



◀ Scott Hall, right, says a national company could benefit independents.

that LandCare and TruGreen-ChemLawn have bought up, and pretty soon all those companies will be one company," he says. "I think it's a time of great opportunity for independents that are well run, niche oriented and know what they're doing."

Relationships are vital

Lillian Pinkus, North Haven Gardens, says her firm has competed successfully in the busy Dallas market since 1951, and she sees no reason why it won't remain a prosperous family operation. North Haven Gardens offers both installations and maintenance. It

numbers about a dozen property managers among its clients.

She's well aware of the changes in the Dallas marketplace resulting from the consolidation of several of the area's biggest landscape firms. "It's important for us to know who our competition is, but we don't spend a lot of our time concerning ourselves with it. Our focus is clearly on making our business the best that we can make it," she says.

"The relationship with the customer, including a property manager, is always the key," Lillian adds. "The relationship is based upon providing a quality product and service to the customer. Our job is to balance excellence of production with excellence of service with competitive price." □

opportunities as competitive challenges — even with property management accounts.

"Look at all the landscape companies

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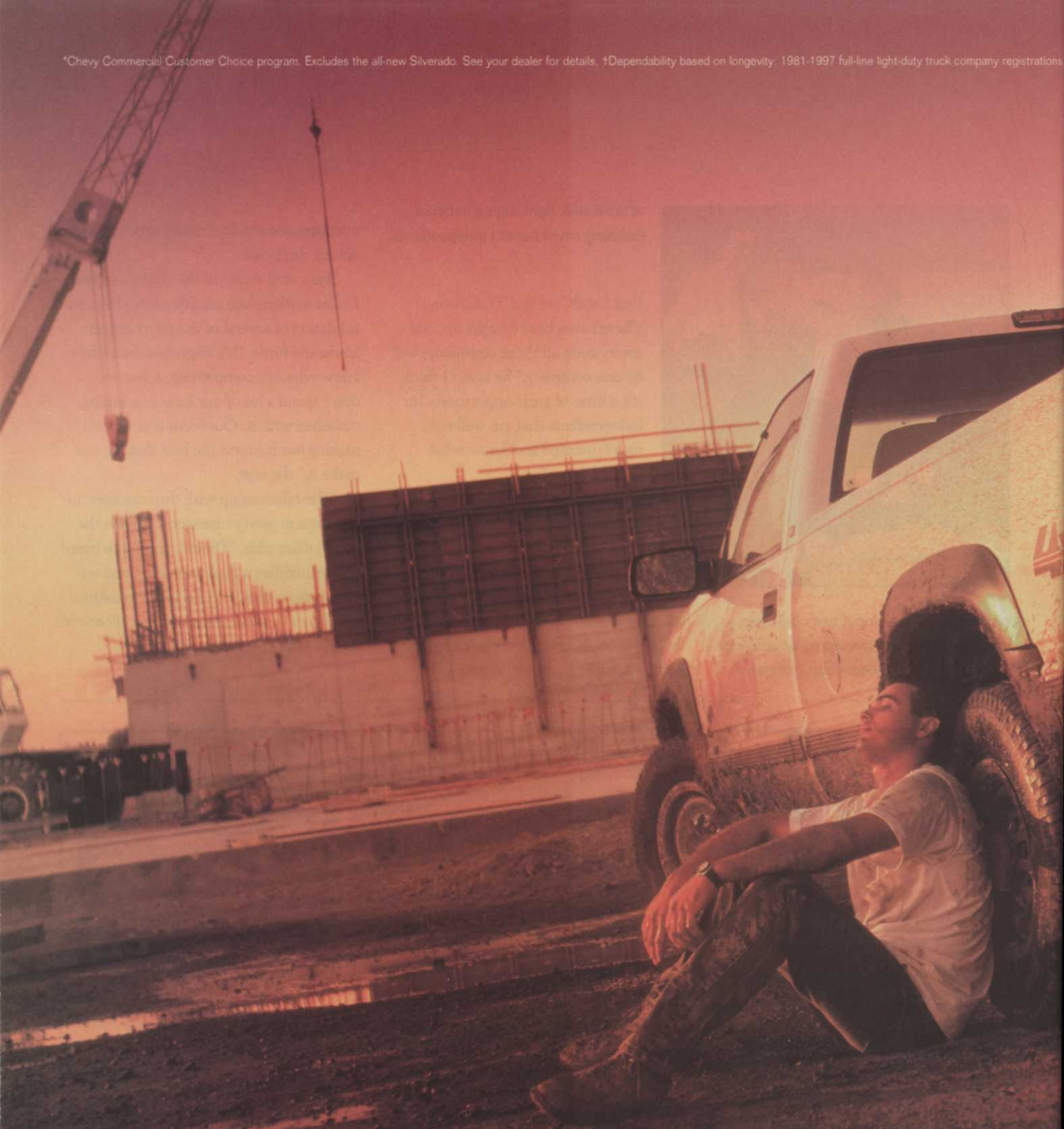
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Who's who in property management

