010 Demographic Profile Data:

Orange County, NY

- 66,395 or 17.8% of the 372,813 total population is between 20 and 34 years of age.
- 50% or 33,198 are male.
- Median household income \$70,294
- 88,027 owner-occupied units (most of which are single family homes)
- Median value is \$299,500. The high end market is as follows.
 - \$500,000 to \$999,999 8,763 10.0%
 - \$1,000,000 or more 973 1.1%

Rockland County, NY

- 53,980 or 17.3% of the 311,687 total population is between 20 and 34 years of age.
- 49% or 26,450 are male.
- Median household income \$84,661
- 69,289 owner-occupied units (most of which are single family homes)
- Median value is \$465,100. The high end (above median) market is as follows.
 - \$500,000 to \$999,999 26,295 37.9%
 - \$1,000,000 or more 2,187 3.2%

Bergen County, NJ

- 152,319 or 16.8% of the 905,116 total population is between 20 and 34 years of age.
- 48.2% or 73,418 are male.
- Median household income \$83,443
- 222,670 owner-occupied units (most of which are single family homes)
- Median value is \$474,200. The high end (above median) market is as follows.
 - \$500,000 to \$999,999 82,873 37.2%
 - \$1,000,000 or more 15,800 7.1%

According to Trulia.com's National Heat Map page, the top towns with average listing price over \$500,000 are:

- **Orange County, NY**
 1. Tuxedo Park \$1,367,175
 2. Sterling Forest \$577,500
 3. Warwick \$502,728
- **Rockland County, NY**
 1. Palisades \$994,719
 2. Blauvelt \$928,171
 3. Nyack \$901,317
 4. Orangeburg \$759,763

- 5. Piermont \$751,781
- 6. West Nyack \$629,793
- 7. Tallman \$619,000
- 8. New City \$568,281
- 9. Thompkins Cove \$561,523
- 10. Monsey \$529,624
- 11. Sloatsburg \$505,579
- **Bergen County, NJ**
 - 1. Alpine \$5,930,597
 - 2. Saddle River \$2,235,285
 - 3. Cresskill \$1,991,904
 - 4. Englewood Cliffs \$1,827,673
 - 5. Demarest \$1,607,761
 - 6. Franklin Lakes \$1,574,989
 - 7. Tenafly \$1,133,483
 - 8. Ho ho kus \$1,121,441
 - 9. Kloster \$1,101,005
 - 10. Haywood \$1,004,630
 - 11. Ridgewood \$991,995
 - 12. Englewood \$940,675
 - 13. Northvale \$902,597
 - 14. Woodcliff Lake \$879,396
 - 15. Wykoff \$857,769
 - 16. Norwood \$819,212
 - 17. Allendale \$774,758
 - 18. Westwood \$747,823
 - 19. Paramus \$747,289
 - 20. Mahwah \$745,994
 - 21. Edgewater \$733,135
 - 22. Montvale \$711,484
 - 23. Harrington Park \$711,443
 - 24. Park Ridge \$687,104
 - 25. Hillsdale \$680,564
 - 26. Glen Rock \$655,465
 - 27. Oradell \$643,636
 - 28. Washington \$596,878
 - 29. Emerson \$592,738
 - 30. Ramsey \$544,939
 - 31. Palisade Park \$529,923
 - 32. Ridgefield \$525,053
 - 33. Leonia \$522,057
 - 34. Oakland \$517,145
 - 35. River Edge \$502,276

National Survey on Consumer Spending on Landscape Services

The following is an executive summary report for the PLANET study, conducted by Harris Interactive® via its QuickQuerySM online omnibus service on behalf of PLANET from February 7-11, 2013. Background/Objectives and methodology are included at the beginning, followed by key findings.

Background/Objectives

PLANET is interested in understanding purchasing behaviors for lawn and landscaping services among U.S. adults.

Specifically:

- How common is yard ownership and what professional lawn and landscape services were purchased in the past year
- What professional lawn and landscaping services are expected to be purchased in the next year
- Amount spent on these services in past year and amount expected to spend in the next year
- Reasons for hiring a professional for lawn and landscape services

PLANET commissioned a five-question online omnibus study to explore these issues.

Survey Methodology

This survey was conducted online within the United States by Harris Interactive on behalf of PLANET from February 7-11, 2013 among 2,219 adults ages 18 and older. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated.

For complete survey methodology, including weighting variables, and additional demographic analysis please contact lisaschaumann@landcarenetwork.org. For additional press materials relating to the survey, visit www.loveyourlandscape.com.

Overview of Findings

Lawn ownership is highly prevalent among Americans. About a third have purchased professional lawn or landscaping services in the past year, and about a third expect to purchase these services in the next year.

The average annual amount spent on the most frequent services is not estimated to change dramatically from the past year to the next in most areas, except responses indicate that the biggest spending increase will likely be in the design/build area, with a potential for spending to double1 (\$2,9002 on average from \$1,4003).

Reasons for hiring professionals vary among adults with the most popular answers being lack of skills or equipment to do the job themselves.

Detailed Findings – Prevalence of Yards and Professional Landscaping/Lawn Services Purchased, by all US Adults (%)

Question: Which of the following lawn and landscape services, if any, did you or other members of your household hire a professional to perform over the past year? Please select all that apply. (n= 2,219) ["YES" represents the NET of respondents who have a lawn or landscape; "NO" are respondents who indicated they do not have a lawn/landscape]

83% of U.S. adults have a lawn or landscape, and 17% of U.S. adults said they don't have a lawn or landscape.

- U.S. adults in the South (86%) and Midwest (87%) are more likely than those in the Northeast (80%) and the West (79%) to have a lawn or landscape.

- Young adults, age 18-34, are significantly more likely to not have a lawn or landscape (23%) than adults 35 and over (14%).**

1 Due to the sample size, the findings are directional rather than predictive.

2 Among those who will purchase any landscape/care from a professional over the next year

3 Among those who purchased any landscape/care from a professional over the past year

Professional Lawn and Landscaping Services in the Past Year (%)

Question: Which of the following lawn and landscape services, if any, did you or other members of your household hire a professional to perform over the past year? Please select all that apply. Base: Have a lawn/landscape (n= 2,219)

Of those who do have a lawn/landscape (n=1,830), 35% have hired a professional to do any service for them in the past year...

- Those in the South (38%) and West (40%) are more likely than those in the Midwest (29%) to have hired a professional for this type of work.

- Males (39%) are more likely than females (32%) to do this.**

- Younger (age 18-34) and older (age 55+) adults are more likely to have hired a professional for any lawn or landscaping service than adults aged 35-44 [Age 18-34 (35%), Age 35-44 (27%), Age 55+ (40%)].**

Overall

Thirty-four percent state they have hired a professional in the past year for at least one of the following listed lawn/landscaping services:

- 18% of these adults hired professional services for landscape maintenance/care, such as mowing, edging, leaf clean-up.

- 16% hired professional services for lawn care (e.g., application of fertilizer and weed control products).

- 11% hired professional services for tree care.

- 7% hired professional services for landscape services which could include**

design and/or installation such as planting shrubs, trees, flowers, mulching, etc.
•5% hired professional services for building of patios, decks, walkways or outdoor kitchens.

•3% hired professional services for outdoor lighting.

•3% hired professional services for holiday outdoor lighting and décor.

•2% hired professional services for installation of an irrigation system, such as sprinkler timers, smart controllers, rain water capture.

