



WE'RE ALL IN THIS TOGETHER

Intro to HSG

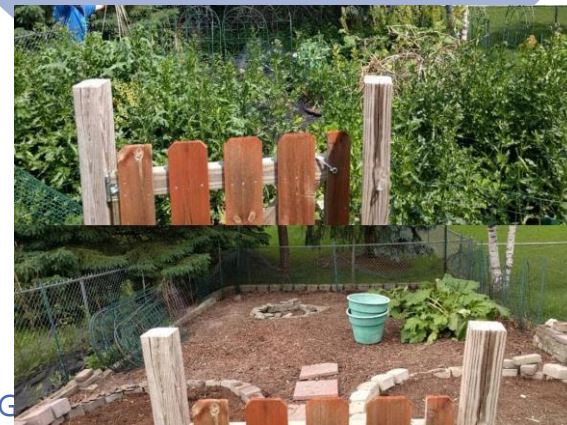
4 Main Services

Maintenance

ReDesign

Restoration

Seasonal Services

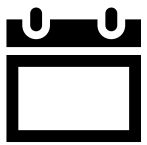




Maintenance

- Majority of the season
- Monthly schedule
- Tasks vary based on timing
- Includes spring & fall cleanups
- As well as Winter Protection and Dormant Pruning

Dormant Pruning



Maintenance Seasonal Schedule

Winter Services
Winter Protection

March/April

May - Oct

Nov

Spring Clean	Maintenance	Fall Clean
Clean up winter debris	Monthly cleaning and care	Clean up fall debris
Prepare gardens for the growing season	Watching for disease, pests, changing conditions, other problems	Prepare gardens for dormancy
	Special Projects: Restorations, Redesign, Fun stuff!	



Maintenance: Spring Cleanup

- Weeding
- Clearing debris from winter
- Raking mulch back into beds
- Cutting edges
- Pruning certain shrubs

Maintenance

- Plant assessment
 - What is happening with this plant?
 - Is it thriving?
 - Why or why not?
 - What has changed?



Maintenance



- Weeding
- Pinching
- Deadheading
- Shearing to promote regrowth



Maintenance

Shrub pruning

- Specific to certain seasons for certain types of shrubs
- If they flower, that impacts when they should be pruned.



