



# CHRISTENSEN'S PLANT CENTER

## Wholesale Supplier To Landscape Professionals

## Let's Fix Tired Landscapes!

(And make money doing so.)

I don't know about you landscape contractors reading this, but I **hate** looking at overgrown and outdated foundation plantings.

You probably know what I mean, overgrown yews or huge tall Junipers growing halfway up the side of older homes. So here are my big three strategies for convincing those homeowners into buying your services.



- #1 Overgrown foundation plants are a security hazard. You don't want prowlers hiding unseen close to your home, do you?
- #2 Those plants are not only blocking natural light from brightening their home, the extra dimness inside is increasing the electrical bill! (you would like lower electrical bills, wouldn't you?)
- #3 That antediluvian landscape look is not only dating those homes, it greatly lowers the value of the home, and makes a resale that much tougher.

While it's important how a home looks from the street, try to convince your potential clients that it's even more crucial to having their yard look great from inside the house! After all, they probably spend more time inside looking out, than they do looking at their landscape from the street.



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