•2% hired professional services for water features such as ponds, waterfalls, and fountains.

Sixty-two percent state they have not hired a professional in the past year for lawn/landscaping services.

•Older adults age 55+ are more likely than other age groups to have hired a professional in the past year for general upkeep services such as landscape maintenance/care, such as mowing, edging, and leaf clean up [Age 18-44 (14%), Age 45-54 (16%), Age 55+(24%)] or lawn care (e.g., application of fertilizer and weed control products) [Age 18-34 (15%), 35-44 (11%), 45-54 (13%), 55+ (21%)].

•Younger adults 18-34 are more likely than other age groups to have hired a professional for more specialized services such as building of patios, decks, walkways or outdoor kitchens [Age 18-24 (9%), Age 35-44 (2%), Age 55+ (3%)]; outdoor lighting [Age 18-24 (9%), Age 35-44 (2%), Age 45-54 (3%), Age 55+ (<1%)]; and holiday outdoor lighting and décor lighting [Age 18-24 (7%), Age 35-44 (2%), Age 45-54 (3%), Age 55+ (1%)].

Professional Lawn and Landscaping Services Expect to Hire in the Next Year (%)

Question: Which of the following lawn and landscape services, if any, will you or other members of your household hire a professional to perform over the next year? Please select all that apply. Base: Have a lawn/landscape (n= 1,830)

Overall

Very similar to the past year, thirty-three percent of U.S. adults who have a lawn or landscape state they will hire a professional in the next year for at least one of the listed lawn/landscaping services including the following:

•17% of these adults will hire professional services for landscape maintenance/care, such as mowing, edging, leaf clean-up.

•15% will hire professional services for lawn care (e.g., application of fertilizer and weed control products).

•10% will hire professional services for tree care.

•7% will hire professional services for landscape services which could include design and/or installation such as planting shrubs, trees, flowers, mulching, etc.

•4% will hire professional services for building of patios, decks, walkways or outdoor kitchens.

•3% will hire professional services for outdoor lighting.

•2% will hire professional services for holiday outdoor lighting and décor.

- 1% will hire professional services for installation of an irrigation system, such as sprinkler timers, smart controllers, rain water capture.
- 1% will hire professional services for water features such as ponds, waterfalls, and fountains.
- 1% will hire other professional services

Fifty-eight percent state they will not hire a professional in the next year for lawn/landscaping services.

Nine percent are not sure if they will hire a professional in the next year for lawn/landscaping services.

Professional Lawn and Landscaping Services Hired/Expect to Hire in the Past/Next Year

Question: About how much money would you estimate that you or other members of your household spent in total over the past year on each of these services performed by a professional? Please give answers in whole dollar amounts only. If you're not sure, please make your best estimate.

(n=variable)

Question: About how much money would you estimate that you or other members of your household will spend in total over the next year on each of these services performed by a professional? Please give answers in whole dollar amounts only. If you're not sure, please make your best estimate.

(n=variable)

* Note: n-sizes are below 100 and should not be used for predictive purposes.

Of U.S. adults with lawn or landscape (n=1,830)...

18% hired a professional for landscape maintenance/care, such as mowing, edging, leaf clean-up in the past year, while 17% expect to hire one in the next year.

- The average annual amount spent by those who used this service in the past year was \$600, with 33% of these adults spending over \$500.

- The average annual amount these adults expect to spend on this service in the next year is \$700 (a \$100 increase compared to the past year), with 36% of these adults spending over \$500.

16% hired a professional for lawncare (e.g., application of fertilizer and weed control products) in the past year, while 15% expect to hire one in the next year.

- The average annual amount spent by those who used this service in the past year was \$400, with 37% of these adults spending over \$300.

- The average annual amount these adults expect to spend on this service in the next year is \$400 (on par with the past year) with 36% of these adults spending over \$300.

11% hired a professional for tree care in the past year, while 10% expect to hire one in the next year.

- The average annual amount spent by those who this service in the past year was \$400, with 36% of these adults spending over \$300.
- The average annual amount these adults expect to spend on this service in the next year is \$400 (on par with the past year) with 35% of these adults spending over \$300.

7% hired a professional for landscape services which could include design and/or installation such as planting shrubs, trees, flowers, mulching, etc. in the past year, and 7% expect to hire one in the next year.

- The average annual amount spent by those who used this service in the past year was \$1,000, with 25% of these adults spending over \$1,000.
- The average annual amount these adults expect to spend on this service in the next year is \$1,200 (an increase of \$200 compared to the past year) with 26% of these adults spending \$1000 or more.

5% hired a professional for building of patios, decks, walkways or outdoor kitchens in the past year, and 4% expect to hire one in the next year.

- The average annual amount spent by those who used this service in the past year was \$1,400, with 21% of these adults spending over \$1500.
- The average annual amount these adults expect to spend on this service in the next year is \$2,900 (an increase of \$1,500 compared to the past year) with 34% of those adults spending more than \$2,000.

All other services are too small for meaningful analysis.

Reason have used/will use a professional for lawn or landscape services, among U.S. Adults who have a lawn/landscape (%)

Question: What are the main reasons you or other members of your household hire a professional help for lawn/landscape services? Please select all that apply. (n= 672)

Thirty-five percent of U.S. adults who have a lawn/landscape purchased lawn/landscaping services in the past year and 33% expect to purchase a service in the next year. Of those who have either purchased or will purchase the services (n=672):

42% say they do so because they don't have the knowledge or skills or physically ability.

- Women are significantly more likely to say this than men (56% vs. 30%).

42% say they purchase services because they don't have the right equipment.

- Older adults aged 35+ are more likely than those aged 18-34 to say this [Age 18-34 (26%), Aged 35-44 (55%), Aged 45-54 (44%), 55+ (45%)].

33% say they hire a professional because they don't have enough time.

31% say they want a professional look.

15% say they don't have the patience.

- Those aged 18-34 (24%) are significantly more likely than those aged 35-44 (5%) and aged 55+ (12%) to report this. Middle aged adults 45-54 (20%) are also more likely to report this than their slightly younger counterparts of 35-44. (5%)
- Among those aged 18-34, females (38%) are significantly more likely than males (20%) to not have patience.

15% say some other reason.

Market Needs

According to numerous sources such as Yahoo Finance, T. Harv Eker, etc. wealthy people tend to illustrate the following tendencies:

- Educated
- Action oriented
- Comfortable with money and talking about money
- Understand and embrace emotion and greed
- Use other people's money
- Live below their means
- Focused on earning
- Willing to take risk
- Want to be around people who are wealthy as well and understand them

Green spaces - The Husqvarana Global Garden Report 2012 showed that “63% of respondents reported being willing to pay more for an apartment or house if it was located in an area with good green spaces, compared with, for instance, 34% willing to pay more for an area with good shopping and 33% for good cultural venues.”

Pride – Everyone wants others to know how well they did whether it's a won sale, kid's honor role, or making a lot of money.

The economy has taken its toll on middle income landscaping as evidenced by things like Back Yard Living Magazine ceasing publication.

Market Trends

2013 trends according to Better Homes and Gardens and HGTV.

Old-Fashioned Flowers

We often look back and take comfort in the nostalgic. That's why plants such as hydrangeas, lavender, Russian sage, moonflower, impatiens, and celosia are blooming in popularity. We'll continue to see a strong interest in heirloom varieties, and gardening companies, such as Burpee Home Gardens, are making heirlooms easier than ever with offerings such as their grafted heirloom tomatoes.

