Morgan: "We like to show them the way I explain, "but if it sounds like they know and summer. "We can't afford to hire some- two to five extra employees used each spring mouth network which helps her locate the forestry, from Ohio State University; plus, she says. She has a degree in landscape con- a garage and her home rather than renting experience also contributes to more efficiency, going rates within the area.

Savings are garnered through a number of methods, such as running the operation from a bucket and pull dead leaves out of plants." The extra steps so often overlooked by competitors may include something as simple as carrying customers' full garbage cans out to the curb. "We know that every task NatureScape undertakes. While on a property, "we'll walk around with a howling wind gusts exceeding 100 mph created the most massive power outtage in the area was ravaged by a massive summer storm.

Riding it out—The Cleveland area’s "Great Storm of '93" last August lasted less than 10 intense minutes. The driving rain and howling wind gusts exceeding 100 mph created the most massive power outage in the history of the local utilities. Huge trees were left toppled atop houses, and residents were literally left in the dark.

Proper advance planning meant that NatureScape crews could provide quick response time, which pleased current clients and helped pick up some new ones. “There were branches and sticks all over. It was a real mess,” Morgan remembers. "When we went out on our jobs we took the chain saw, pruners and other equipment with us."

Discounts of 10 to 20 percent were automatically granted to long-term customers or to those who had offered referrals. "We tried to help out," she says.

Not a single stick was left by NatureScape clean-up crews. "Being female, we like to look at the little things," says Morgan of the company, which is owned and operated by women.

Not surprisingly, clients' neighbors noticed this treatment and approached NatureScape for even more work, including future design and installation jobs.

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