

# The Green Resource

Greenkeeper's Landscapes, Inc.

February 2002

## Don't You Just Love a Good Bargain?

Volume 3, Issue 2

**The shrewdest of money managers know the best time to buy! They know how to use their money in order to get the absolute best return.** I've got to tell you the truth; our ability to attract business is greatly challenged during this time of year when the cold temperatures and biting wind force people indoors. This results in a temporary but *personally painful depression* in the landscape business. For the past 13 years in a row now, I have watched dozens of landscape contractors shut their doors, seek factory jobs or something else that will keep them and their family from starving to death next winter. Rather than choosing this course, we have determined a way for you to get a great bargain, keep our staff working throughout the winter, and enable our families to be well fed!

Please understand, it is not my desire to have you feeling sorry for me, any of the members of my staff or our families. We chose this profession years ago knowing it would be tough in the winters.

**Now is the time** for you to take advantage of an offer so special you may think that the hot sun and freezing nights have finally scarred my brain and left me unable to think clearly. What I am about to discuss with you must not go beyond the special group of people I call my clients, our business partners. But I truly feel that if I provide a service or a product that **you** find to provide **you, your company, your family or a very special friend or neighbor with an unbeatable value, you will enable us to attract business and keep** my staff and our families from starving to death this winter.

**I am giving away \$100 bills as if we had found a way to grow them on our trees.**

**Enclosed** you will find **two \$100 bills (Greenkeeper's Bucks)** that you, your company, your family or a very special friend or neighbor can use in the next two months. It works like this. **Hire us** to provide one (or some) of our lawn maintenance or landscape services on a property we currently do not work at. Maybe we provide maintenance at your home but not your office. Maybe you have some investment property that needs some cleaning up. Maybe a family member needs some help getting their property in shape after the hectic holiday schedule. Because you are helping us find this work, send in the coupon for \$100 off a project on your property valued at \$500 or more scheduled from now until March 5th, 2002.

I have only three simple and fair rules to allow you to take advantage of this limited time offer. You must be a current lawn maintenance customer who has elected Basic Service. The second is that the purchase must have a total value of \$500 or more. You (or your friend) must hire us in February or March of 2002 to help us keep us from starving to death. You may give the \$100 bill (**Greenkeeper's Bucks**) to a neighbor as a gift this month. Maybe it is a subtle way to encourage someone to seek professional help...(with their landscaping). You may want to give it to your neighbor who uses another lawn care company currently. Tell them about the time limit special we are offering. Tell them that they simply will not find any other company who treats their clients as their business partner. Tell them why you use our company. Tell them the folks out at Greenkeeper's Landscapes are starving to death and offering the absolute best prices of the entire year right now, at this time and it will be another twelve months before we even consider doing an offer like this again. And yes, our estimates are free when an existing client endorses the potential client. I am waiving the regular \$35 fee only for this offer and only from Feb. 1, 2002 and until March 5, 2002.

**Greenkeeper's  
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**Reliable, Quality Service  
ALWAYS In Season!!**

# Your Opinion is Important!

Could I please ask for 3 minutes of your time in order to get your honest, exact and valuable opinion of our service? This short survey can be faxed in, returned with your payment or answered via e-mail. Your feedback is used to enhance, improve and judge our success in meeting your expectations. Thank you in advance for your thoughts. **You may take a \$2 deduction from your January statement if your respond by 2-1-02.** Return your response right away!

*Randal Wise*

## FEBRUARY CHORES

- End of Leaf Season Bed clean outs begin
- Prune Crepe Myrtles
- Cutting back Ornamental Grasses begins this month (Miscanthus, Pennisetum, Pampass)
- Weed Shrub Beds
- Trim Ornamental Trees
- Mulch Shrub Beds
- Clean out Gutters
- Check Sprinkler System

**Consider These Property Value Enhancing Projects Today**

Landscape Lighting that provides "Brightness and Safety to Your Landscapes"

Build New Shrub Beds or Renovate Old Ones

Add Perennials To Problem Areas and Add A Change of Color All Year Round

Ever Thought About A New Patio Area or Enlarging Your Existing Out-Door Space?

Fresh Trees Are Ready to Plant

*Survey form 1= poor 5= excellent*

**Circle please one**

**This newsletter is helpful/enjoyable**

1	2	3	4	5
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**The Crew(s) work quickly & efficiently**

1	2	3	4	5
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**The Crew(s) has the right tools**

1	2	3	4	5
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**My monthly statement is accurate**

1	2	3	4	5
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**My phone calls are answered quickly**

1	2	3	4	5
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**My phone calls are returned quickly**

1	2	3	4	5
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**My lawn looks / looked great this growing season**

1	2	3	4	5
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**My shrubs are pruned as I expected**

1	2	3	4	5
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**I am pleased with my services**

1	2	3	4	5
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**I will refer my friends/family to**

1	2	3	4	5
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**Greenkeeper's Landscapes**

**I am most pleased with this part of my service:**

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**Randal, you (your staff) should improve on this:**

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**More Comments Here:**

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