

THINK



Whether your company's goal is to make this list someday (or stay on it)—or to remain the same size and improve other metrics, there is good reason to think big. Think: Benchmarks. Ideas. Growth strategies. That's what you'll find in issue's *LM150* report on the Green Industry's largest companies and the accompanying stories.

Benchmarks

The industry's top 150 revenue-generating firms logged a combined \$7,689,821,749 in 2012 annual revenue—up 2 percent from last year's list totaling \$7,543,372,333 in 2011 annual revenue. Notably, this is the first year since 2009, when *LM*

began tallying a list of the largest 150 firms, that there's no billion-dollar company ranked. TruGreen reported revenue of \$979,100,000 for 2012, down 11 percent from the previous year.

Seventy-three percent of companies experienced revenue growth in 2012 vs. 2011; 9 percent reported no growth and 17 percent reported a revenue decrease. The ones that shrunk? Many of them are snow market firms that experienced the pains of the 2012 winter that wasn't. (Two percent were unknown or the data couldn't

be compared). Overall, *LM150* companies averaged an 11 percent growth rate from 2011 to 2012.

See the full list in the gatefold section of this supplement for individual company figures (or check out the index on page S21 to easily locate a specific company).

We analyze data from the Green Industry's largest 150 firms. Plus, 13 ideas any size company can implement to boost revenue and profits. BY **MARISA PALMIERI**

COMBINED 2012 *LM150* REVENUE

\$7,689,821,749

COMBINED 2011 *LM150* REVENUE

\$7,543,372,333

↑ = +2%

Ideas & Growth Strategies

Starting on page S8, we've culled some of the best revenue- and profit-improvement tactics from companies on the list to spread the wealth of good ideas.

Looking to rev up training? See page S14 for The Pattie Group's expansive program, or check out page S18 to see how Yard-Nique has trained

its way through a tough time. Does your team need to reconnect with clients? Terracare (page S17) and Mission Landscape Cos. are doing just that (page S12). Need to boost the bottom line? American Landscape Systems has found one solution (page S8), as has Southern Botanical—see page S14.

Methodology

LM sought submissions from companies online, in print, in direct email requests and through phone calls from February through May. Companies submitted their details via an online form. *LM* editors compiled the results and, where applicable, removed non-typical Green Industry revenue sources from the total reported by the company.

We estimated revenue for firms the editors couldn't reach from the 2012 projected revenue data they submitted last year. Additionally, *LM* editors calculated the figures for growth rates, service segment revenue charts and customer mix revenue charts (pages S4-S6) from the data companies submitted. **LM**

BE ON THE 2014 LIST

Should your company be on the *LM150* list? If so, please contact Editor Marisa Palmieri at mpalmieri@northcoastmedia.net to be notified in early 2014 when the submission period opens. We encourage companies with \$5 million-plus in annual revenue to apply.