

**Many consumers stereotype their expectations from company to company, never knowing what makes each one's service different.** We would like to thank you in advance for considering us to be your lawn & landscape service provider. We want to take this opportunity to make you aware of the benefits that sets us apart from many of our competitors and why to choose us. We don't want you, as the consumer, to base your purchasing decision primarily on price. Making a purchase decision based solely on price, can lead to a less than satisfactory buying experience.

### **Why are we different from many of our competitors?**

#### **WE OFFER:**

◆ **Many of the other services your lawn or landscape may need.** Companies that do not offer these other services tend to either defer you to an alternate service they offer, or they may not make any recommendations at all. In return, this may not accomplish the results you are looking for.

◆ **An experienced staff of certified and licensed professionals.** Many companies in this industry have a select group of experienced people within their organization. The service provider they often send out to do the actual physical labor has minimal experience. This maybe okay until there is a problem that goes unnoticed due to a lack of experience, care and or concern for doing quality work, and or no incentive to proactively address the problem. With our service, if our service technician has a concern about a problem, which should be addressed, he will bring it to your attention with comments, literature, an estimate and or recommendations. If he is unable to do so, we will promptly send someone out to determine what should be done, based on site observations and inform you of our findings and recommendations.

◆ **A local company servicing northern Milwaukee, Waukesha, Washington and Ozaukee counties for over 26 years.** We are small enough to care, offering personalized service with a consistent quality and staff, and big enough to deliver on our service commitment to you. We are A rated with Angies list; two-time honor roll and A rated with the BBB.

◆ **Quality Products.** For your information, fertilizer is available from immediate release, (0%) including liquid fertilizers, up to slow release (100%). Most companies use (0)-immediate release, up to (30%) slow release. We use (50%) slow release granular fertilizer. The higher the percentage of slow release, the costlier the products and the longer the feeding.

◆ **Our liquid applications** for controlling weeds or spraying insect and disease control on trees, etc. contains a spreader sticker which keeps the product on the plant longer as well as during minor to moderate rainfall. We point this out because these product benefits are rarely offered by our competitors. It is viewed as an added expense by most. We view it as a quality control effort to insure each application made has a higher success rate of killing the weeds in a timely manner, under adverse weather conditions, while greening up the lawn and keeping it lush and green for a longer period of time.

◆ **Built in buying incentives for first time customers.** This gives you the opportunity to experience our service difference with a discount, while providing you with a great buying experience!

***Creating & maintaining beautiful landscapes & lasting relationships***

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