Maintenance

- MULCH MANIA



Maintenance

- Container maintenance
 - Watering
 - Fertilizing
 - Deadheading and pinching

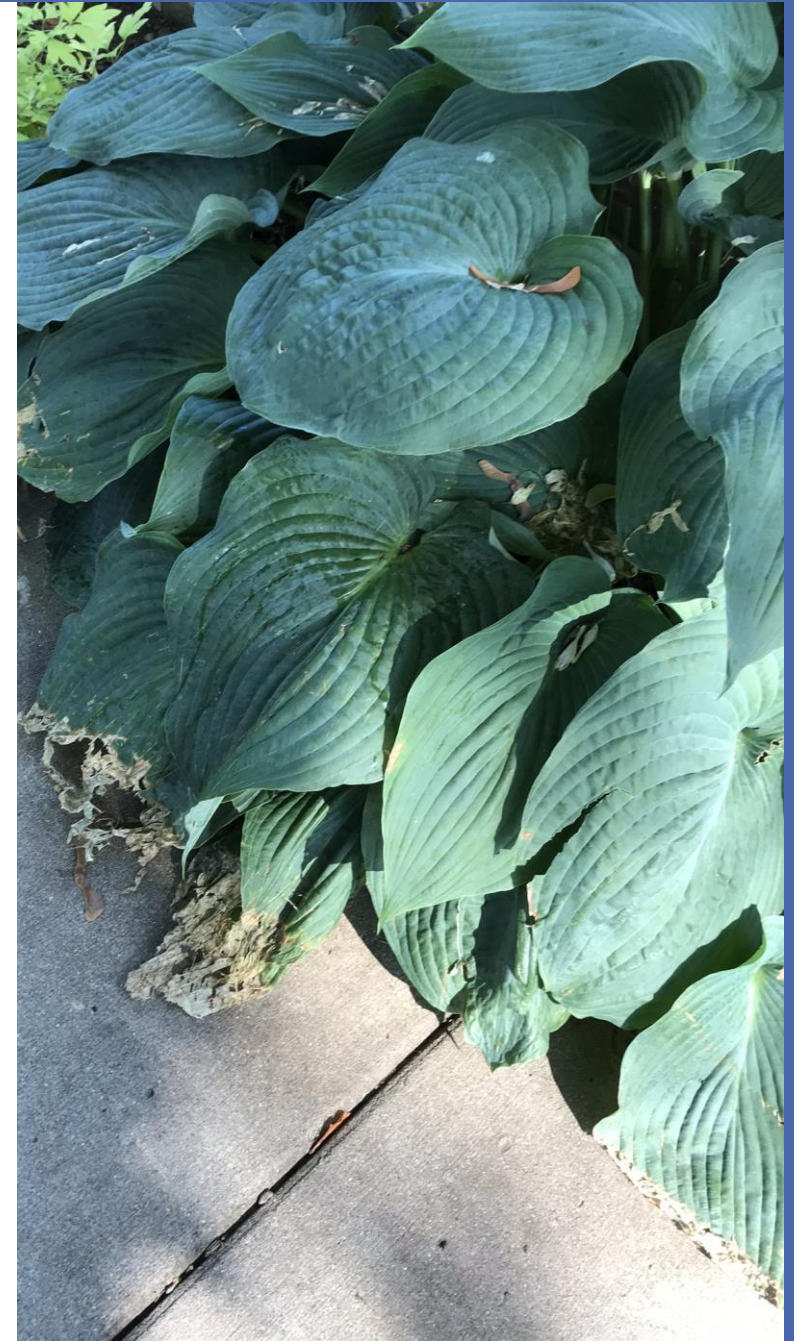


Maintenance Detailing

“Doing stuff and making it look good.”



Copyright Home Sown Gardens LLC 2021





Maintenance: Fall Cleanup

- Removing leaves
- Removing leaves
- Removing leaves
- Cutting down perennials not left for winter interest.



Winter Insulation & Protection

- Straw and Wrapping
 - Protect from wind burn and extreme temperatures
- Fencing or Caging
 - Keep critters away
- Usually done in late November-early December



Dormant Pruning

- Ideal time for many trees and shrubs
 - Prevents disease or pests
 - Easier to see without leaves
-
- Usually done in February and March, depending on temps and snow cover.





REDESIGN

Doesn't change the footprint of the garden.

Uses mostly the plants that already exist.

Typically done June - Oct











RESTORATION

- Existing gardens restored to their original splendor!
 - “Extreme Makeover: Garden Edition”
 - Pruning in the wrong season
 - Cut new edges
- Typically done June - Sept