Permeable Pavers

If you've been searching for the perfect combination of tasteful pavers that also serve to manage water -- there's a product for that. Permeable pavers allow the movement of storm water to percolate through their surface to reduce runoff and leaching of any contaminants. And they look good doing it, too!

Huge Hanging Baskets

This year, hanging baskets are large and in charge! Whether it's one variety of flower overflowing your basket or a mixed arrangement of blooms and veggies -- the bigger the better!

Sensory Gardens

It's always been important to get children in the garden to learn the wonders of plant cycles and how fluttering butterflies and buzzing bees help the process. It's just as important to create, within the same space, opportunities for children with disabilities to explore. Use plants that play on the senses, such as fuzzy lamb's-ear, textural succulents, or fragrant lavender.

Less Grass -- More Flowers

Raise your hand if you'd love to never mow the lawn again! You aren't alone; several folks are turning over their grass patches for drought-tolerant flowers in an attempt to minimize water and eliminate fertilizing. Oh! -- and, of course, to create a gorgeous, neighbor-envying garden, too!

Mainstream Sustainability

Low-maintenance gardens, drought-tolerant plants and less turfgrass have become the norm in landscape design. Homeowners now assume sustainable design will be a major part of the plan — both for economic and environmental reasons.

Better Quality, Less Bling

Post-recession: Over-the-top, showy landscapes are out. Now, homeowners prefer to invest in quality and natural materials. The wealthy are trending towards more value and less splurges due to the change in economy, decrease in huge yearend bonuses, public opinion, etc.

Like a Fish to Water

We love the sound of water in the garden: water features from inexpensive self-contained systems in an urn or portable fountain to a high-end water wall are popular across all budgets.

Indoors Ventures Outside

Thanks to new outdoor fabrics, which are made from acrylic fibers and are fade-resistant and waterproof, homeowners can create permanent living spaces outdoors with comfortable fabrics and furniture.

The Birds and the Bees

It's back-to-the-earth functionality in more and more backyards. Besides figuring out how to incorporate veggie gardens and fruit trees into the landscape, some homeowners are also adding chickens and bees.

Going Green

One of the ecofriendly elements of the HGTV Green Home 2012 is the barbecue courtyard. Born of architect Steve Kemp's vision for a truly green design, the outdoor space replaces the conventional backyard, which would have required major re-grading of the site and the construction of retaining walls. "Now the 'yard' is open to almost every room in the house, rather than being open to one or two rooms," he says.

Market Growth

The economy is improving which means wealthy people are making more money like everyone else AND because everyone else is improving the wealthy will be less scrutinized and able to splurge again.

According to the PLANET National Survey on Consumer Spending on Landscape Services, responses indicate that the biggest spending increase will likely be in the design/build area, with a potential for spending to double³ (\$2,9001 on average from \$1,4002).

The Global Industry Analysts Report says "the landscaping services market in the US is expected to recover and poised and reach US\$80.06 billion by 2015."

State of the Industry

In the Lawn and Landscape State of the Industry 2012 survey respondents had business lines as follows: 63% single family residential, 25% commercial/industrial, 7% multi-family, and 4% governmental/institutional.

The survey showed that the fastest growing business lines in 2012 were: mowing and maintenance (37%), design build (19%), and lawn care (16%).

In the 2012 survey, the majority of respondent's equipment budgets changed slightly or didn't change: 25% didn't change, 39% increased slightly, 19% had a significant increase, 7% decreased slightly, and 10% had a significant decrease. 57% of those companies predicted that their equipment budgets will increase slightly in 2013, while 12% expect a significant increase. Only 11% expect budgets to decrease.

SWOT Analysis

Strengths

- 30 years of experience, supplier relationships, and connections
- A store front in a good location

- Tim’s ambition, intelligence, and open communication leadership style
- Sales and networking
- Skilled labor
- Computerized Landscape design (CAD) and Estimation process
- Landscape yard (bulk delivery)

Weaknesses

- A store front
- No internal book keeping or measurement function
- Some video’s and pictures on internet that don’t accurately target chosen market
- Changing a business’s 30 year focus could cause issues
- Lack of experience with high end jobs and skilled labor
- **The rest of the team beyond Tim may not be capable of handling the new direction**
- **Overall job management (prep, site, little & progressing problems)**
- **Trouble with adaptability (manager-boss)**
- Funding

Opportunities

- The economy is improving (more money to spend)
- Wealthy can splurge/showoff without judgment again
- Economic downturn may have increased desire to “stay put” and invest in current home
- Pressure washer can remove loose paint, mold, grime, dust, mud, and dirt from surfaces and objects such as buildings, vehicles, concrete surfaces, etc. in both commercial and residential applications
- Graffiti removal and insulator pressure washing are two possible specialty applications

Threats

- Competition would appear to be the main threat. High end landscapers tend to be good at what they do and have high retention/recommendation rates
- Entering a new geographic may create a “turf war”

Competition

The Lawn and Landscape State of the Industry 2012 survey respondents had business lines as follows: 63% single family residential, 25% commercial/industrial, 7% multi-family, and 4% governmental/institutional.

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In the 2012 survey, the majority of respondent’s equipment budgets changed slightly or didn’t change: 25% didn’t change, 39% increased slightly, 19% had a significant increase, 7% decreased slightly, and 10% had a significant decrease. 57% of those companies predicted that their equipment budgets will increase slightly in 2013, while 12% expect a significant increase.

Only 11% expect budgets to decrease.

The industry average net company profit for 2012 was 11%. The largest number of companies surveyed, 20%... had gross sales of \$200,000 to \$499,999. The average annual revenue was \$804,208. The average annual company revenue increased by almost \$100,000 in 2012.

Searching “high end landscapers Orange County, NY” in Google returned the following results:



Lookin' Good Landscaping

Landscaping Company serving Orange County NY and northern New Jersey
Specializing in Designer Patios, Walkways and Walls

Providing Quality Landscaping Services since 1987

- WALKWAYS
- LANDSCAPE RETAINING WALLS
- PATIOS
- WATERSCAPES & GARDEN PONDS
- CREATIVE DESIGN SERVICE
- TOTAL LAWN MAINTENANCE
- FULLY INSURED

Maintaining your existing lawn while upgrading and creating new landscapes

Located in Florida, Orange County NY, we service the landscaping needs of homeowners and businesses in the Mid-Hudson New York and northern New Jersey; including Middletown, Goshen, Warwick, Monroe, New Windsor, Newburgh, Central Valley and beyond. No matter what the size or scope of your lawn care project, we have the capacity, experience and professional resources to serve all your landscaping needs.

We are known in our marketplace as the landscapers that provide exceptional attention to detail, the use of top quality landscaping products, followed by proper installation techniques. With Lookin' Good you get the excellent value landscaping service you deserve because you're hiring an owner/operator who cares.

To arrange a free estimate call 845.651.7579, email CzubakLGL87@gmail.com or use

our online form.

PO Box 15
Florida, NY 10921
Tel: (845) 651-7579
<http://lookingoodlandscaping.com/>

Pros

- Work and pictures appear fine
- Hit the nail on the head with “exceptional attention to detail, the use of top quality landscaping products, followed by proper installation techniques.”

