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[Coming in March]

MARKETING TO THE AFFLUENT

There is one segment of the Green Industry that remains unaffected by current economic challenges. The truly affluent continue to seek the best maintenance, irrigation, design/build and chemical lawn care services. But reaching this customer takes a different set of skills. *LM's* editors, along with author and consultant Jeffrey Scott, put together a special 8-page section explaining how contractors can understand, tap into, build trust with and properly service this clientele. Also, Scott will conduct a series of webinars on reaching the affluent markets. Look for announcements on upcoming dates.

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Spray-Only version coming soon