FEATURES

14 Game changer

Inbound marketing has transformed the way Weed Pro does business.

BY MARISA PALMIERI

32 Project Portfolio: Living wall wows

Greenery Office Interiors’ indoor Winter Garden was a challenging, two-year-long project. But the company’s efforts paid off.

23 Market Watch

DESIGN/BUILD
Tour recap from Dallas-based Lambert’s
IRRIGATION
WaterSense, state issue updates
MAINTENANCE
Sod installation do’s and don’ts
LAWN/TREE CARE
Green Lawn Fertilizing’s training day tips

34 Add-on Biz

Bell’s Landscape Service boosts commercial maintenance work with parking lot sweeping.

BY CASEY PAYTON

36 LM Reports

Mowers and accessories

40 My Biggest Mistake

A young Florida company grapples with a lack of business systems.

BY CASEY PAYTON

COLUMNS

2 Editor’s Note

BY MARISA PALMIERI

6 The Benchmark

BY KEVIN KEHOE

8 Best Practices

BY BRUCE WILSON

31 Profiting from Design

BY JODY SHILAN

39 Classfieds, Resources

ON THE COVER
Photograph by Laura Watilo Blake