

# IN THE GREEN

WEEDS, TREES & TURF's search for the top money-making landscaping companies in the nation turns up some interesting numbers

by Jeff Sobul, assistant editor

**B**y a landslide, the largest landscape contractor in the nation is Environmental Industries, Inc., of Calabasas, Calif.

Environmental Industries is involved in every facet of landscape contracting, but mostly in larger and more complex commercial, industrial and public jobs.

According to Burton Sperber of Environmental, the company pulls in gross revenues of around \$2 million each week. That's as much as some of the companies in WEEDS, TREES & TURF's 1986 Top 50 make in a year.

Sperber says the 38-year-old company achieved its present size by doing a quality job, and doing it quickly.

One of Environmental's closest competitors for top money-making honors, The Brickman Group, declined to participate in this year's survey.

The next closest contractor is DeLaurentis Landscaping, Inc., of Mamaroneck, N.Y., which expected gross revenues totaling \$13 million. Rounding out the \$10 million-plus club are (sales in millions in parentheses): Vidosh Brothers, Sterling Hts., Mich. (\$12.5); Davis Landscape Contractors, Inc., Harrisburg, Pa. (\$10); The Bruce Company of Wisconsin, Inc., Middleton, Wis. (\$10); and Lancaster Landscapes, Arlington, Va. (\$10).

Interestingly, of those, only Environmental Industries operates in a warm weather area. This trend holds true for the remainder of the Top 50 as well. Nearly twice as many this year come from cooler weather areas.

It should be noted, however, that four of last year's top 10 companies did not participate in the survey this year. Of those, three were from warm weather areas.

### On the average

WT&T's Top 50 grossed approximately \$337,568,000 in 1986,

an average of about \$6.4 million per company (without Environmental Industries' \$104 million, the average is closer to \$4.6 million per company).

The companies averaged 2.2 branches, with 14 companies working out of a main office only. During peak season, Top 50 companies employed 8,363 people, or 161 per company, and 5,157 year round, an average of 99 per company.

Design and construction jobs totaled 13,340, an average of 272 per company. Top 50 companies also did 5,488 maintenance jobs in 1986, 110 per company. (EDITOR'S NOTE: figures for design/construction jobs were not available for three companies; for maintenance contracts, two companies. Environmental Industries figures were not yet compiled for either category. Averages were calculated using only those companies that could provide those numbers).

The following is a list of companies which allowed WT&T to use information provided in their surveys (branch offices are in addition to main offices):

**The Bruce Co. of Wisconsin, Inc.**, Middleton, Wis., made the \$10 million club on 400 design/construction jobs and 36 maintenance contracts. From one branch office, the company sends out 350 employees peak season and 200 year-round.

**Cagwin & Dorward**, Novato, Calif., placed 8th this year on \$9.3 million in gross revenues from 176 design/construction jobs and 220 maintenance contracts. The company has five branches, and employs 180 peak season, and 150 year-round.

**Clark-Morrell, Inc.**, Lithonia, Ga., turned 125 design/construction jobs and 60 maintenance contracts into revenues totaling \$5.2 million. Out of a main office, the company sends 115 employees peak, and 90 year-round.

**Contra Costa Landscaping, Inc.**, Martinez, Calif., grossed \$2.8 million in 1986 from 15 design/construction jobs. Figures for maintenance contracts were

unavailable. With two branches, the company employs 55 peak and 40 year-round.

**Clarence Davids & Sons, Inc.**, Blue Island, Ill., did 750 design/construction jobs and 125 maintenance contracts en route to \$3.5 million in revenues. The company employs 120 peak and 30 year-round while operating one branch office.

**DeLaurentis Construction Co.**, Mamaroneck, N.Y., saw revenues more than double from last year, placing it second this year with \$13 million on the strength of just 40 design/construction jobs. The company has no maintenance contracts. With one branch office, employees number 120 peak and 40 year-round.

**East Side Nursing, Inc.**, Groveport, Ohio, joins the Top 50 with revenues of \$4 million from 3,000 design/construction jobs and 100 maintenance contracts. Operating out of one main office, the company employs 150 peak and 25 year-round.

**Environmental Industries, Inc.**, Calabasas, Calif., is this year's top entry, grossing \$104 million in 1986. Its 2,000 employees work out of 20 offices.

**Greathouse Landscape Co., Inc.**, Nashville, Tenn., remained in the Top 50 with \$3 million in revenues from 285 design/construction jobs and 82 maintenance contracts. Its 65 employees peak and 51 year-round work out of one main office.

**Greenleaves**, Chamblee, Ga., grossed \$4.8 million in 1986 from 34 design/construction jobs and 86 maintenance contracts. Year-round, Greenleaves employs 105, and 150-170 during peak season. The company operates three branch offices.

