



# NEWSLETTER

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BE LOYAL TO YOUR FUTURE,  
NOT YOUR PAST.

## Happy New Year!

From the entire staff at Smith Lawnscaapes LLC, we hope you had a great holiday season and a Happy New Year.

### Food For Thought...

It's time for a fresh start. Let's jump into 2021 with a new kind of energy. Remember...every next level of your life will demand a different you.

"Life is 10% what happens to you and 90% how you react to it."

-Charles R. Swindoll



### “What does Smith Lawnscaapes do all winter?” you ask.

Head south for the winter like “snow birds”? On the contrary, winter is a very busy time for us. Between snowfalls, we are constantly preparing for the next 12 months. Here's a short list:

1. Evaluate the previous season. We examine the positives and negatives of our performance to assure we are honoring our company values and mission.
2. The data we retrieve from our evaluation is used to budget and plan our processes for the upcoming season.
3. Evaluate personnel, positions, and standard operating procedures to improve our overall performance.
4. Time to prepare for snow. Inspections, repairs, and maintenance are performed to keep equipment safe, efficient, and live up to the high standards of our brand.
5. Recover from snow storms. Snow and Ice contractors tend to stay up for days at a time, even before and after a snow event.
6. A constant variable in our industry is equipment. Replacing old equipment is an on-going process but is necessary to improve safety and productivity.
7. Employee training: trade shows, workshops, seminars, and providing the tools to hone skills that add value personally and professionally.
8. Review and renew customer services and contracts.
9. Hold job fairs and continuous interviewing to find the most talented individuals.
10. To better serve our clients we are continuously working to improve our systems and customer communication.

If you have any ideas they may help us to improve our processes, please email us at

[mail@smithlawnscaapes.com](mailto:mail@smithlawnscaapes.com)



## Snow and Ice Management

To better serve our residential and commercial snow removal clients we have two software systems, that combined, will provide time-tracking, job logs, and product usage.

The data provided by these software's has allowed us to improve our estimating with more accurate quotes, reduce the overuse of salt, and improve customer service with real-time tracking of staff locations and job statuses.

Our system offers on-site clock-in/out which is GPS verified, jobsite maps for our staff, and continuous updates on each crew's progress throughout the storm.



All of our salt trucks are equipped with AccuSalt Systems to measure our salt usage and precise times for servicing each property.

Every crew is equipped with a digital route via our app to track the time and status of each jobsite.

## Winter Landscape Services

Yes, you heard correctly, there are several landscaping services that can be done, even in the winter. In fact, some services such as pruning are best to do in the winter.

### Dormant Pruning

Late winter or early spring is a great time to prune most shrubs and trees, but not all. When plants are dormant during winter, which are most plants, it's the best time to make adjustments to their shape. Pruning must be done before the new growth starts and this will also promote fast regrowth in the spring.

Dormant pruning is best for removing dead or diseased limbs due to increased visibility (less leaves). Also, removing larger branches will be less stressful on the tree and reduce the risk of disease.



## Renew Services Today

Each year we contact all of our clients to review and renew services for the new year. If you would like to be proactive, feel free to call our office today and one of our team members will happily review and renew your services. Lastly, when contacted, ask about our auto renewal program for annual services.

