

## Headed in the Right Direction



Source: [www.TurfMagazine.com](http://www.TurfMagazine.com)

Green industry contractors are seeing 'green' again. That's the green of rising revenues and better profits. From all indications, 2014 is shaping up to be the best season for the industry since the severe 2008-2009 economic downturn.

✖ This is especially true for established contractors with strong brands that offer value-priced services in their markets. They seem to be the most optimistic this season. Rather than hunkering down in a defensive money-saving posture in the wake of the 2008-2009 Recession, they stepped up their marketing and selling efforts.

In most cases that proved to be a smart move; they sensed opportunity when others, including competitors, feared disaster.

The most successful companies in today's market also refocused their attention on their most profitable services, concentrated on building customer loyalty, improved customer route density in the case of lawn services, implement strategies to identify and sell to A-list prospects, and many of them also instituted policies to reduce wasted time, effort and materials, including fuel.

✖ Beyond that they recognized that the post-Recession market is all about price and value. While they know they have to compete in the price arena, they also recognize they have to deliver value to their clients as well as sell the concept of value to the prospects they have identified as fitting the model of their most profitable customers.

This is as true for landscape management as it is for design/build and landscape construction. This is the era of [HGTV](#) and instant information. In spite of what looks like a promising season for the industry, not everyone is sharing equally in the improving economy.

Only 77 percent of the respondents to the survey say their companies were

profitable in 2013 and just 64 percent answered their companies grew this past season.

Let's see if we can improve upon those numbers now that we're in full production mode for 2014.

*This article is from the 2014 Green Industry Guide. Read the rest of the digital edition [here](#). You can find products, brands, companies and dealers in the industry on the main [homepage](#).*