**Greeno, Inc.**, Concord, Mass., grossed \$3.4 million on 45 design/construction jobs. Its 15 year-round and 75 peak season employees work from one branch office.

**Greentree, Inc.**, Stone Mountain, Ga., turned 400 maintenance contracts into \$4.7 million gross. From three branch offices, the company sends out 140 employees peak, 90 year-round.

**Ground Control Landscaping, Inc.**, Orlando, Fla., grossed \$4.3 million from 15 design-construction jobs and 75 maintenance contracts. From one main office they send 90 year-round and 100 peak season employees.

**The Ground Crew, Inc.**, Arlington, Tex., grossed \$3 million from 48 design/coconstruction jobs and 350 maintenance contracts. Its 120 peak and 28 year-round employees work out of three branch offices.

**Heyser Landscaping, Inc.**, had \$5.9 million revenues from 107 design/construction jobs and 100 maintenance contracts. During peak season, the company adds 100 employees to its 65 year-round staffers, while operating one branch office.

**Hillenmeyer's**, Lexington, Ky., operates two branches while employing

## LANDSCAPE PROFILE

150 peak and 100 year-round. Its \$3.5 million in revenues came from 400 design/construction jobs and 40 maintenance contracts.

**Ireland-Gannon Associates, Inc.**, East Norwich, N.Y., grossed \$3.5 million from 120 design/construction jobs. Its 25-employee staff grows to 50-60 during peak season. The company has one branch office.

**JKB Landscape, Inc.**, Aurora, Colo., turned 35 maintenance contracts and 20 design/construction jobs into revenues of \$2.8 million in 1986. Its 30 year-round and 70 peak season employees work from one main office.

**Johnson Hydro Seeding Corp.**, Rockville, Md., grossed nearly \$5.3 million from 200 design/construction jobs. One hundred and twenty-four peak season and 31 year-round employees work from four branch offices.

**Allen Keesen Landscape, Inc.**, Denver, Colo., raked in \$3 million from 185 maintenance contracts and 40 design/construction jobs. With one branch office, the company maintains a year-round staff numbering 35-40, which increases to 100 peak season.

**LMS Landscape, Inc.**, Dallas, Tex., grossed \$2.2 million on 150 maintenance contracts and 100 design/construction contracts. From one main office, the company sends out 40-50 staffers year-round, 90-100 peak season.

**Lancaster Landscapes, Inc.**, Arlington, Va., joined the \$10 million-plus club with 275 maintenance contracts and five design/construction jobs. Its 400 peak season and 250 year-round employees work out of nine branch offices.

**Larchwood Construction Corp.**, Holtsville, N.Y., grossed \$4 million from 30 design/construction jobs and 21 maintenance contracts. With one branch office, it employs 15-17 year-round and 70 peak season.

**Las Colinas Landscape Services, Inc.**, Irving, Tx, finishes out the top 10 with \$8.4 million in revenues from 200 maintenance contracts and 50 design/construction jobs. The company's 180 year-round and 250 peak season employees work out of one main office.

**Lied's Nursery Co., Inc.**, Sussex, Wis., grossed \$4.8 million through the work of a 35-person year-round staff, and 100 peak season. The company operates two branch offices. Accurate figures were not available for maintenance and design/construction jobs.

**McDugald-Steele**, Houston, Tex., with \$2.9 million in revenues did 120 design/construction jobs in 1986, along with having 48 maintenance contracts. The company's 30 year-round and 40 peak season employees work out of one branch office.

**Milford Landscape & Maintenance**, Milford, Conn., grossed \$3.5 million on 34 design/construction jobs and 45 maintenance contracts. Forty-five year round and 100 peak season employees

work out of one main office.

**W.E. Mundy Landscape Contractors**, Aurora, Ill., grossed \$2.8 million on a 50-50 split of 100 maintenance and design/construction jobs. With one branch office, the company carries 80 employees peak season, and pares down to 15 year-round.

**North Haven Gardens**, Dallas, Tex., completed more than 3,000 design/construction jobs, along with having 260 maintenance contracts, earning the company \$3.8 million in gross revenues for 1986. The company has two branches, 110 employees peak season and 85 year-round.

**Oak Brook Landscape Co.**, Oak Brook, Ill., brought in \$3.5 million on 85 maintenance contracts and 35 design/construction jobs. Twenty-one year round and 110 peak season employees work out of four branches.

**Oyler Bros. Company**, Orlando, Fla., placed ninth with revenues of \$8.5 million from 235 maintenance contracts and 125 design/construction contracts. The company employs 225 year round and 300 peak season while operating four branch offices.

**Reinhold Landscape, Inc.**, Detroit, Mich., enters the Top 50 with revenues of \$4 million from 75 maintenance contracts and 15 design/construction jobs. From one branch office, the company employs 40 year-round and 100 peak season staffers.