Cons

- Appears to be one man shop with a plug for his real estate wife on the last page.
- Homes in pictures are clearly not high end.
- Doesn't mention “Outdoor Living Spaces”
- Random pictures of construction are unpleasant.
- Lawn services dumb down any upscale appeal



Professional looking lawns, at inexpensive prices

Welcome to J & N Stafford Corporation's web site! We would like to take this opportunity to show you how we can provide the best service at affordable rates.

J & N Stafford Corporation offers fast, friendly and courteous service. We use only the best products and maintain a skilled staff to answer your questions. We have built our reputation on our commitment to providing quality service, which has earned us many valuable customers. Please take a moment to browse through our site to learn more about our company and how we can serve you. We look forward to hearing from you soon.

J & N Stafford Corporation
845-236-38378
Stafford_351@verizon.net
<http://www.jnnstaffordcorporation.com/#>

Pros

- Pictures on home page are good

- Before and after pictures

Cons

- Homes in pictures are clearly not high end.
- Doesn't mention "Outdoor Living Spaces"
- Pictures are not professionally cropped to exclude eyesores
- "American" thing is a little extreme
- Lawn and plowing services dumb down any upscale appeal

Searching "landscape design Orange County, NY" in Google returned the following results:



We are a Design/Build Company dedicated to providing top quality landscapes and renovations coupled with top notch customer service. There are enormous benefits to you, the customer, when you work with a Design/Build Company as we provide the personnel, resources, experience, and equipment to design and install and all aspects of a landscape or renovation project. Our President, Mark, has a bachelors degree in plant science/landscape design/ contracting from SUNY Cobleskill. With one company doing both design and implementation, costs, errors, stress, and scheduling problems are reduced to a minimum, and one company is accountable throughout the entire project.

Having lived on the East Coast since 1989, we have an extensive knowledge of the terrain and climate, enabling us to carefully consider the plant materials that will thrive in each region. On the jobsite, we work as liasons between the client and the crew to make sure to create a landscape that will provide years of enjoyment while adding value to your property and home. We have also worked on a large residential project in the south of France.

We offer full scale designs, plantings, outdoor lighting and living spaces, walkways, stone patios, accent and retaining walls, ponds, decks, and remodeling of your home's interior and exterior including basements and bathrooms. We have completed projects throughout the Eastern U.S., including Bergen County, NJ, North Carolina, Glens Falls, NY, Boston, MA, as well as projects in Orange, Ulster, Sullivan, Dutchess, and Rockland counties.

Tree Of Life Landscape
 P.O. Box 8
 Circleville, NY 10919
 (845) 692-9092
 E-Mail: Info@TreeofLifeLandscape.com

<http://www.treeoflifelandscape.com/index.html>

Pros

- Appears classy
- Pictures are well taken
- Before and after pictures
- Does mention “Outdoor Living Spaces”

Cons

- Horribly small website
- Religious reference will alienate some people



Ultra Design Landscaping

Ultra Design Landscaping is a family owned firm specializing in Custom Landscape Design and Installation, spring and fall property cleanups, scheduled lawn Maintenance, poolscapes, hardscapes including walkways, patios, and retaining walls, and in the winter snow removal.

Serving the local Orange, Sullivan and Ulster Counties in Hudson Valley New York.

450 Union School Road
Middletown, NY 10941
(845) 692-0072

<http://www.ultradesignlandscaping.com/default.htm>

Pros

- Before and after pictures

Cons

- Homes in pictures are clearly not high end.
- Doesn't mention “Outdoor Living Spaces”
- Pictures are not professionally cropped to exclude eyesores
- Lawn and plowing services dumb down any upscale appeal



Welcome to our website and portfolio galleries. We are one of the Hudson Valley's leading landscape contractors, Two Brothers Landscaping is located in Newburgh NY, phone (845) 561-9300, with a location also in Dutchess County NY. For over 12 years we've provided expert Hardscape and Landscaping services to Commercial and Residential customers through-out the Hudson Valley.

We maintain a staff of hardworking, detail-oriented specialists that are ready to meet all of your landscaping and stone work needs. We encourage you to plan now for landscape and Stone work that will personalize your home for years to come. We are fully insured and pride ourselves on our customer service. We're not satisfied until you are!

40 Hawthorne Avenue,
Newburgh, NY 12550
Ph: (845) 561-9300
<http://hudsonvalleylandscapedesign.com/>

Pros

- Company appears very big and professional enough to have high end landscape and snow plowing
- Most pictures are well taken
- Some homes in pictures are clearly high end
- Guarantee
- Call to action on site
- Fast, easy and well laid out site

Cons

- Maybe slightly corporate for a discerning wealthy person



Pro Cut Lawns, Landscaping & Contracting is a fully licensed, fully insured, full service landscape firm based in Rockland County New York. Specializing in all aspects of landscape design, installation and maintenance including commercial snow removal.

In business for 25 years in the heart of Rockland County we have the largest and most well-maintained facility and fleet in the county. Our team of dedicated landscape professionals have the skills and experience necessary to complete your project properly and efficiently. We pride ourselves on our ability to provide the highest level of service to our customers. Please consider us for your home or businesses next project.

Providing the highest level of service and expertise to everyone in our area:

Rockland county towns:

New City, West Nyack, Nyack, Valley Cottage, Congers, Haverstraw, Stony Point, Tomkins Cove, Suffern, Montebello, Pomona, Wesley Hills, Chestnut Ridge, Spring Valley, Orangeburg, Blauvelt, Tappan, Palisades

Bergen county towns:

Montvale, Woodcliff Lake, Saddle River, Mahwah, Park Ridge, Old Tappan, Northvale, Upper Saddle River, Wyckoff, Alpine, Closter

11 Pine View Road
West Nyack, NY 10994
Phone: 1.845.727.8815
Fax: 1.845.727.3343
<http://procutlandscaping.com/>

Pros

- Company appears big and professional enough to have high end landscape and snow plowing
- Most pictures are well taken
- Some homes in pictures are clearly high end
- Many certifications
- Call to action on site
- Fast, easy and well laid out site

Cons

- Name is about lawns
- Pictures of all the trucks does no justice
- Video takes away from credibility, size, and professionalism by:
 - Covering the kitchen sink
 - Owner is not well spoken
 - Scene with his belly and Hispanic workers sends wrong message
 - Having one guy in charge is great. Having one guy in charge of ALL that is a disaster waiting to happen

Thompson Ridge Landscape Maintenance Inc.

You should not plant without a plan, we design and provide a plan. An impecable and artistic landscape incorporating a proper and natural mixture of plants, trees and shrubs for this climate takes an expertise which is exemplified through our experience in botany, horticulture and landscape design.

Thompson Ridge Landscape Design can help you, the homeowner, plan and visualize your new landscaping before any construction begins. Create your ideal landscape with our friendly professional landscape designers. The time has come for you to finally have the landscape you've allways dreamed of. No more starring wistfully out your windows, envisioning a fabulous pool, enticing barbeque, water garden, and gorgeous landscaping. But how do you optimize the space you have? How do you know where to put that barbeque or water garden? What kind of plants should you get and where should they be placed? Now, thanks to a qualified and professional landscape designer, you can have the answer to all your questions before even being committed to construction.