Restoration













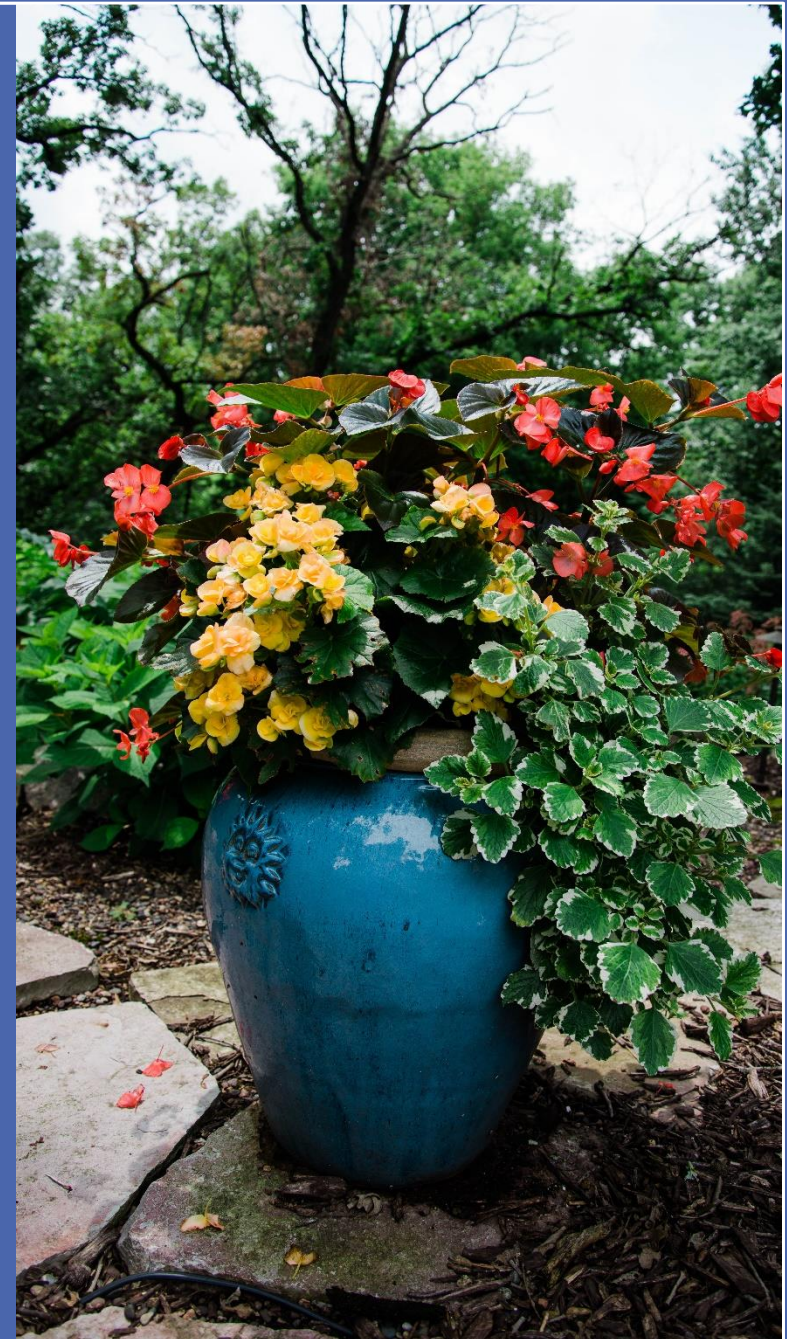
SEASONAL SERVICES

Seasonal Containers

Vegetable Gardens

Bulb Planting

Copyright Home Sown Gardens LLC 2021





Seasonal Containers

- Custom designed for each client
 - Conditions
 - Budget
 - Preference
 - Selection
- Installed on site
- 5 seasons of designs
- During monthly maintenance we perform tasks to keep things looking nice and full.





Seasonal Containers

- Early Spring
 - Frost proof seasonal décor to bridge the gap from winter to spring
- Spring - 18 containers during the 2nd week of April
 - Spring plants that are cold hardy and colorful



Seasonal Containers

- Summer – 126 containers, 21 in-ground installations over 2 weeks with just 2 people in the last 2 weeks in May.



Seasonal Containers

- Fall: *First week in September*
 - Frost tolerant color
 - Kales
 - Mums
 - Accents with gourds and corn stalks



Seasonal Containers

- Winter: First 2 weeks in November



Theirs

Boring, red & green

2-3 types of evergreens

Basic décor, plastic

Small

Uniform, everyone has one



Ours

Customized, various color palettes

5+ types of evergreens for rich textures

Unique botanical décor
(99% compostable)

Huge (thanks to foraged branches)

Unique



Seasonal Containers

Foraging for unique branches, greenery, and cones makes our containers stand out!



Seasonal Services

- Bulbs
 - Fall planting for spring bloom
 - Spring planting for fall bloom
 - Tender bulbs that need to be removed in the fall and stored over winter.