You don't have to be a big company to get decent business from property managers. But it helps to know the lay of the land and the key players

By GEORGE WITTERSCHEIN

Who are those guys, the big property managers looking for national landscape contractors? *Landscape Management* prepared this capsule look at your customers — the property management industry. But you can be sure of one thing about the following list: it isn't really accurate.

If you maintain or install landscapes on a single commercial property, the consolidation in the real estate and property management industries affects you. Not only does their consolidation impact you, it impacts the validity of any survey like the one compiled last year by the *National Real Estate Investor* magazine (in Atlanta, 770-955-2500). Several mergers and acquisitions have occurred since then. For example, Number 3 Trammell Crow absorbed Number 15 Faison, and so on. The effect is constantly changing rankings (Number 1 Insignia has been at the top for three years running).

This is the closest we (or rather, *NREI*) could come to reality for the present. If you want an update, *NREI* should have a new survey out by the time you read this.

Top U.S. Property Management companies:

1. *Insignia Financial Group Inc.*, Greenville, SC; sq. ft. under management, 1997: 387,000,000; www.insigniafinancial.com
2. *CB Commercial / Koll Management Ser-*

REITs: They aren't like Cheerios

What's the significance of the REITs for the green industry contractor? Since REITs report back directly to their owners (stock market investors), they are under tremendous pressure to generate profits **yesterday**. That means holding down expenses — and, therefore, doing business with only the largest, lowest-cost-per-square foot landscape contractors. Right?

Not necessarily.

William (Bill) Link is director of landscaping for Camden Development, Inc. in Houston. Camden is the third-largest multifamily residential REIT in the country, with about \$1.5 billion in assets. They do about

\$9.5 million in landscape maintenance yearly, plus some \$4 million in landscape work on 16 current construction projects.

Link has five regulation landscape maintenance managers reporting to him, who interact directly with landscape contractors and make recommendations as to who Link should hire. "I may be one of TruGreen-ChemLawn's biggest customers," he says, "but I also have small companies in markets like Austin, TX, and Greensboro, NC. And I hire a very small company in a small market like Corpus Christi."

Link, a former landscape

contractor himself ("About a hundred years ago," he jokes) does not have a national account. "Landscape management is kind of like politics. It's all local. You have to take care of me locally."

Does Link feel that the property management consolidation will knock smaller companies out of business? "I think there's always going to be a role remaining for local landscape contractors who bring the technical expertise and the capability to provide a right product for a competitive price.

"I think your readers ought to be encouraged. I see these startup companies every day,

wanting work. There are a lot of very capable kids around, coming out of some good schools. If they'll just maintain their proficiency and deliver the product, I think there's always that market for them. There's not a lot of consolidation so far on the landscape construction side, and smaller local contractors ought to look into that. We have currently \$350 million worth of new development going on. We use a lot of local vendors — there's always a local condition that the local people know best. It's not like making Cheerios!" □

ices, Los Angeles; sq. ft. under management, 1997: 311,400,000; www.cbcommercial.com

3. *Trammell Crow Co.*, Dallas; sq. ft. under management, 1997: 301,180,000; www.trammellcrow.com