(845) 361-5130

http://thompsonridgelandscap.com/Landscaping_and_maintenance.php

Pros

- Pictures are good
- Video has a nice blend of professional and down to earth
- Some homes in pictures are clearly high end

Cons

- Cheap GoDaddy website
- Maybe not enough information for some



We don't just landscape, we create the landscape design. We provide a "hands-on approach" from concept to completion, from the landscape architecture to construction and installation. Hickory Hollow Landscapers designs and installs the plantings, patios, driveways, outdoor fireplaces and barbecues to garden ponds and swimming pools. We paint your surroundings like an artist puts paint on canvas. Our palette consists of natural elements: trees, shrubs, perennials, annuals, garden pathways, water feature swimming pools and ponds, rock gardens and many other exquisite wonders found in nature. We are the landscaping contractors and garden designers of choice in Bergen, New Jersey and

Rockland, Orange and Westchester Counties in New York.

713 Route 17 South
Tuxedo New York 10987
Tel: 845.351.7226

<http://www.hickoryhollowlandscapers.com/>

Pros

- Video on Youtube is what came up in search and was a silent testimonial supreme
- Pictures and videos say it all
- Anthony's Pier 9 job doesn't hurt
- All home pictures are clearly high end
- It subtly hits all important points without distracting us with people, workers, personal care, insurance, and all the other stuff you just shouldn't have to say if you're the best

Cons

- None

Searching "landscape design Rockland County, NY" in Google returned the following results (after the sampling of EVERY result above we are narrowing down to only those who obviously target high end homes):



Majestic's Full Line of Services Will Meet All of Your Outdoor Needs With Just One Call!

Majestic Lawn Care and Landscape specializes in full service design, installation and maintenance of landscaped areas for residential, commercial and corporate properties. Majestic offers positive solutions for your outdoor living areas and delivers quality workmanship with dependability and integrity. Combined, our full line of services enable us to meet all of your outdoor needs, with just one call.

424 Buena Vista Road
New City, NY 10956
(845) 708-2988

<http://www.majesticlawnandlandscape.com/services.php>

Pros

- Pictures are great

Cons

- No indication the pictures are his
- One guy video focusing on general contracting



Mr. Landscape, Inc. has been servicing Rockland, Bergen, Orange, Westchester, and Fairfield counties for the last 20 years. Through our exemplary designs, workmanship and service, we have become the New York Tri-State area premiere landscape firm. Mr. Landscape finds it of utmost importance to communicate with our clientele. Every project involves a careful discussion and understanding between our client and our design staff, establishing important details and expectations you have in mind, assuring the proposed landscaping plans are the best of all worlds. Once a job has begun a supervisor will be on site at all times. The Mr. Landscape team is made up of 29 highly educated, professionals in the fields of lawn maintenance, landscape installations, irrigation systems, tree removal, tree spraying, pavers and stone wall installations, and snow removal. Mandatory field research, and advanced training courses assure that our personnel utilize techniques based on the latest advancements in landscaping technology.

P.O. Box 974

New City, NY 10956

tel 1: (845) 627-6007

tel 2: (845) 426-6007

fax: (845) 573-9856

info@MrLandscapeInc.com

<http://www.mrlandscapeinc.com/index.htm>

Pros

- Pictures are great
- Before and after pictures are great
- Long history in Rockland County
- Video is okay

Cons

- Site is a little odd and old



Steve Botto Inc. Landscaping: your one-stop shop for all of your Rockland County landscaping projects

Custom landscape design from concept to completion

Specializing In:

- landscape design, build and installation
 - interlocking pavers for paver stone patios, driveways and retaining walls
 - landscape lighting / low voltage outdoor lighting
 - aquatics and water features including pondless waterfalls
 - tree planting
 - turf installation
 - deck design and installation
 - drainage including interior perimeter drains and sump pumps
- Steve Botto Inc. Landscaping's lawn maintenance division carefully maintains your landscape investment to its utmost capabilities.

These services include:

Turf Care

- Weekly trimming
- Aeration
- Slit seeding (power raking)
- Fertilization, organic and inorganic
- Insect and weed management

Woody and Herbaceous Plant Care

- Pruning
- Mulch installation
- Installation, rejuvenation and removal

General Care of Your Landscape and Property

- Paver cleaning and re-grouting
- Property clean ups

Landscaping experience, certifications and industry knowledge of the latest techniques, safest pesticide applications and green landscaping practices.

197 Route 9W North

Congers NY 10920
Phone: (845) 634-2557
<http://www.stevebottolandscaping.com/index.html>

Pros

- Pictures are great
- Long history in Rockland County
- Certifications
- Angie's List Member
- Google reviews right on front

Cons

- Doesn't necessarily appear to be super high end
- Web site is a little low budget looking



Delivering landscaping excellence for two decades

Our company is composed of two branches with a single purpose - to make your property look the very best it can be!

Trust the experts at Curti's Landscaping, Inc. and Curti & Associates, Ltd. to maintain your landscape in a manner that increases the value of your property and complements its surroundings.

Design Solutions

At Curti & Associates, Ltd., we provide practical and elegant design solutions that result in beautiful and functional landscapes. We also specialize in retaining walls, patios, driveways, ponds, pools, waterfalls, irrigation and landscape lighting.

Full-Service Lawn care

Let the experts at Curti's Landscaping, Inc. keep your property looking its best. With a professional staff and the right equipment there's nothing we can't accomplish! Service Contracts also available.

Enhance Your Surroundings

By creating a balance between architecture and landscape, our designs merge your home with its natural surroundings and reflect your personality. The overall outcome is an outdoor extension of your indoor living aesthetic.

91 West Nyack Road
Nanuet, NY 10954
Phone (NY): (845) 627-2491
Phone (CT): (203) 552-0700
Fax: (845) 624-2557
Email: info@curtilandscaping.com
<http://www.curtilandscaping.com/home.php>

Pros

- Pictures say it all
- Long history in Rockland County
- Many Certifications

Cons

- “Tow truck” logo
- Web site is a little low budget looking
- Coupons



LandWorX Landscaping Recreates tranquility... right in your own yard. Landscape features will bring new life to your home, and accent your personal lifestyle.

243 Round Hill Road
Warwick, NY 10990
Phone (845) 651-5376
Fax (845) 508-6550
www.landworxlandscaping.com

Pros

- Understands the formula of nice pictures
- Great video
- Specific mention of back yard living

Cons

- Didn't come up in search
- Website nailed the focus with pictures and videos but is TOO minimalist
- No address on front page
- No about us
- Annoying e-mail form



Founded in 1993 by Tim McCarey, McCarey Landscaping Inc., has grown to become one of Orange County's top providers of landscape and snow removal for commercial, residential and municipal applications.

Currently, the company employs lawn care specialists, stone & rock masons, with over 30 years of combined experience and expertise. As a full service company, we are fully insured, licensed and bonded. Union shop and open shop available.

80 Tower Drive
Middletown, NY 10941-2030
845-956-7000 and 845-355-7500
Fax: 845-956-7010
mccareylandscaping@frontiernet.net
<http://www.mccareylandscaping.com/index.htm>

Pros

- Nice website
- 30 years in business
- Woman owned business (?)

Cons

- Didn't come up in search
- Clearly focused on commercial
- Not many pictures of finished residential
- Lots of "in progress pictures"
- No mention of back yard living, only stone and paver are highlighted

Searching "landscape design Bergen County, NJ" in Google returned the following results (after the sampling of EVERY result above we are narrowing down to only those who obviously target high end homes):



Landscaping is art, expertise and passion. Great landscaping is about vision and inspiration. It's about seeing a spectacular, finished dreamscape before a foundation is ever poured. It's about visualizing living color, textures and tonalities before a shovel touches the ground.