Seasonal Services



- Veggie gardens
 - Design & planning
 - Installation
 - Maintenance
 - Edible Containers
- Soil Health
 - Testing
 - Amending

OTHER SERVICE

Coaching

Design help

Garden map

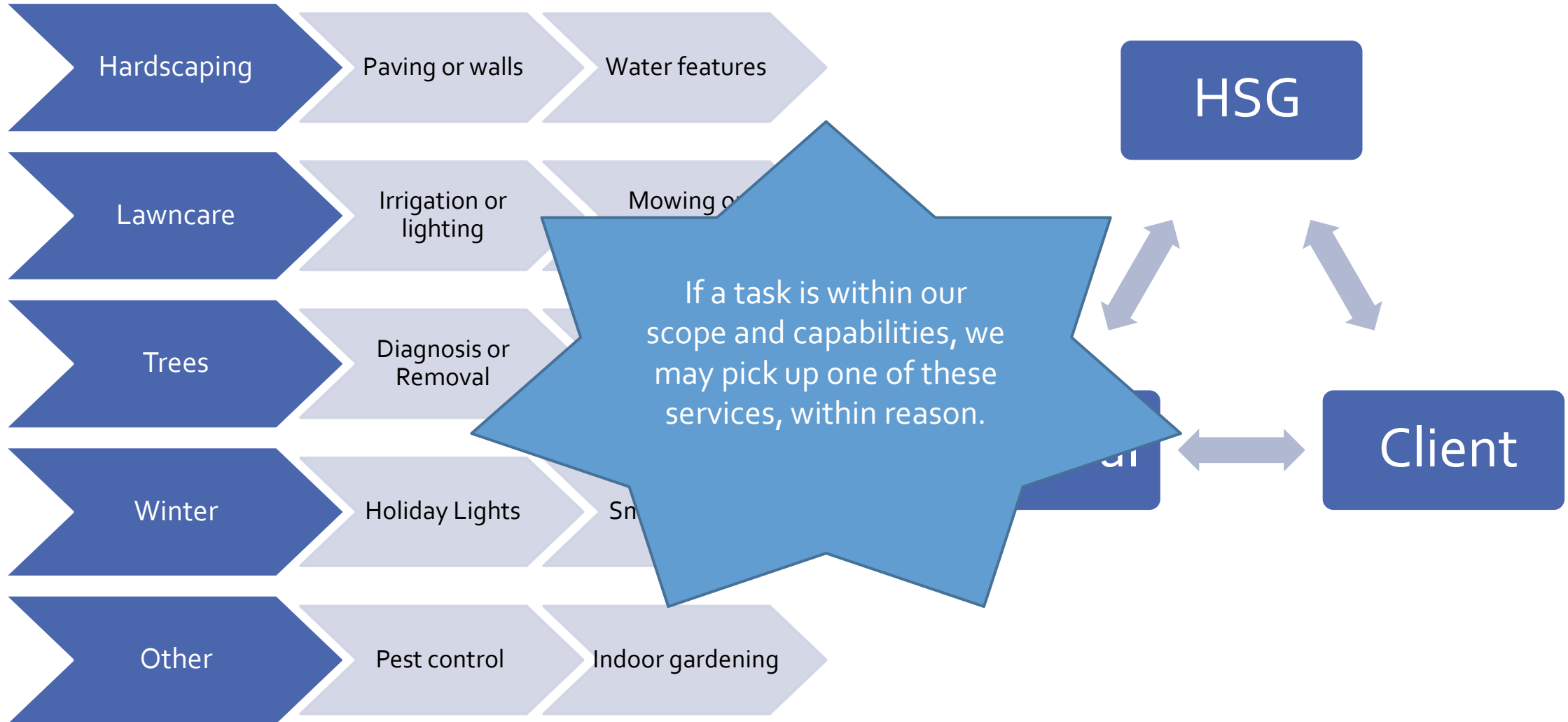
Plant Bluebook

Plant ID

Task Training



Not HSG Services



Friends in the Green Industry

 **field**



- Field Outdoor Services
- Living Spaces Landscaping
- TRIO Landscaping
- King Cutting
- Vineland Tree Care

