

Vision Statements

An artist stares at a blank canvas and envisions a masterpiece. A musician picks up an instrument and hears a song. A gemcutter holds a rough diamond and imagines it cut and polished to gleaming perfection.

It is no different when we look at a lawn. Where most might see just grass and shrubs, we see the potential for something unique and beautiful, a true asset and not just a feature. What can we do, and what can a homeowner do, to unlock that potential and transform that lawn into a masterpiece, a symphony, a perfect gem?

When we look at a lawn, we see possibilities. As lawn and landscaping specialists, we cannot help but imagine what we would do if given free rein over that lawn. Using all our knowledge and resources we would transform that lawn into a masterpiece that not only would beautify the property but would also increase its resale value and provide security from harmful pests and other problems.

Now, we'd like to tell you about all those things we can do and why they matter.

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I want to create some sort of a segment that starts to talk about what we would do on a property if we were given free reign to do anything that it would take to get that lawn looking awesome. The idea for this would be that it would be enough to draw people's interest to start looking down all the different trails that it would lead. I really have just a rough idea of what this could be at this point and I'm sure it will go through many changes along the way. But I'd like to start by seeing what you can come up with that would start to embody this and peak people's interest about all of the proper things to do to a lawn whether they're doing it themselves or whether we're doing it. It's kind of tough to determine right now but I believe turning this concept into strong education about each individual subject will be a great avenue to establish us as an expert in our field. Why don't you start with about a paragraph of content and we'll see what triggers it trips for me to continue to define what this is going to look like.