

SPECIAL REPORT

5 Costly Mistakes Homeowners Make When Choosing A Landscape Or Lawn Care Company- And How To Avoid Them

Here's your chance to finally get some straight talk about choosing a landscape or lawn care company. Ed Zienkowski has helped many people just like you achieve the landscape of their dreams. This special report will provide you with information you need to make the right decision. So turn the page and let's get started....

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“5 Costly Mistakes When Choosing A Landscaper Or Lawn Care Company And How to Avoid Them”

Dear Friend,

Let's face it. Hiring a landscaper or lawn care company can be quite stressful and confusing. There are so many contractors hustling for the business.

Why such a hassle? Well, it could be that it's difficult to determine which company may be best suited to service your particular needs. Or, it could be that you can't seem to get someone to show up at your property even after scheduling an appointment for a FREE estimate.

Whatever the case, now you can relax. By reading this special report you will discover the five biggest mistakes to avoid when choosing a landscaper or lawn care company. In addition, this report will give you a thorough understanding of what you can expect from a professional company so that you'll be able to make an informed and intelligent decision.

Mistake #1: Choosing a landscape or lawn care company who is not properly licensed or insured. The first seemingly obvious thing to consider when hiring any contractor is their license and insurance. We all know that, right? Just looking in the Yellow Pages or online makes that quite apparent. In fact, considering all the ads starting with huge bold headlines reading, “licensed and insured”, that's certainly something a lot of contractors are proud of.

Let's talk about licensing first. Sure, you want to hire a contractor that's licensed. But what does that really mean?

Through countless conversations with prospects and clients over the years, I've discovered that most people really aren't even aware of the different licenses that landscape or lawn care contractors have – much less whether or not they have them.

Did you know that there are actually seven licenses that contractors in Ohio may need to carry?

- 1.) Ohio Vendor's License
- 2.) Ohio BWC License
- 3.) Business Insurance
- 4.) ODA Required Pesticide Applicators Insurance
- 5.) Ohio Department of Agriculture Pesticide Business License
- 6.) Ohio Department of Agriculture Pesticide Applicator License
- 7.) Ohio Department of Agriculture Nursery Stock License

Now I'm not an attorney and I'm certainly not qualified to give you legal advice. However, any company working on your property without the proper licenses could present a potential liability issue for you.

Always insist on certificates of insurance for liability and worker compensation coverage. It's also a good practice to verify those certificates with the insurance company.

Mistake #2: Choosing a landscaper or lawn care company based on low price. Not all landscaping or lawn care is created equal; like anything else, you generally get what you pay for. Remember that landscape and lawn care contractor's prices are based on three things: labor, equipment and materials. If you expect the best in quality and service, then it's highly unlikely that you will be happy with the contractor offering the lowest price.

Mistake #3: Choosing a landscape or lawn care company without getting comments from other clients. Any contractor can say whatever they want about past jobs. And sadly, some of what they say may not be true. Make sure you ask for references or read testimonials from other clients so that you can depend on their work. Any contractor who does quality work should be able to provide plenty of testimonials.

Mistake #4: Choosing a company who doesn't have other jobs close to your property. This may seem rather trite or irrelevant to you

since any company will be providing their services at your location. We've already discussed pricing and how price is based on four basic factors: labor, equipment, materials and profit. Every lawn care or landscape company's largest expense is labor. And, whether or not their employees are actually on the job working or riding around town in a truck, they are getting paid. Travel time is a large expense and someone has to pay for it. Hence, the cost of your job can be greatly affected by the amount of travel time involved in simply getting to and from your property.

By choosing a company with other jobs within close proximity, you will minimize the amount of travel time that you are paying for. Don't overlook this. It can be big.

In addition, should you need additional service visits, or should any unforeseen problems arise, a company who is frequently in your area will be in a much better position to respond to your needs than someone who is required to make a special trip or long unexpected journey to your property.

Mistake #5: Choosing a landscape company or lawn care company who does not guarantee their work. In my view, every landscape or lawn care company should be fully accountable for their work. And if you aren't pleased with a job, you shouldn't have to pay for it until you are. Not all landscape or lawn care companies offer a guarantee and if they do, it may be LIMITED. Ask the particular company if they offer a complete satisfaction guarantee.

Does all of this make sense to you?

I hope so.

By avoiding these five mistakes, you will most likely be happy with the landscape or lawn care company that you choose.

I hope you've found this report educational and informative. I doubt you will find this kind of straightforward information anywhere else.

Which is why I want to make you a special offer. Although I stay quite busy, I would like to offer you a chance to talk with me personally at your property.

I would like to offer you a FREE landscape audit.

We can discuss your specific situation in detail. Our landscape audits are much more than just an estimate. I will survey your property and do a detailed analysis and proposal as to how we may be able to be of service to you.

I will come out and provide you with valuable information and see if you feel comfortable with my company and me, and then you can decide if there should be a next step. There will be ABSOLUTELY no obligation and no pressure.

Before you put down this report, give Debbie a call at 440-235-9832 and tell her you got this special report and you would like to schedule a landscape audit. She will take care of everything from there.

I have helped a lot of people get the yards and gardens they have always wanted and I hope I can do the same for you!

Why not spend some time, at my expense, finding out if this is right for you?

I look forward to meeting with you soon.

Sincerely,

Ed Zienkowski
Z and Z Lawn Care, Inc.

P.S. Got more questions? Why not call my personal cell phone at 216-469-9155 and I will do my best to answer them over the phone.