4. *Lincoln Property Co.*, Dallas (Unusual among top players in that 40% of its properties are multifamily residential.); sq. ft. under management, 1997: 208,600,000; www.lincolnproperty.com

5. *Cushman & Wakefield*, New York, NY; sq. ft. under management, 1997: 200,000,000; www.cushwake.com

6. *LaSalle Partners*, Chicago; sq. ft. under management, 1997: 207,000,000; www.lasalle.com

7. *Compass Management & Leasing Inc.*, Atlanta; sq. ft. under management, 1997: 180,000,000; www.compassml.com

8. *Simon DeBartolo Group*, Indianapolis; sq. ft. under management, 1997: 139,000,000; www.simon.com

9. *PM Realty Group*, Houston; sq. ft. under management, 1997: 115,000,000.

10. *Grubb & Ellis Management Services Inc.*, Northbrook, IL; sq. ft. under management, 1997: 94,000,000; www.grubb-ellis.com

LM

Understanding REITs (Real Estate Investment Trusts)

REITs are the "coming thing" in real estate with their ability to attract capital (they do it simply and easily by selling common stock). However, you need to know this:

1. They have not yet "inherited the earth," according to a report by Merrill Lynch First Vice Presidents Eric I. Hemel and Leonard G. Sahling. REITs have been poor performers on the stock market, and at present hold only 8% of the prime commercial real estate in the U.S. (apartments, office, industrial, malls, strip shopping centers and hotels). While this 8% share equals roughly \$177 billion worth of real estate, it's

hardly market dominance.

2. REITs have shown phenomenal growth since 1991, and this is continuing at a pace that could bring them to five times their present size (as measured in dollars) by 2010. The ML report quotes an industry study to the effect that REITs could ultimately reach 50% penetration of the commercial real estate industry. It adds, "Given our estimate of \$2.3 trillion of eligible commercial real estate...and assuming that the REIT industry will succeed in attaining a 50% market share, it would appear that REITs are destined to become a \$1.1 trillion sector (in 1998 dol-

Are you in the ballpark? Check these prices

You can benchmark your prices against national pricing norms, listed below as landscape maintenance expenditures per square foot, compiled by the Institute of Real Estate Management in Chicago from thousands of reports submitted by member property management firms:

Landscape expenditures for downtown office buildings in \$ per square foot of entire buildings

Region	Median	\$/sq ft Low	\$/sq ft High	\$/sq ft
Maine to Virginia	.04		.03	.07
Southeast	.06		.04	.13
Northern Midwest	.04		.02	.08
TX LA OK ARK NM	.05		.03	.08
Central/NorthWest	.06		.03	.10
Cal-Nevada-Arizona	.10		.05	.17

Landscape expenditures for suburban office buildings in \$ per square foot of entire buildings

Region	Median	\$/sq ft Low	\$/sq ft High	\$/sq ft
Maine to Virginia	.17		.12	.27
Southeast	.20		.14	.30
Northern Midwest	.16		.10	.24
TX LA OK ARK NM	.14		.09	.20
Central/NorthWest	.18		.10	.26
Cal-Nevada-Arizona	.19		.10	.30

lars)." (The study quoted is by Barry Ziering, Bernard Winograd, Will McIntosh, and Robert Hess, "Anatomy of a Capital Market Transformation: The Evolution of Public and Private Market Commercial Real Estate Investing," *The Journal of Real Estate Investment Trusts*, October 1997).

3. They could get even bigger. REITs are moving into new territories (for them), like nursing homes, assisted-living facilities, prisons, golf courses, fast-food restaurants and movie

theaters. Others are executing what amounts to leveraged buy-outs of real estate-intensive operating businesses, owning everything from timber forests to automobile dealerships. Some REITs have links with real estate companies operating casinos, cold storage facilities and student dormitories. "In view of the rapidly expanding boundaries of the REIT... the ultimate magnitude of the sector's expansion is impossible to forecast," the ML authors say. □



S-N-G spreader allows virtually hands-free operation; electric motor sealed away from fertilizer and dust; capacity 150 lbs.