At Terracare, landscaping is about what you see...and what you don't. It's about natural beauty, subtlety, and the power of sophisticated landscape design. It's about knowing when to invite opulence...and where to exercise restraint. It's about extraordinary beauty and exceeding expectations.

Terracare is about making each customer happy. For now. For the future. For you. Be one of the select few who receive Terracare landscaping this year.

Make sure and read what our customers are saying about Terracare Landscaping in their own words. We believe their letters "say it all".

90 Ramapo Valley Road
Oakland, NJ 07436
Phone: 201.891.1700
Fax: 201.891.2700
Email: info@terracarelandscaping.com
<http://www.terracarelandscaping.com/index.htm>

Pros

- Pictures say it all again
- Slogan says they only do design build vs. snow removal and grass
- Website has a special quality that would connect with the right demographic
- Great testimonial section with pictures of people
- Photo gallery ties project with person and testimonial. Make you feel like can call that person and talk about their project.

Cons

- Looping music on home page can be annoying



Arapahoe Landscaping, a leading landscape design and construction company in Bergen County NJ. Landscape Design in North Jersey, Garden Design in NJ & Water Features such as Waterfalls are our specialty.

For nearly two decades, Arapahoe Landscape Contractors, Inc. has been providing the greater Bergen County, NJ and North Jersey area with the best in residential landscape design. From stonework to paver installation, driveways to outdoor kitchens, pool design to waterscapes, we have produced award winning creative designs from concept to completion. We specialize in working with challenging properties and welcome the opportunity to create your dream landscape.

Whether you have a vision already in mind or are just beginning your search, the Arapahoe Landscaping team is here to guide you through every phase of your project. We work with the best landscape architects in NJ and we pride ourselves in assisting customers in choosing what is right for the space all while staying within budget. We invite you to browse through our gallery of completed projects, read through our glowing testimonials or make an appointment to visit our display center so you can see examples of our work and get to know the Arapahoe Landscape Contractors team.

By Appt: 83 Vanderbeck Lane
Mahwah, NJ 07430
PO Box 406
Allendale, NJ 07401
Phone: 201-327-0971
Fax: 201-651-9109
design@arapahoelandscaping.com
<http://arapahoelandscaping.com/index.html>

Pros

- Pictures say it all again
- Top of site says they do design build vs. snow removal and grass
- Even wealthy people like free concept plans
- Outside specific flat screens make it decadent
- Great placement of pictures at bottom of every page. Doesn't let you forget how nice their work is.

Cons

- Wide site for no apparent reason, required scrolling
- Sunbrite TV piece a little “as seen on tv”



Experts in the Maintenance, Management and Creation of Premium Outdoor Living Areas

Green Meadows Landscaping is NJ and NY's premier choice for property maintenance and design-build services. Dedicated to preserving the beauty, health and longevity of customized landscape environments, our Oakland, NJ-based team of horticulturists, carpenters and landscape management experts has maintained and crafted unique outdoor living areas since 1982. Our skilled maintenance, design and construction services are ideal for residential and commercial clients desiring cost-effective property improvement.

Why Choose Green Meadows?

While we realize there are many landscape companies out there, you'll find that Green Meadows' full-service maintenance, installation and design/build offerings bring unsurpassed value, functionality and enjoyment to your property's exterior in a way no other company can. That's our promise, and it's the way we've done business for nearly three decades.

Whether you're looking for a NJ or NY landscape company to maintain or realize the vision of your property's exterior, you'll find Green Meadows fully committed to the art of honesty, integrity and craftsmanship. These are values that other companies have relinquished—but they're the tenets of our day-to-day business philosophy. Most importantly, they're the basis of a job done right the first time, every time.

We're proud of our long history serving New Jersey and New York with these comprehensive services:

Commercial and residential property preservation

Snow and ice removal

Seasonal clean-ups and full-service landscape maintenance

Landscape contracting and repairs

Tree and hedge maintenance, pruning and care

Landscape design-build services

Installation of pavers, patios & perennial gardens

Installation of water features, fountains and ponds

Design/installation of outdoor kitchens and living areas

Composed of dedicated, quality-conscious professionals, the Green Meadows team is eager to preserve the beauty of your property, condominium or townhome complex, street, or business. Our primary goal? Transforming your facility's exterior into the best your neighborhood has to offer, at budget-conscious pricing you can afford. When you're ready to begin, call or email our landscape maintenance experts—or stop by our Design Center to schedule a free, no-obligation preservation or construction consultation today.

104 West Oakland Avenue
Oakland, NJ 07436
PH: 201.337.5480
FAX: 201.337.7477
info@greenmeadowsinc.com
<http://www.greenmeadowsinc.com/index.php>

Pros

- Pictures say it all again
- First site to highlight design build AND get away with snow removal, etc. in a classy way
- Beautiful and inviting site. The Landscape & maintenance section even looks inviting.
- The about us page pulls off the rare hat trick of listing staff with pictures by having enough of them and using pro head shots.

Cons

- Nothing



Committed to being the best, naturally.

Borst Landscape & Design is a nationally recognized, award winning, professional, full-service landscaping company. We offer services from site design plans by one of our design professionals to yearly organic lawn fertilization and maintenance programs to custom masonry.

The Best Landscape Design & Build Company in NJ

Our staff of qualified landscape designers will carefully plan your project from concept to completion. After an initial meeting with the client and a comprehensive site analysis, a fully developed landscape design is created. The process will transform your property into your favorite place to spend time.

Our landscape crews begin by carefully performing any necessary site preparation, which includes addressing any grading or drainage issues that need correction.

Next, the “Hardscape” elements of the design are installed. This may start with the construction of wet or dry-laid stone walls, followed by the installation of patios or walkways, which can be constructed from a wide variety of materials.

Finally, our planting crews will arrive to put the finishing touches on your landscape. This can range from the installation of a privacy hedge to a foundation planting, or may involve a full-site renovation including perennial gardens and lawn renovation.

Borst Landscape & Design is a multiple winner of the NJLCA Residential Landscape Design/Build Award.

260 W. Crescent Ave.
Allendale, NJ 07401
(201) 785-9400
<http://www.borstlandscape.com/>

Pros

- Pictures say it all again
- First site to highlight commercial maintenance in a classy way
- First site to say they are the best
- Featured project section
- Awards

Cons

- About us shows a snow plow



Celebrating 35 Years of Award-Winning Landscape Designs...

Jacobsen Landscape Design and Construction is a nationally recognized, full-service landscape firm that is committed to providing landscape services of exceptional value and quality to its clients in Bergen County, New Jersey. With over 35 years of experience in northern New Jersey, our comprehensive residential and commercial services range from landscape design and installation to complete property maintenance packages. We invite you to learn more about our company and how our team can transform your property into an outdoor living space unlike any other.

