



BEFORE

Problem The clients are unhappy with the appearance of their wood line area. They think it looks messy and "unsafe." What would you recommend?

The cause The client's perception that the area is messy and "unsafe" is their reality. Some clients want landscapes to have a wild, natural appearance, others, a neat and tidy one. Clients in residential areas are concerned about the safety of children.

Every day you see horticultural problems. Sometimes the solution is obvious, but others are much more difficult to solve. Brickman Group Senior Horticulture Specialist H. Bruce Hellerick tackles these issues each month in Problem Solver. He can be reached at Hellerick@BrickmanGroup.com

Solutions

The only solution that satisfied the clients in this case was the removal and disposal of all low-growing and vining plant materials and selective removal of small trees growing along the wood line. The resulting views into the woods improved the beauty of the site and increased the feeling of safety. Now the client wants to add a path from the road to the woods, install a gazebo and create a shade garden around it for the community to enjoy.



AFTER



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Kehoe's keys to profits

BOSTON — Green Industry guru Kevin Kehoe offered these "10 Keys to Profit" at the recent New England Grows conference & exposition. Kehoe says that it is absolutely essential business owners:

1. Know their true costs
2. Run their businesses by the numbers
3. Use a flexible pricing model
4. Get out of low profit work
5. Capture all work orders
6. Minimize customer dissatisfaction
7. Measure and hold their people accountable
8. Get rid of waste in processes and people
9. Pay more for "A" managers
10. Pay for results.

"The high growth companies in the industry are not running perfectly efficient operations," Kehoe adds. "They are, however, aggressive in pricing and managing customer expectations. In order to compete with your larger brethren, you may need to price like them on certain segments of your portfolio in order to increase the average job size."