VINELAND
TREE CARE



**SO, HOW DO WE
GET TO THESE
JOBS?**

Scheduling & Deployment

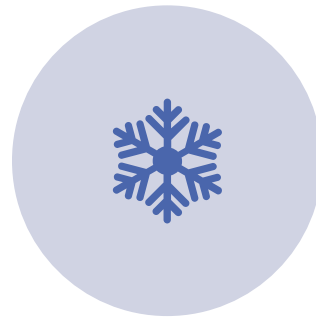
Stats



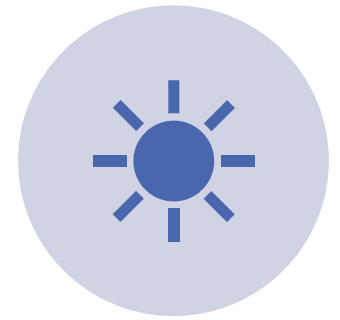
~242 maintenance
clients



~482 hours of work
per month



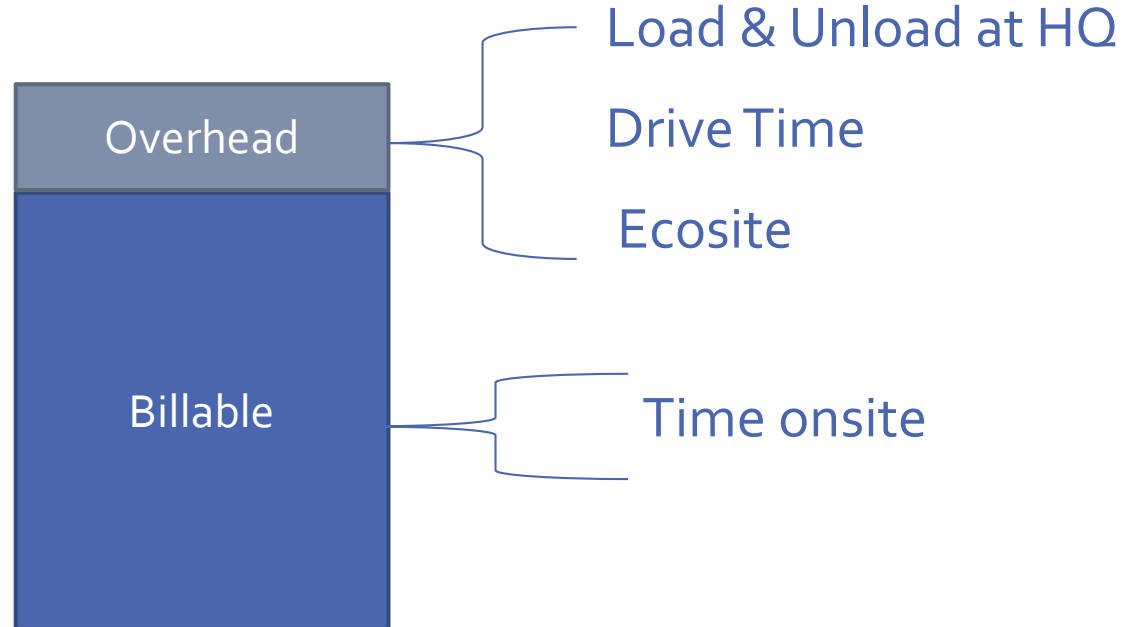
Between 5-6
maintenance visits
per season per client



Average 34 weeks
per season

Daily Scheduling

- We schedule a day based on 8 billable hours and 2 overhead hours:

