

# D E E H A N S C A P E S

April 2007



PO Box 3687 • MERRIFIELD, VA 22116

O:703.849.8226 • F:703.849.8229

www.deehan.com • info@deehan.com



## Changing the Way you Relax...

### From the "President"

Greetings and Congratulations to our Winners!!!

The words that come to mind are THANK YOU! Thank you for your renewals, thank you for your referrals, and thank you for your continued loyalty! It makes me so proud knowing we've been in business and working with many of the same clients since 1985! Sadly enough though, it seems loyalty may slowly be becoming "a thing of the past" (at least in the business world). I'm thankful to say that we haven't experienced much difficulty along those lines, but to hear it from a many of our competitors it's been kind of tough. I believe that loyalty increases the value of a service, and that value is not measured by the cost but by whether the service fully satisfies the needs of the client. I also believe that having the same people visit a property repeatedly facilitates a more personalized service experience. Even so, rapid and frequent employee turnover is a reality for all businesses. We do everything in our power to minimize it here at Deehan Landscaping. In fact we're fortunate to be an exception to that growing trend. However from time to time, you'll see new faces in the company, often followed by noticeable improvements. That said, we're very pleased to announce a new member of our lawn & landscape team. Please meet Francisco Martinez (below).

On to the big WINNERS! For the Best Suggestion for Improvement of our Services, Mrs. Heather Greiner of Falls Church is our \$100 winner, and will receive \$100 off her services for the season. She suggested that when additional service needs (not already included in the contract) are observed, that we provide written recommendations complete with price estimates. Mr. H. Miller & Mrs. J. Payne of Ashburn are the winners of a \$100 gift certificate raffle to the Great American Restaurant Chain. Thanks again to all who submitted their 2006 Surveys!

Please know how serious I am about maintaining long lasting relationships with both employees and clients alike. As always, I'm very interested in hearing from you regarding your experiences with Deehan Landscaping. Looking forward to a bright and colorful spring.

*Jaime Deehan*

### WATERING GUIDELINES:

Just because spring is here doesn't mean we can forget about watering! We've endured a cold dry winter with widely fluctuating temperatures and ice storms. Consequently we're seeing a lot of desiccated plants in the landscape. Although it's early to know the full extent of the damage, proper watering will speed recovery. Early morning is the preferred time. Watering at other times of the day promotes the spread of various fungal and disease conditions. Remember, these are only general guidelines and need to be continually adjusted according to weather, soil composition, and seasonal conditions. If you need help evaluating plant health conditions in your gardens we're only a phone call away.

### GENERAL RULE

### OF THUMB

50°-70° = 1-2 Times per Week

70°-90° = 2-3 Times per Week

90° + = 3 Times per Week

*tell me more...*

### WHAT'S BLOOMING?



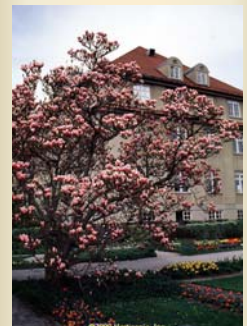
Crocus



Daphne



Pieris Japonica



Saucer Magnolia



Winterhazels

### Team Member Update

It is with confidence and pleasure that we introduce the newest member of our team, **Francisco Martinez!** In addition to his 12 years of experience in the landscape industry Francisco brings a refreshing, pleasant attitude. His strong work ethic coupled with good communication skills were exactly what we were looking for. His primary role will be as a lawn and landscape maintenance team leader. Francisco is currently studying for the VA Pesticide Applicators Examination. As the season progresses he will also participate in our ongoing training opportunities. Please take time to say hello to Francisco the next time you see him on your property. Be sure to let him know if there is anything he can do to customize or improve your service.



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### *From our Frequently Asked Questions Fact Sheet...*

**What happens to the mowing schedule during periods of heavy rain and how does that affect my service schedule?** Most of our clients expect to receive service the same day of each week and we strive to maintain that consistency, but during extended periods of rain some rescheduling may be required. Our mowing services are scheduled Monday – Friday (leaving Saturday as a make day up if necessary). If light rain is forecasted we will dispatch our mowing teams. As long as mowing operations can continue without causing turf damage, service will continue. However, some delicate areas may intentionally be avoided to prevent damage. In this case there will no reduction of cost for partial service. Following a heavy rain event mowing operations resume as soon as conditions permit. We follow the normal day of week scheduling order, and begin where service was interrupted. For scheduling purposes we typically allow no less than 4, or more than 11 days between mowing visits. Service may not be possible in a given week, therefore adjustments may be required over the next 2 weeks to restore the normal day of week scheduling.

**I received a Service Visit Notice that indicates “There were areas we avoided mowing due to...” and other TLC services were substituted. What does this mean, and why was another service substituted for a mowing visit?** We guarantee a minimum number of service visits based on historical averages. In all but the most extreme weather conditions we will visit your property once per week to assess the lawn & landscape maintenance needs. If mowing is not advisable at the time of visit, additional services (*such as miscellaneous lawn & garden clean up / blowing, weeding, minor pruning, etc. equal to the cost of your lawn maintenance visit*) will be performed. Confirmation of the service change will be indicated on your Service Visit Notice the same day of service as well on your monthly statement.

**I have a special event planned at my home or business, how can Deehan Landscaping help me prepare for this event?** With adequate notice (2 week minimum) we can arrange a special visit to your property to ensure your grounds look their very best! It is recommended to schedule this type of special visit to occur (2) days before the event in case of inclement weather.

**When are monthly statements mailed, and when is payment due?** By the 4<sup>th</sup> or 5<sup>th</sup> day of each month you should receive a statement that accurately lists a brief description of work accomplished the prior month, the dates service was provided and the monthly charges agreed to in your contract. Charges for any additional services will be listed separately on your statement. Payment is due by the last day of each month. You will receive a return addressed envelope complete with a quick & convenient survey form. This provides an easy way for you to tell us how we’re doing and to request additional services.

***Picture This:*** The first warm spring afternoon beckons you to the garden. As the sunlight slowly fades you find it hard to leave the tranquility and peace. Crickets & tree frogs begin their nightly serenade. Suddenly at the stroke of dusk, the glowing lights spring into action and the drama begins as shapes and shadows highlight the scenes around you. ***Sit back & Enjoy the Magic!***



***Did you know that we are Certified Cast Lighting Installers?***

*Cast Lighting is the highest quality, hand made bronze low voltage outdoor lighting system available, and we’re excited to design and install new systems or upgrade an existing ones. If you’re interested in seeing the dramatic change low voltage lighting will make in your landscape, kindly call Cate to arrange for your free demo. That’s right, we’ll install a temporary system at your property free of charge! This provides a unique opportunity for you to “try before you buy”, it also allows you to personalize the system to meet your individual needs and preferences.*