Gandy Company spreaders available in three towing widths: 4-ft., 5-ft. and 6-ft.; capacities from 260 lbs. to 390 lbs.; precision cam gauge metering.



Befco spreaders can handle big jobs with models ranging from 891-lb. to 1,957-lb. capacities, spread ranges from 20 to 66 ft.

TIME-SAVING SPREADERS

By CURT HARLER/Contributing Editor

When considering push-style spreaders keep in mind that your staff will have to power those walk-behind units, full of material, over sloping terrain or icy walkways.

Here are some rules of thumb on load capacity: a unit with a hopper capacity of 1.75 cu. ft. holds about 100 pounds of fertilizer or 115 pounds of ice melter; boost the hopper capacity to 2.2 cu. ft. and unit capacity jumps to about 130 pounds. That's about as much as most people feel comfortable moving.

If you prefer to think in terms of bags of fertilizer: a 2,000-cu. in. hopper (1.15 cubic feet) holds about 2-1/2 bags of fertilizer. A smaller spreader, with a 1,200 -cu. in. hopper (a tad under 0.75 cubic feet) holds about a bag and a half.

AGRI-FAB
217/728-8388
www.agri-fab.com

Agri-Fab, Sullivan, IL, offers everything from tractor-mount to tow and push-behind models. Its 100-lb. broadcast unit 45-02141 features a poly hopper and optional vinyl cover, an 8- to 10-ft. spread width and pneumatic tires. The 45-02151 is a tow-behind version. Both machines handle enough fertilizer, seed or ice melters to cover about 17,500 sq. ft.

Circle No. 250

AMES LAWN & GARDEN
800/725-9500
www.ames.com

Three fully-assembled, all-poly lawn spreaders — including a unit for both broadcast and drop-spreading applications — are available from Ames, Parkersburg, WV. The deluxe combination 2-in-1 Model 2463200 is a drop spreader when the shroud is in the "down" position and a broadcast spreader when the shroud is "up." Flow settings adjust for either an 8-ft. broadcast or the 24-in. drop. Also available are the 246300 broadcast model and the 2463100 drop seeder.

Circle No. 251

BEFCO
800/334-6617
www.befco.com

Four sizes of pendular spreaders are available from Befco, Rocky Mount, NC. Models range from a base unit, with 891-lb. capacity, to 1,957 lbs. All feature polyethylene antishock hoppers, stainless steel opening control discs and cast steel antiwear agitators. Units feature spread ranges from 20 to 66 ft.

Circle No. 252

cont. on page 38

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versatile backpacks on up to 300-gallon tank units. There's also a renovator that de-thatches, slices and seeds in one operation and a series of aerators in both walk-behind and pull-behind models. And that's not all. LESCO also offers a complete line of hand-held power tools, blowers and truck vacs.

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cont. from page 36

GANDY COMPANY
800/443-2476
www.gandy.net

The 6500 series spreaders from Gandy, Owatonna, MN, have precision cam-gauge metering for accuracy and simplicity in gravity flow applications of fertilizer, granular materials and seed. Models are available in three towing widths: 6504, 4-ft. wide, 260-lb. capacity; 6505, 5-ft. wide, 325-lb. capacity; and 6506, 6-ft. wide, 390-lb. capacity.

Circle No. 253

HERD SEEDER
219/753-6311
www.herdseeder.com

The Model GT-77 ATV-mounted broadcaster from Herd Seeder, Logansport, IN, has a low-amperage pull on electric motors and is designed especially for fire ant control with Logic/Award. The unit holds 1.2 bushels of material and has factory preset calibration for accurate spreading.

Circle No. 254

JOHN DEERE
800/537-8233
www.deere.com

The combination 40-in. aerator/spreader from John Deere, Research Triangle Park, NC, features 100-lb. spreader capacity. Another 100 pounds can be added for 2-in. deep aeration in the unit's weight tray. The spreader handles materials from fine limestone to coarse seeds and fertilizers.