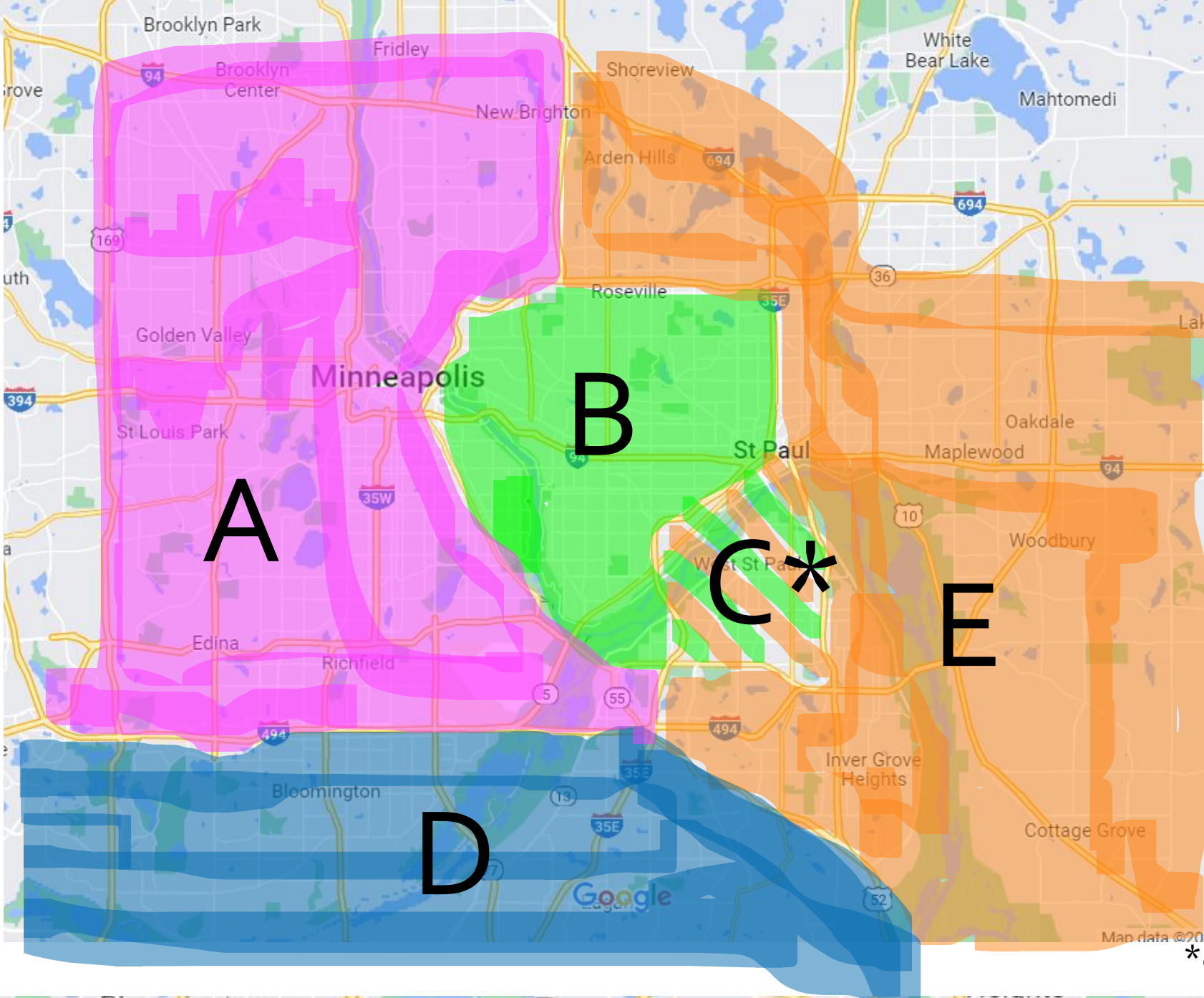


We average 10-hour days. Reality is 9- to 12-hour days.

Weekly Scheduling

- Our maintenance service area is broken down into 6 Zones.
- Zones are further distributed amongst 4 weeks, so every client is serviced once per month.
- We tentatively schedule 1 week in advance and finalize 2-3 days beforehand.
- Clients are alerted at both these times.

