



DOUBLE-DIGIT GROWTH SPURT

58 LM150 companies grew 10 percent or more in 2012. Here they are and how six of them continue to grow.

How they do it: In its solid 2012, The LaurelRock Co. added an up-and-coming service line—green walls and green roofs—by partnering with a manufacturer and becoming certified. To gain efficiencies, the company also purchased equipment: a mulch blower and switch-and-go truck, and rewarded employees through a profit-sharing program. With the success of these initiatives, the company plans for continued growth in 2013.

How they do it: To combat increasing fuel costs, Native Land Design is targeting new work strategically around existing clients to build route density and decrease drive time between sites. The company also is purchasing propane-powered and other fuel-efficient equipment.

% revenue change from 2011

1	The Grounds Guys	260%
2	LegacyScapes	153%
3	Odyssey Landscaping	71%
	Maldonado Nursery & Landscaping	71%
5	Santa Rita Landscaping	67%
6	The Stockner Group	51%
7	LMI Landscapes	44%
8	McHale Landscape Design	40%
9	Rotolo Consultants (RCI)	38%
10	Ferrandino & Son	35%
	Designs By Sundown	35%
12	Integrated Landscape Management	33%
13	John Mini Distinctive Landscapes	30%
	Yard-Nique	30%
15	Lawn Dawg	26%
	Dixie Landscape Co.	26%
17	Nanak's Landscaping	25%
	Southview Design	25%
	Ecoscape Solutions Group	25%
	Luke Brothers Landscape Services	25%
	Webb Landscape	25%
22	Gothic Landscape	24%
	Environmental Management Services	24%
24	American Landscape Systems	22%
25	Garden Design (formerly Metroplex Garden Design Landscaping)	21%
	Plantscapes	21%
	The LaurelRock Co.	21%
28	Five Star Landscape	20%
29	EMCOR/USM	19%
30	Pierre Sprinkler & Landscape	18%
31	Outside Unlimited	17%
32	Clean Scapes	16%
	Ryan Lawn & Tree	16%
34	Southern Botanical	15%
	Lucas Tree Expert Co.	15%
	NJ Best Lawns Sprinklers & Fencing	15%
	Executive Landscape	15%
	Cagwin & Dorward	15%
39	Ruppert Landscape	14%
	SavATree	14%
	Mission Landscape Cos.	14%
42	Swingle Lawn, Tree & Landscape Care	13%
	The Pattie Group	13%
44	Schultz Industries	12%
	Pacific Outdoor Living	12%
	The Greenery	12%
	Native Land Design	12%
48	Christy Webber Landscapes	11%
	D. Schumacher Landscaping	11%
50	Carol King Landscape Maintenance	10%
	Complete Landscaping Systems	10%
	Green Lawn Fertilizing	10%
	Blondies Treehouse	10%
	Sposato Landscape Co.	10%
	Naturescape	10%
	Naturalawn of America	10%
	U.S. Lawns	10%
	Bartlett Tree Experts	10%

How they do it: At a growth rate of 260 percent from 2011 to 2012, managing growth is a challenge for The Grounds Guys, which began franchising in the U.S. in 2010 and topped the 100-franchisee mark in 2012. The company plans to continue growing by increasing sales training, staffing up, and continuing communications with the franchise's advisory council members and franchisees at large.

How they do it: Part of Cherry Lake Tree Farm, a diversified agri-business, LegacyScapes has continued to invest in its team and assets. Challenges include the costs and shortage of plant material and difficulty finding laborers. The company mitigates its plant market challenges by educating clients on plant supply pendulum shifts and partnering with suppliers to schedule and plan plant material needs in advance. To combat labor challenges, it shares resources with its sister companies and has begun using the H-2B guest-worker program.

How they do it: Expanding commercial construction and erosion control services has been a boon for NJ Best Lawns Sprinklers & Fencing. The company hopes future profit improvements will come from its efforts to cross train employees and the addition of a full-time accountant to facilitate the accounts receivable process.

How they do it: A quality inspection program has helped pave the way for happier customers and continued growth for The Greenery. Supervisors and managers inspect one another's accounts and report results that are shared and discussed with each account's branch manager and supervisor.