Circle No. 255

JONATHAN GREEN
800/526-2303
www.jonathangreen.com

The PrizeLawn BigFoot HVO dual-application model from Jonathan Green, Farmingdale, NJ, features a hinged plate in the hopper bottom that can be configured for fertilizer application or opened for a mass-flow port for mulch, salt and other high-volume products. It carries 100 lbs. of material on 13-in. pneumatic tires. Also available is the PrizeLawn CBR II, with contoured handle, Nylatron GS gears and polypropylene hopper.

Circle No. 256

JRCO, INC.
800/966-8442

Electric front-mount Broadcaster Seeder/Spreader from JRCO, Min-

neapolis, MN, fits most commercial walk-behinds and riding mowers. It provides controlled 5- to 24-ft. spread. Hopper capacity is 2.2 cu. ft., ideal for spreading fertilizer, seed, fire-ant bait and ice-melting pellets. The Broadcaster attaches to a mounting bar with four clevis pins and is controlled by the operator.

Circle No. 257

LAND PRIDE
785/823-3276
www.landpride.com

Featuring an all-steel frame, frontal splash plate and three hopper sizes, Land Pride broadcast



Land Pride's unit can spread right, left or full 54-ft. swath.

spreaders fit most uses. The 14-gauge hopper, made in Salina, KS, is manufactured for sturdy, one-piece construction. Delivery is adjustable to spread on left, right or full 54-ft. swath. Application rates range from 44 to 890 lbs. per acre with hopper capacities of 350, 563 or 673 lbs.

Circle No. 258

LELY CORP.
252/291-7050
www.lelyusa.com

A forced-feeding spread mechanism with specially designed ejector disks and adjustable spread pattern assures accurate spreading up to 52 ft., even at high speeds. Eight broadcast spreaders available from Lely, Wilson, NC, include two ground-driven models, five 3-point hitch pto-driven models and one trailer/pto model, with capacities from the 9.4-cu. ft. to 75-cu. ft. All offer side spreading.

Circle No. 259

LESCO
800/321-5325
www.lesco.com

The Mark II Rotary 100-lb. ca-

capacity unit from Lesco, Rocky River, OH, offers a three-position handle assembly. Features include a 5:1 sealed gear box and two pattern adjustment slides for even distribution of products. The cam-operated oscillating agitator sweeps beyond the hole openings in both directions to help eliminate bridging and minimize damage.

Circle No. 260

PSB COMPANY
614/228-5781
www.psbcompany.com

The PrizeLawn BigFoot high volume rotary spreader from PSB is designed for application of PennMulch, topdress sand, ice melters, lime and fertilizer. It features a hinged plate configured for normal fertilizer applications that flips out of the way to expose the mass flow port.

Circle No. 261

RANSOMES CUSHMAN RYAN
800/228-4444
www.ransomes.com

The Vicon 888401 spreader from Ransomes Cushman Ryan, Lincoln, NE, fits all Turf-Truckster models and is available with spread widths up to 45 ft. and a variety of spouts for special applications. Rotary agitator, with optional extension, keeps even tough products like sand flowing freely, making applications more efficient.

Circle No. 262

THE SCOTTS COMPANY
800/543-0006
www.scottscountry.com

AccuPro 2000 from Scotts, Marysville, OH, features 13-in. pneumatic wheels and a patented helical cone for uniform, consistent spread pattern. The 30-lb. unit throws an 8- to 12-ft. swath. The SR-2000, made of stainless steel, weighs two pounds more than the AccuPro.

Circle No. 263

S-N-G
800/874-0253

The S-N-G foot control spreader has a direct cabled foot control allowing virtually hands-free operation. Made in Plain City, OH, the polyethylene and stainless steel unit features an electric motor sealed

away from fertilizer and dust. Holding capacity is 150 lbs.

Circle No. 264

SP SYSTEMS
800/457-3440
www.spsystems@earthlink.net

The 13-lb., SP 5000 Backpack sprayer from SP Systems, Santa Monica, CA, features a 4-gallon tank of high-density polyethylene with UV inhibitors. Material flows through a 20-in. brass wand through Teejet 11003 and 11004 fan nozzles. It's powered by two 12-volt batteries which give 1 to 6 hours of use before needing AC or DC recharging.