Design Center and Administrative Offices
413 Godwin Avenue
Midland Park, NJ 07432
201-891-1199
FAX 201-444-4334
<http://www.jacobsenlandscape.com/>

Pros

- Pictures say it all again
- Looks big and professional
- Pulls off other services

Cons

- Website is a bit cold/corporate
- Bio pictures are alphabetical putting kids on top. This just adds to the negative perception that corporate will assign you a 19 year old designer

Product Offering

ACME offers a full range of commercial and residential landscaping services. For purposes of this plan we are focusing on:

High End Back Yard Living

Patios, pools, fireplaces, gazebos, pergolas, etc. that is elaborate and comfortable enough to spend a significant amount of time outdoors. **Landscape Design** is a huge part of this service as the high end project tends to be elaborate and requires planning and design to execute properly. Further, design is expected by the high end homeowner as they need to see what they are going to get before they commit to an expensive project.

Power Washing

Pressure washing can remove loose paint, mold, grime, dust, mud, and dirt from surfaces and objects such as buildings, vehicles, concrete surfaces, etc. in both commercial and residential applications. This service can be used as a tool or “add on” service after a Landscape job or for specific commercial applications such as **Graffiti Removal** and **Insulator Pressure Washing**.

Keys to Success

High End Back Yard Living

When it comes to our wealthy target market, the following keys to success apply to the **promotional materials** (website, ads, etc.) but must also follow through in the **work** and **interactions** with management and employees of ACME.

- **The level of quality and class must be unyielding.** Wealthy homeowners value their hard earned money and have learned long ago, you get what you pay for.

They also value their time extensively.

- **You must be comfortable with your pricing and negotiation stance.** Because they have usually earned it, wealthy people are careful and frugal with their money. They are also comfortable talking about money. They want the best and once they are comfortable with it, may attempt to negotiate the best price.
- **You must understand, look, and feel like them.** Most middle/lower class people do not understand the concept of insisting on the best and then attempting to pay as little as possible for it. They think if they had that kind of money they wouldn't be so "cheap". This is because they envision winning it not working for it. This attitude is hostile and guilt ridden and obviously makes wealthy people uncomfortable.
- **Fantasy Pictures** – An outdoor living investment is not a necessity. And the reality in our area between cold, humidity, and bugs... is the time to enjoy outdoor living is very limited. That said, all pictures should avoid reality and stick to fantasy. No before pictures and certainly no construction pictures should be used. Pictures of what you CAN do are allowed anywhere but your gallery which should only include pictures of work you have ACTUALLY done.
- **"Landscape Design" is Key** – Key word research reveals a connection between the word "Design" and high end work. Wealthy people know the design is important and want to take part in it. Further it seems "Landscape Design" is what separates the high end from the rest. There are many design only firms out there as well that you may form an alliance with.
- **Do Not Comingle Services** – The most impressive companies in our competition analysis are those who ONLY do design/build of high end outdoor living spaces.
- **Follow Up and Referrals** – The fastest way to grow in this hard to enter market is through referrals. Consider something like a 6 month follow up program where you schedule a visit to correct any movement that occurred over the winter, or something similar. It will be appreciated and get you in front of a happy customer again for additional projects and/or possible referrals.
- **Business Plan and Projections** – 97% of business fail due to no planning or improper projections on break even, expenditures, etc. Be sure to have a handle on this and watch/measure it closely.

Pressure Washing

This is a needs based vs. wants based service.

- **Many Services** - Do and list as many individual services as possible.
 - Residential Siding, Masonry, Decks, Roofs, Pavers
 - Condos/townhomes
 - Concrete walks, etc.
 - Graffiti removal
 - Air Conditioning and Coil Cleaning
 - Fleet washing
- **Secondary Sale** – Power washing, as well as other maintenance services, can be introduced to a high end homeowner AFTER an outdoor living job. The fact that its not mentioned on the website or promotional materials to the wealthy can be

used to make it “exclusive” to landscape customers.

Critical Issues

- **No current system to track income, expenses, marketing, ROI etc.**
- Don't lose sight of what is currently paying the bills until new verticals take off
- Keep track of the investment in new verticals and compare to other areas

Historical Results (past strategies)

ACME has no current strategy for high end landscaping or power washing and has only done one high end job.

Macroenvironment

The economy in general is coming out of its lowest slump in decades. It is perfect economic timing to start just about any business.

ACME also happens to be within 30 miles of some of the richest neighborhoods West of the Hudson river. These neighborhoods will obviously bounce back first.

Lastly, most of the sensational bank failures and occupy Wall Street stories are long gone. Short memories and human nature will have wealthy people again flaunting vs. hiding their wealth.

Sales Channels

To our knowledge, all sales are direct from customer to ACME. Although some strategic alliances with designers, home centers, etc. could be explored.

3. Marketing Strategy

Mission

A mission statement should be created after digesting this entire document and deciding on a direction. The mission statement should clearly direct everyone in the company what to do and focus on each day.

Marketing Objectives

ACME's marketing objective is to find, sell, and retain wealthy homeowner clients in Orange and Rockland County, NY and Bergen County, NJ.

The first year objective is to gain the following market shares.

- 0.05% or 7.9 of the 15,800 Bergen County homes over \$1,000,000
- 0.1% or 2.2 of the 2,187 Rockland County homes over \$1,000,000
- 0.5% or 4.9 of the 973 Orange County homes over \$1,000,000

Financial Objectives

At an average project cost of \$25,000 the above 15 jobs would create \$375,000 in gross revenue.

Target Markets

18 to 34 year old homeowners with homes over \$1,000,000 in value. The following towns/cities have been identified within an approximate 30 mile drive. **Towns are in value order with those further than 30miles strikethrough.*

Orange County

Tuxedo Park \$1,367,175

Rockland County (over \$900k since none over \$1m)

~~Palisades \$994,719~~

Blauvelt \$928,171

Nyack \$901,317

Bergen County

~~Alpine \$5,930,597~~

Saddle River \$2,235,285

~~Cresskill \$1,991,904~~

~~Englewood Cliffs \$1,827,673~~

~~Demarest \$1,607,761~~

Franklin Lakes \$1,574,989

~~Tenafly \$1,133,483~~

Ho ho kus \$1,121,441

Closter	\$1,101,005
Haworth	\$1,004,630

Positioning

The research in this document points almost entirely to positioning. For this high end market it is the most important element followed very closely by quality execution.

ACME must be positioned as:

- **The highest of design quality** – It all starts with pictures that show outstanding designs, not just a patio and a planter.
- **The highest of build quality** – This is hard to show up front but will come with time
- **Not cheap** – No mention of coupons, deals, understanding of tough times, etc.
- **Company & Staff understanding of wealthy** – All communication, personal and written must be from a wealthy perspective
- **High image** – Trucks, staff, clothing, and body language must all be classy and respectful

Strategies

Since our market position is “challenger” (we are challenging the leaders) and we have no real experience, history, or awards... we are suggesting a two-step strategy.

1. **Step 1 - New kid on the block** – This strategy will be designed to grab the attention of the target market by appealing to their sense of “shiny and new”. No matter how engrained the competition may be, there are homeowners who will LOOK at new company either because they are not currently happy or because they simply want a change.
2. **Step 2 – Equal or better** – Once we get them to LOOK, even if just out of curiosity, we must back it up by quickly showing:
 - a. Quality design
 - b. Quality work
 - c. Understanding of wealthy people

Insuring all promotional items, especially the web site, meet the requirements discovered above, will win over the currently unhappy and possibly get the curious to make contact... even if they shop around.

Marketing Mix

The marketing mix below is just our suggested starting point. Your marketer may have additional information and should ultimately decide on the mix, marketing, and promotion.