From last week: 6 a b. hours	Product 1 Anson (4), Azodo (8), Beauchine (4.5), Bisco (2), De Harpporte (4.75) Forsberg (4.5), Gabbri-Griggs (2.5), Gogax (4.75), Hedin (6), Ledahl (2.25), Mater (6), Maynard (3.5), Millea (2), Saes (4.5)	Product 2 Anson (4), Azodo (8), Beauchine (4.5), Bisco (2), De Harpporte (4.75) Forsberg (4.5), Gabbri-Griggs (2.5), Gogax (4.75), Hedin (6), Ledahl (2.25), Mater (6), Maynard (3.5), Millea (2), Saes (4.5)	Product 3 Anson (4), Azodo (8), Beauchine (4.5), Bisco (2), De Harpporte (4.75) Forsberg (4.5), Gabbri-Griggs (2.5), Gogax (4.75), Hedin (6), Ledahl (2.25), Mater (6), Maynard (3.5), Millea (2), Saes (4.5)	Product 4 Anson (4), Azodo (8), Beauchine (4.5), Bisco (2), De Harpporte (4.75) Forsberg (4.5), Gabbri-Griggs (2.5), Gogax (4.75), Hedin (6), Ledahl (2.25), Mater (6), Maynard (3.5), Millea (2), Saes (4.5)
Monday 6/6	Daisy AE	Poppy KC	Buttercup LD	Heather AB
	*Mater (6.25) Bisco (2)?	*Anson (5.25) ¹⁰ Millea (2) ↳ AH needs to be here	*De Harpporte (6) ¹⁰ Maynard (3.5) Solberg (1.25)	*Gogax (5) Gab-Griggs (2.5)
Tuesday 6/7	1 1/2 ZK Engdahl (3.5)	KC Beauchine (4.5) Maynard (3.5)	LD Russ (4)	AB Saes (4.5) Borenstein (3.5)
	← ALL HANDS MEETING →			
Wednesday 6/8	1 1/2 ZK Beauchine? Ruiz (2) ¹⁰ Salisbury (3) Rotier (2)	LD *Demartelaere (6.5) Emanuel (2)*	JH Hedin (6) Flatau (2.5)	AB *Langworthy (6.25) Delaney (2)*
Thursday 6/9	1 1/2 ZK King (3) L. Lemieux (3.5) Sparling (1)	KC Azodo (8)	JH *Forsberg (4.5) Henke (3)	AB Christhaansen (3) *Ledahl (3)
Friday 6/10	1 1/2 ZK *Lim (8)	KC *Lim (8)	JH Walden (2.5) Horowitz (2.5) (Home) Stern (3)	X
Saturday 6/11	X	X	JH Phillips (3) (Jan) MacIn (4)	X
Projects: Simison (8), Demartelaere				
Lemieux (1.5) NA Henke King 2 Woken Salisbury 2 Schepfer Schaeviller NA Sparling?				
maybe Rotier? I + Jessi Ruiz? I				



* really, it's
B/E

*artist's rendering

Weekly Scheduling Considerations

- Budgeted hours – daily scheduling
- Crew size and availability
 - Team Chart
- Location
 - How far from HQ?
 - How far from other jobs?
 - How far from other teams?
- Rescheduling
 - Has this client had to be rescheduled all ready? How many times?
 - Are we in a new zone and playing catchup?
- Client preferences & expectations
 - Lead preference
 - Promised timeline
 - Special event

In the Moment Considerations

- Changes to crew size
 - Call-ins, Sickness/Injury, etc.
- Changes in scope of work
- Morale
- Weather
- Timing of outside products and vendors
 - Ecosite, Gertens, etc.

What's Happening Right Now?



Original Schedule

Client A – 2 hours

Client B – 5.5 hours

Total: 7.5 hours

Updated Schedule

Client A – 3 hours

Client B – 8.25 hours

Total: 11.25 hours

What's Happening Right Now?



