



Professional Landscaping Adds Value in Multiple Ways...

L&R Suburban Landscaping has compiled this document of information from various trade publications, specific landscape data and business magazines to present a condensed, but comprehensive view of the benefits & value of professional landscape installation.

- Establishing a professional landscape design and implementing that plan will produce a cohesive, well thought out approach specific to the individual property layout and homeowner desired usage, all within a given budget.
- Multiple studies have shown that properly done landscaping provides the highest return on investment of any type of home improvement project. More than even kitchen or bathroom remodeling.
- Money Magazine identified that professional landscaping can bring a recovery value of 100 to 200 per cent at selling time.
- Real Estate Appraisers surveyed identified landscaping as the major enhancement to the sales appeal of property.
- Budgeting for professional landscaping should be measured at 10-20 percent of the home's value as a general rule, since the return on investment is a high.
- A study by the American Nursery and Landscape Association found that a beautiful landscape can accelerate the sale of a home by five to six weeks.

Non Monetary Benefits Of Professional Landscaping

- Lower noise levels
- Blocks unpleasant views
- Reduces crime
- Lowers heating and cooling costs
- Improves overall home appearance
- Optimizes the use of land and outdoor spaces - creating outdoor rooms including dining, cooking, entertaining or relaxing areas
- Reduces chemical use on the property
- Provides settings for garden ornaments & statuary
- Reduces stress by creating a welcome atmosphere
- Mood enhancer (gardening and performing yard work)
- Can be phased in over time depending upon scope of installation
- Changes negative perceptions of an area



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Environmental benefits of professional landscaping

- Reducing energy consumption by countering warming of paved surfaces
- Water quality protection by reducing nitrate leeching from soil into water supplies
- Reduce heat buildup by use of shade trees
- Reduced soil erosion
- Improved air quality (trees, shrubs and turf remove smoke, dust and other pollutants from the air naturally)
- Turf absorbs carbon dioxide from the atmosphere and releases oxygen
- Reduces overall property heat buildup
- Natural resource conservation by grass clippings decomposing and releasing nutrients back into the soil to feed the grass, reducing the need for nitrogen
- Reduces pollution
- Rainfall retention
- Natural storm water management
- Industry awareness of landscaping guidelines and regulations as they pertain to specific city locations and installations

Business benefits of Professional Landscaping

- Landscaping views increases job satisfaction & general health
- Nature increases a sense of restfulness & productivity
- Landscaping renews business districts, increases community pride and positive perceptions of the area
- Retail establishments with quality landscaping recoup premium dollars for goods & services
- Tourism and employment are boosted
- Increased retail activity
- Protects city drainage systems through tree interception of rainfall
- Business growth when small business are relocating and selecting a new location
- Business roadside identification by surrounding landscaping
- Safer neighborhoods
- Most cost effective action for changing perceptions of an area, enhancing the economic and social conditions of a location