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Lawn & Landscape

Leading business media for landscape contractors

ROB & DUPLICATE

7 field-tested tips and tricks you can steal to make your company more productive and profitable.

Color-code your TOOLS!



Clean out your TRUCKS!



Get client feedback EARLY!





WE'RE GOING TO CONTINUE to feature R&D ideas in a regular department later this year. If you have a system, tip or trick that you use to make your company more profitable, productive or efficient, send it to Editor Chuck Bowen at cbowen@gie.net. The best ideas will be featured in **Lawn & Landscape**.

Houzz homework

Lauren and Micah Bloom

Bloom Concrete and Landscape, Lakewood, Colo.

Many clients don't know what they want until they see it, or until a design has been partially executed in the landscape. Then come the change orders, which result in project delays, budget concerns and maybe a frustrated customer.

A little Houzz/Pinterest "homework" assigned to clients as a precursor to creating the design can go a long way toward establishing expectations and ensuring a vision is understood.

"A lot of our clients know Houzz or use it, so I can tell them to make an idea book on Houzz after our first meeting," says Lauren Bloom, co-owner with husband Micah of Bloom Concrete and Landscape, Lakewood, Colo. She shows them the tool and how to use it to gather images.

"I let them know it's a great resource for finding patios or gardens they might like," Bloom says. After clients assemble a collection of 20 to 50 pictures they find on either Houzz or Pinterest, she has a much stronger understanding of what "pergola" means to that client – or what "cottage garden" brings to mind. There's a lot of interpretation in these words, but pictures solidify those ideas.

"A lot of people might have a vision in their heads, but they can't put it to words," Bloom says. Meanwhile, Bloom Concrete and Landscape also uses these online tools to get its work out there. Lauren posts project images on Pinterest and Houzz to provide inspiration to anyone researching landscape designs online. The company does field calls from people who find their work on Houzz, mainly. Pinterest is diverse while Houzz can elicit direct calls, says Lauren Bloom, co-owner of the Lakewood, Colo., firm.

The other great thing about these sites: They're free. And that fits in with the virtually 100 percent referral business Lauren and Micah operate. – *Kristen Hampshire*



Bloom Concrete and Landscape asks clients to assemble online portfolios of landscapes they like.

Punch-list priorities

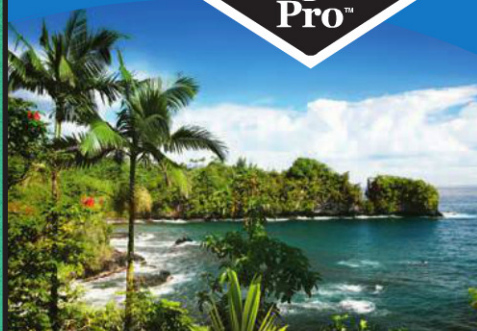
Peter Estournes | Gardenworks, Healdsburg, Calif.

We have found that using regular punch lists for our landscape management crews/projects that are generated from one of the management team has been very useful in keeping productivity up and prioritizing workload. These lists may be short for smaller projects and longer for estate gardens.



Download the same punch lists the Gardenworks crews use to maintain its properties on our website.

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KICHLER