Original Schedule

Client A – 3 hours

Client B – 5 hours

Total: 7.5 hours

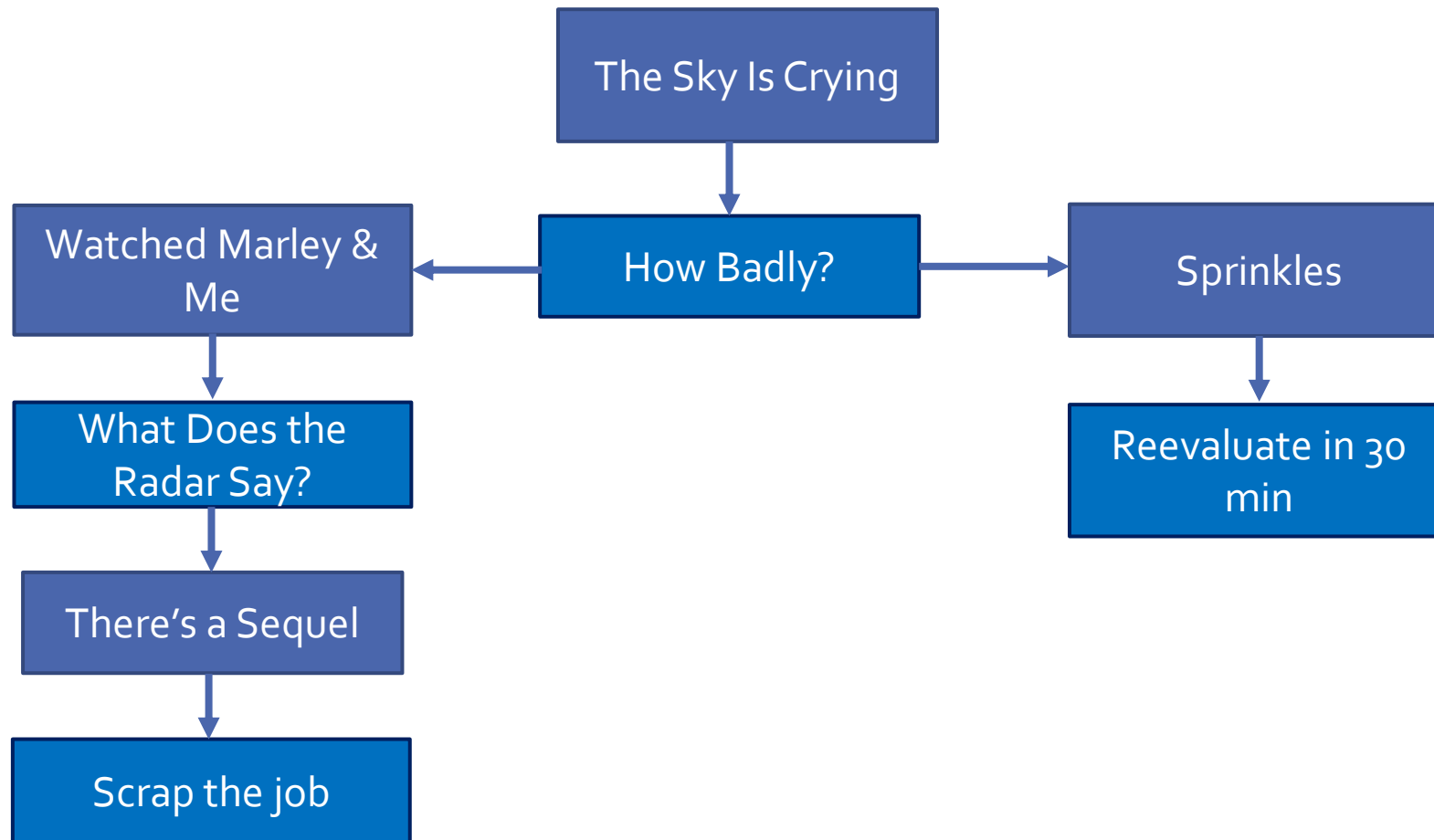
Updated Schedule

Client A – 2.25 hours

Client B – 3.75 hours

Total: 6 hours

What's Happening Right Now?



POP QUIZ

HSG 4 MAIN SERVICES?

Maintenance

Restoration

ReDesign

Seasonal Services

POP QUIZ

NAME 1 SERVICE WE DO NOT PROVIDE?

Hardscape

Tree Care

Other

Lawncare

Snow

Questions?