Circle No. 265

SPYKER SPREADER
800/972-6130
www.spyker.com

Spyker Spreader Co., North Manchester, IN, features several models with 1-in. stainless steel frames and lifetime warranties on gear boxes. The SP78-22 Pro has a 110-lb. capacity and 80 calibration settings. The unit has a metal gear drive seated in an enclosed gearbox. Other models have capacities from 55 lbs. and up.

Circle No. 266

VANDERMOLEN CORP.
973/992-8506

The Windmill 510 spreader from Vandermolen Corp., Livingston, NJ, is for use with Cat-1 type pto drive hitches. Designed specifically for smaller, 16- to 28-hp tractors, it has a 400-lb. granular capacity, a spreading width of 40 ft. and can be used for all types of seed, as well as salt and sand.

Circle No. 267

WIKCO INDUSTRIES
402/464-2070
www.wiko.com

The Model 800 Estate Turf Spreader from Wikco, Lincoln, NE, is a tow-behind, ground-driven spreader with a wide wheel base and an all-steel frame. Its non-rust poly hopper holds 9 cu. ft. of material. Internal drag chain helps empty the hopper and break up material. Maximum spread is 15 ft., but it can be adjusted downward when spreading sand or salt.

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TO PREVENT OR CURE.**

Cool-season turf's

Public

enemies

Don't rely on "spray and pray" to bump off this gang of notorious turfgrass killers

By PATRICIA J. VITTUM,
Ph.D.

Of the many problem insects in cool-season turfgrass, two are particularly destructive — white grubs and billbugs. White grubs feed on roots and root hairs in the soil and occasionally forage in the lower parts of the thatch. Billbug larvae feed inside stems and later migrate to the crowns, which they often sever outright. Affected plants can be tugged out of the ground with little or no resistance. Both are a challenge to manage, but for different reasons.

'Most wanted' grubs

White grub species have similar life cycles, but crucial differences. Each responds a little differently to turf insecticides:

► The *Japanese beetle* is the most widely distributed white grub in the eastern United States, preferring sandy or loamy soils and thriving in well maintained (i.e., irrigated) turf. It is easy to manage because it's relatively vulnerable to most turf insecticides.

► The *European chafer* is a problem in

upstate New York, the coasts of Lakes Ontario and Erie, eastern Massachusetts and parts of Michigan. It thrives in poorly maintained turf like unirrigated lawns and golf course roughs. Its life cycle occurs two or three weeks earlier than the Japanese beetle in a given location, and it is less sensitive to cold (these grubs stay in the root-zone late in autumn and return to the roots earlier in spring than do other species).

This means more widespread and severe damage than with other species. And the European chafer is much less vulnerable to insecticides than most other grub species, so time your application carefully. For example, if the adults have already laid most of their eggs, these insecticides may not work very well and you may have to switch to a faster-acting product.

► The *oriental beetle* is a major pest throughout the Northeast and is closely related to the Japanese beetle, but has some striking differences. The life cycle usually is about one or two weeks ahead of the Japanese beetle, and the grubs may move into the soil profile more readily when conditions get hot or dry — and return with a vengeance when conditions improve in fall.

Oriental beetles are much less susceptible to many turf insecticides than are

Japanese beetles and must be treated more precisely — give more care to timing applications based on the characteristics of the insecticide. You may need a followup treatment.

► *Asiatic garden beetles* are slowly becoming more common throughout the Northeast and appear to be less sensitive to many turf insecticides, so treatment of other grub species opens up opportunities for these tiny grubs to move in and get established. So far they have been little more than a nuisance, but that could change!

► *Northern* and *southern masked chafers* are grubs native to the United States, with a life cycle similar to the Japanese beetle. They sometimes feed in organic matter rather than directly on roots, but can cause significant damage by breaking off roots and root hairs mechanically. So far, most turf insecticides seem to work reasonably well.

Targeting the perpetrators

Managing grub populations becomes problematic, particularly in areas of the Northeast where three or four species of grubs may occur at the same time in the same lawn. Determine which species is most prevalent or causing the most damage (two different things) and target your controls accordingly.

