



NEWSLETTER

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FROM THE DESK OF: MARK SMITH, OWNER



“What does Smith Lawnscares 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@smithlawnscares.com

Happy New Year!

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

~~This Month's~~ Years Reminder

2020 is the 20th year of the 3rd millennium, the 20th year of the 21st century, the 1st year of the 2020s decade, and a leap year.

A Leap Day, February 29, is added to the calendar during leap years. This extra day makes the year 366 days long – not 365. We have a leap year every four years to balance our calendar year in correlation to the actual solar year — the amount of time it takes the Earth to circle the sun — is 365.24219 days.





Snow and Ice Management

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

The data provided by these new software's will allow 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 new 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 now 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 new 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.



3D Designs

Get a jump start on your landscaping and hardscaping ideas for 2020 with a 3D design.

With the proper measurements and photos of your property (project area) we can produce a 3D design to reduce the guesswork in your next landscape project.



Call today to schedule a free estimate!