50% High End Mailing – 2% is a long held average response rate to direct mail pieces. That average lowers significantly with bad mailings and busy “been there, done that” people. In order to initially get our target markets attention, we need something that will make it to the kitchen table to be slowly perused over coffee. Martinelli Publishing

<http://www.martinellcustompublishing.com/> does high end mini “magazines” that appear like catalogs or actual magazines but are of course filled with pictures and words that sell your business. Prices for 2,000 count range from \$6,000 for 6 pages with you supplying content to \$11,725 for 8 pages with them handling all content.

30% Website – A separate high end design/build outdoor living specific website. It can be a very simply built site with the biggest spends on artistic design and quality pictures.

15% Logo – While your current logo may actually be fine for middle class and commercial clients, it is two blue collar for wealthy high end landscape clients. A new design by a degreed graphic designer like <http://www.designworksny.com> is a must and the website design should follow suit.

5% SEO & PPC – According to Pew Internet survey, 91% of all users use a search engine to find information. The combination of low cost and being there for people who are actually looking for you makes this a must.

Product Marketing

All websites, SEO, ads, collateral, etc. should include:

- **Fantasy pictures** showing high quality massive works such as multi-tier water falls, patios with bars and TV’s, pools with disappearing ledges. We want them to imagine walking out their back door and entering the Bellagio Casino, a Tropical Island, a Water Park, a quiet Wooded Retreat, or an Adult Play Land.
- **NO pictures of “before”, work in progress, or small scale jobs.**
- **NO personal pictures** of dogs, trucks, lawnmowers, or about us page with pictures of staff. These all add opportunities for negative reaction and distract from the fantasy.
- Any and all writing should be done in a **wealthy frame of mind** and with **quality and class** as key elements.
- **Image and perception are everything** – Vehicles should be clean, marked with logos, and in good repair. Anyone who talks to or is seen by a customer should act and appear as if they care for themselves, ACME, and the customer. Foremen should be as well dressed as possible and workers should not be shirtless, in cut offs, showing off tattoos, sitting around, cursing, etc. No favors should be asked of the client. Supply own rest facilities, food, water, etc. Normal porta potties should be hidden in a trailer, covered in some way <http://www.vermontbridemagazine.com/classy-pottys.php> or disguised adequately <http://www.prettypottys.com/index.html> If being watched by the homeowner or family member time all breaks, take extra care, etc.
- **“Landscape Design” is a Key Phrase** – Key word research reveals a connection between the word “Design” and high end work. Wealthy people know the design is important and want to take part in it. Further it seems “Landscape Design” is what separates the high end from the rest.

- **Do Not Comingle Services** – There should be no mention of power washing, commercial, or residential maintenance work like mowing/snow removal. These remove high end landscaping from being a priority, they show your blue collar roots, and they distract from the fantasy.
- **Affiliations with high end products adds credibility.** Not Unilock... Viking wine coolers, Kalamazoo grills, and Krell audio.
- **Any Testimonials** must have a picture of the person and price of the home and job.
- **We have seen little value and much opportunity to turn off your target market with video. We suggest NOT using it.**

Price

Pricing strategy should be expensive but worth it due to quality, value, and (most important) prestige. Details of labor and material price are not necessary. Any requests for detail should be answered with “Our pricing is results based. You are not just paying for stones (or whatever) and labor. We anticipate everything... surprises in labor due to hard ground, uniformed men on your property, clean trucks in front of your home, and even bath facilities in a utility trailer so you and your neighbors don’t have to see a porta-potty.”

Promotion

Ideally we want to establish ACME as the prestigious choice of the wealthy. PR any job that the homeowner will allow.

- An interview and article in a high end home magazine like the local Westchester Home Magazine.
- Do regional a press release on any job you do coming up with any unique reason for the release (green, disabled kid, etc.)
- A particular job or homeowner may be great for a unique squeeze page campaign.

Service

As mentioned above, a spring “checkup” on work you have done would add value and provide another face time with clients. Warranting your work is always nice.

Marketing Research

All marketing expenditures should be tracked and matched to income as best as possible to track what actually works and what doesn’t (ROI). A simple spread sheet tracking where every paying job came from will suffice at a minimum. It should contain the exact source (a persons name, an ad, the website, etc.) and the type of source (referral, ad, website, etc.).

Those that perform should be looked at for possible increased expenditure and those that do NOT perform should be looked at to cut. Be sure to recognize any person that gives referrals.

4. Web Plan Summary

Website Marketing Strategy

The overall look and feel of the website should fit within the strategies and marketing mentioned above. The main purpose of the website is to meet the research requirements of those who hear about ACME via direct mail, referral, or PR.

An SEO campaign is a cost effective way to capture anyone who may be looking around and should use key word phrases that focus on expensive projects such as:

- Landscape design
- Hardscape design
- High end landscaping
- Pool design
- Waterfall design
- Back yard waterfall
- Outdoor bar

Social media such as a Facebook page could be helpful for this target market but it **MUST** meet the requirements discussed in this strategic plan and it **MUST** be kept up with. Failure to do either will cause it to hurt rather than help.

As mentioned above we advise against video with this very particular target market.

Development Requirements

From what our research has found, the website needs to be designed and built from scratch.

5. Controls

Marketing Organization

There should be one main contact person in charge of sales for this upper end market. A wealthy client will want ONE person to deal with who is a decision maker and can handle everything from design to a refund.

We believe Tim is actually a natural fit for this. He is young/attractive and comes across as knowledgeable, sincere, and caring. We would suggest NOT wearing any jewelry (a crystal makes as strong a statement as a cross).

We also suggest driving the nicest and cleanest marked vehicle you can and dressing for client meetings as if you don't get dirty. A \$300 pair of Allen Edmonds casual shoes will be noticed without being overbearing and will last you a life time. Kakis and a golf shirt round out the look. http://www.allenedmonds.com/webapp/wcs/stores/servlet/producti_SF1951_1_40000000001_-1

Contingency Planning

There are two contingency directions:

1. Re-focus on the commercial business.
2. Buy a landscaper who already has a high end clientele.

6. Sources & Backup

The Association of Professional Landscape Designers (APLD) <http://www.apld.org/>
Lawn and Landscape Magazine - <http://www.lawnandlandscape.com/Default.aspx>
PLANET (Professional Landcare Network) - <https://www.landcarenetwork.org/index.cfm>
Trulia Home Price Heat map - http://www.trulia.com/home_prices/
T. Harv Eker's book Secrets of the Millionaire Mind: Mastering the Inner Game of Wealth
<http://finance.yahoo.com/news/21-ways-rich-people-think-differently.html?page=all>
The Husqvarana Global Garden Report 2012
<http://luxurysociety.com/articles/2012/01/8-key-trends-impacting-the-wealthy-in-2012>
<http://www.bhg.com/gardening/gardening-trends/top-garden-trends/>
<http://www.hgtv.com/landscaping/trends-in-backyard-design-whats-hot-now/pictures/index.html>
<http://www.vermontbridemagazine.com/classy-pottys.php>
<http://www.prettypottys.com/index.html>
<http://www.martinellcustompublishing.com/>
http://www.amazon.com/s/ref=nb_sb_noss?url=search-alias%3Daps&field-keywords=understanding+wealthy#/ref=nb_sb_noss?url=search-alias%3Dstripbooks&field-keywords=how+the+wealthy+think&rh=n%3A283155%2Ck%3Ahow+the+wealthy+think