**SaBell's, Inc.**, Englewood, Colo., placed 10th last year, but this year moved up to 7th with \$9.5 million in revenues, mostly from 350 design/construction jobs. The company's 60 year-round and 300 peak season employees also worked on 40 maintenance contracts while operating two branch offices.

**Alfred L. Simpson & Co., Inc.**, Atlanta, Ga., operated one branch office while employing a staff of 150 peak season, 100 year round. Its \$5 million in revenues

came from 60 maintenance contracts and 50 design/construction jobs.

**R.B. Stout, Inc.**, Akron, Ohio, brought in revenues of \$3.9 million from 350 maintenance contracts and 100-150 design/construction contracts. The company carries just five employees year-round, but increases the staff to 115-135 peak season.

**Vidosh Brothers**, Sterling Hts., Mich., ranked a close third this year on \$12.5 million in revenues. The company did 125 design/construction jobs and had 50 maintenance contracts in 1986. Its 80 year-round and 185 peak season employees work out of two branch offices.

**White Oak Landscape Co., Inc.**, Marietta, Ga., finished 250 design construction jobs and had 26 maintenance contracts, giving it \$2.5 million in gross revenues. A main office supports 50 year-round and 78 peak season employees.

*EDITOR'S NOTE: In order for this survey to be as comprehensive as possible, the editors need your assistance. Unfortunately, it's tough to reach all 12,000 of you landscape contractors with the survey. Obviously, it is much easier for you to reach us. So, if your gross revenues exceed \$2 million for 1987 and you would like to be a part of next year's survey, please send us a business card with the company name, address and a contact person to whom we can send the survey. If you were left off of this year's survey, we're sorry. We are the first magazine or organization to do this sort of project. Please bear with us as our "Top 50" survey goes through its growing pains.*

# WT&T

# TOP 50

for 1986 selling season

AAA Lawn Industries  
Tucker, GA

The Bruce Company  
Racine, WI

Cagwin & Dorward  
Novato, CA

Chapel Valley Landscape

Woodbine, MD

Clark-Morrell  
Lithonia, GA

Contra Costa Landscaping  
Martinez, CA

Clarence Davids & Sons  
Blue Island, IL

TOP 50 continued on page 44



## LANDSCAPE PROFILE

Davis Landscaping Contractors  
Harrisburg, PA

DeAngelis Landscape  
Woodhaven, MI

DeLaurentis Construction Co.  
Mamaroneck, NY

East Side Nursery  
Groveport, OH

Environmental Industries  
Calabasas, CA

Greathouse Landscaping Co.  
Nashville, TN

Green Carpet Landscape  
Worcester, MA

Greanleaves  
Chamblee, GA

Greeno Inc.  
Concord, MA

Greentree, Inc.  
Stone Mountain, GA

Ground Control Landscape, Inc.  
Orlando, FL

The Ground Crew  
Arlington, TX

Edmund M. Hayden Landscape  
Woodstock, IL

Heyser Landscaping  
Norristown, PA

Hillenmeyer's  
Lexington, KY

Industrial Landscape Services  
San Jose, CA

Ireland-Gannon Associates  
East Norwich, NY

JKB Landscape, Inc.  
Aurora, CO

Johnson Hydro Seeding Corp.  
Rockville, MD 20850

Allen Keesen Landscape  
Denver, CO

L&L Maintenance  
Santa Clara, CA

LMS Landscape Inc.  
Dallas, TX

Lancaster Landscapes, Inc.  
Arlington, VA

Larchwood Construction Corp.  
Holtsville, NY

Las Colinas Landscape Services,  
Inc.  
Irving, TX

Lied's Nursery Co.  
Sussex, WI

McDugald-Steele Associates  
Houston, TX

Milford Landscaping &  
Maintenance  
Milford, CT

W.E. Mundy Landscape  
Contracting  
Aurora, IL

North Haven Gardens  
Dallas, TX

Oak Brook Landscaping  
Oak Brook, IL

Oyler Bros. Co.  
Orlando, FL

Plant Control Corp.  
Irvine, CA

Reinhold Landscape, Inc.  
Detroit, MI

Ruppert Landscaping  
Ashton, MD

SaBell's Inc.  
Lakewood, CO

Alfred L. Simpson & Co.  
Atlanta, GA

SKB Lawn Inc.  
Clarkston, GA

R.B. Stout  
Akron, OH

Suburban Landscape Assoc.  
Davenport, IA

Torre & Bruglio Landscape  
Contracting  
Mount Clemens, MI

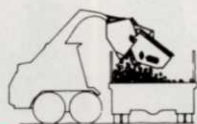
Vidosh Brothers  
Sterling Hts., MI

White Oak Landscaping  
Marietta, GA



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