



AT A GLANCE

TITLE: Founder & President

COMPANY: Majestic Lawn Care and Landscape

YEAR FOUNDED: 1993

YEARS IN THE INDUSTRY: 25

INDUSTRY INVOLVEMENT (ASSOCIATIONS): PLANET, ISA, SIMA, NYS Turfgrass Assoc., NYS Nursery & Landscape Assoc., Professional Landscape Assoc. of Rockland County.

FAMILY: Wife Jenn, stepson Nick, daughter Emma, & Joseph IV is arriving any day now!

WEBSITE: <http://www.majesticlawn-andlandscape.com/>

It's a wonder **Joe Holland** has time to run a business. "I am currently in two tribute bands; Robot Slaves (Black Sabbath) & Stiff Upper Lip (AC/DC), which play the Tri-State area," says Holland, a drummer and owner of Majestic Lawn Care and Landscape, New York City. Holland got his first gig playing in clubs at 18 and his first job on the road at 22. "I toured around the United States and Canada for three years, which was a blast," he says. "In the winter of 2003 I helped develop the score and played drums in the off-Broadway play 'Heat Lightening.' I have done a lot of recording studio work, concerts, club gigs and touring." He talks with *LM* about his place in the industry.

What made you want to start Majestic Lawn Care and Landscape? I got married and thought I needed a "real job", so I went to work for a friend's lawn maintenance company, and by the end of the summer I bought a small company of my own. In September of 1993 Majestic Lawn Care & Landscape was born.

What makes your company unique? Great customer service, our honesty and we don't mislead our customers. We are constantly tweaking and improving our systems to better serve our customers. Our customers really like that their phone calls/messages are promptly returned. They'll have the same crew each year and know them by name. Our team leaders know our customers' likes and dislikes because they have worked with them in previous years. One of our maintenance team leaders helped start the company with me, and

two other maintenance team leaders came on board soon after. Most of our team leaders worked their way up the ladder and have been here for many years, which helps things run more smoothly.

Can you describe your market and your customers? Our market is predominately middle to upper middle class. We are in a suburb of NYC, and our customers run the gamut, as you might expect being only 30 minutes from Manhattan. We rarely hear from the majority of our customers, however, a handful of them never stop calling. We do our best to keep them all happy.

What challenges do you see in the lawn care segment of the industry and how do you deal with it? Over regulation!

There seems to be a small segment of our community that makes so much noise with false or misleading information that they are scaring the public at large, and sometimes they get away with it. We regularly mail out leaflets describing the chemical applications we do and the objectives we are trying to achieve on their property.

How has the economy affected your business? Our best year was 2008. In 2009, we came in \$500,000 below 2008 but we regrouped, tightened up our maintenance routes and saved wherever we could. This motivated us to really look at how inefficient we were running.

What's the best part of your job? The satisfaction of a job well done: 1. Spending time

with customers and selling work and 2. teaching and mentoring my employees.

What are your thoughts about the industry as we head into 2012? The lawn industry locally is getting tougher as years go by. Everyone wants a deal, which is understandable, so our angle has been about quality of service, dependability, our good standing in the community, and care after the sale. We may not be the cheapest guys out there, but you will get quality service that we stand behind.

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