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AUGUST 2020

Founders' Message

The summer season is in full swing now, but believe it or not, fall is just around the corner. Now is the perfect time of year to start thinking ahead about planning and budgeting ways to maximize the value of your landscape.

Here at Landesign, we can help you stretch your landscaping budget by working to understand your goals and strategically planning how and where your money should be spent. Our Account Managers can walk your property

with you and take note of the areas that you're happy with, as well as areas that need improving, allowing us the knowledge we need to provide cost-effective options, ideas and recommendations for maximizing your landscape's value. Whether it's standard enhancements such as mulching or annual flowers, or a one-time irrigation or re-landscaping project, you can count on us to help you make the most of your budget.

[Contact us](#) to get started. We look forward to hearing from you!

Sincerely,

John and Denise Fitzgerald
Landesign C&M, Founders



Landscape Asset Management

Accurate budget planning is essential for the success of any business, association, or organization. At Landesign, we understand the importance of budgeting and asset management very well, and proudly consider ourselves your Landscape Asset Manager. We have years of experience providing budgetary information to customers to assist with their planning and budgeting process.

When it comes to landscape asset management, there are several factors that we consider. One of the main parts of successfully managing a landscape asset is the thorough evaluation of all landscape and irrigation systems that are in place on the property. This assessment will help shine a light on any structural or age-related issues that could potentially impact the landscape's value and maintenance costs. We then pair our findings with notes on the different areas of your landscape that may/may not need work and a well-versed understanding of your ultimate goals for the property. This combination allows us to come up with detailed recommendations that are best fit for your specific situation.

Our budget proposals will include thoughtful, cost-conscious recommendations on how to modify or upgrade the landscape to ensure it is providing the property with the intended asset value. Here are a couple examples of projects that we may recommend for your consideration:

- Smart weather-based irrigation
- Water conservation plans and projects
- Synthetic lawns and putting greens
- Drought tolerant plantings
- Safety, security, and hazard elimination projects



We are beginning to prepare our budget proposals now and look forward to spending the next few months meeting with as many customers as possible. Get a head start on your budget planning now before our schedule starts booking up – [**contact us today**](#) with your availability. We will work with your schedule to provide you with the best budget information possible. We are a part of your team and will help you in any way we can.



Employee Spotlight

We would like to take this opportunity to recognize a couple of our amazing Account Managers and Business Developers. Their commitment to providing exceptional service, building long-term relationships, upholding high standards, and achieving greatness as part of the Landesign team is truly appreciated.

Patrick Stinson

Patrick started his Landscaping career over a decade ago working with rooftop gardens in New York City. By the time he relocated to California, he'd become a specialist in the care and design of urban spaces and temperate to desert plants. His skill set makes him an asset to our team, and we're proud to have had him onboard for almost a year. In his free time, Patrick enjoys cooking, exploring the area, gardening and spending time with his family.



Bob Cerri

Bob is coming up on his 14-year anniversary with the Landesign team! Bob studied Business at Santa Rosa Junior College and the University of San Francisco but found his home in the Landscaping industry and is currently one of our long-standing Account Managers. In his free time, Bob is an avid golfer and a member of the Santa Rosa Golf & Country Club.



Stacy Dedrick

Stacy just recently celebrated his 8-year anniversary with Landesign. With 20+ years of experience in Landscape Irrigation, Stacy is a busy bee who is always looking to go the extra mile, whether it's by completing a specialized certification program, taking an advanced training course, or anything else to further his qualifications. In his free time, Stacy enjoys

spending time with his family and riding his Harley-Davidson all over Sonoma County.



Terri Erlendson

An Account Manager and Business Development Manager, Terri is skilled in building relationships, qualifying opportunities, and developing value-based solutions for customers. Terri has 17 successful years of experience in Sales and is coming up on her 4th anniversary here at Landesign. In her free time, Terri loves traveling, hiking, the YMCA, the beauty of local wine country, and above all else – spoiling her grandchildren.



We hope that you've enjoyed this month's newsletter! Please let us know if there is anything you'd like to see in future newsletters by replying to this email or contacting us [here](#) – we look forward to hearing from you!

Do You Have a Landscaping Project in Mind?
[Click here to contact us and get started!](#)



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