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AUGUST 2021

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. Our team understands the importance of budgeting and asset management very well, and proudly considers ourselves your Landscape Asset Manager. We have years of experience providing budgetary information to customers to assist with their planning and budgeting process.

1. Property Evaluation. A crucial part 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.

2. Consider Your Goals. We 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 the 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.

A couple of 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.



Spotlight: New Account Managers, Bradon Sackett and Josselte Romero

Bradon Sackett

Bradon is a native Northern Californian and grew up in Santa Rosa. Before joining the Landesign team, Bradon worked all over the wine industry wearing many different hats including DTC sales, tasting room sales, and wine production. Bradon recently earned his bachelor's degree in business administration from Sonoma State University.

Outside of Landesign, Bradon enjoys spending time outdoors and staying active by hiking, backpacking, camping, or taking his dog out to run. He likes to spend time with friends and family, exploring all the local wineries and breweries Sonoma County has to offer.



Jossette Romero

Jossette comes to Landesign with five years of experience in the landscape industry. Before coming to Landesign, Josette was working with a wholesale landscape company doing sales and building connections with clients. Jossette is passionate about landscape because it is a way for her to stay connected to nature and it fills her with positive energy that she shares with others.

Jossette is originally from Costa Rica and now resides in Rohnert Park with her newlywedded husband. In her spare time, she loves to spend



time with her family and visit the fabulous restaurants Sonoma County has to offer. Jossette likes to stay active by working out, and in her downtime, she will listen to audiobooks.



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!](#)



Landscape Construction



Landscape Maintenance



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