CONTENTS»

MARCH 2014 VOL 53, ISSUE 3



FEATURES

18 Same tree, different branches

The Klausing brothers' separate success is rooted in their childhood

venture together. BY MARISA PALMIERI

26 Word-of-web referrals

An introduction to Porch, a new online home improvement site. BY SARAH PFLEDDERER



COLUMNS

- 6 Editor's Note BY MARISA PALMIERI
- 12 Best Practices BY BRUCE WILSON
- 14 The Benchmark BY JEFF HARKNESS
- 50 Profiting from Design BY JODY SHILAN
- IN EVERY ISSUE
- 62 Classifieds, Resources

ONTHE COVER Photo by Rebecca Frazer

DEPARTMENTS

- 8 News & Views Immigration survey; Scotts tests GMO seed
- 16 Weeds 101 Annuals; perennials/biennials

35 Market Watch

- LAWN CARE One firm forms an R&D business to up customer retention
- IRRIGATION Why pros should perk up to green infrastructure
- DESIGN/BUILD McKay Landscape Lighting's solution for service frets
- **MAINTENANCE** Safeguarding assets with noncompete agreements



- 52 Add-on Biz Tom Strangfeld puts his best foot forward with yardwalking. BY CASEY PAYTON
- 56 LM Reports Mowers; irrigation controllers; hardscape supplies
- 64 1-Minute Mentor Gary LaScalea, GroGreen BY SARAH PFLEDDERER



OUR MISSION: Landscape Management shares new ideas to inspire and empower readers to run more efficient, profitable businesses. We're the leading information resource for lawn care, landscape maintenance, design/build and irrigation professionals.