



MARCH 2009 NEWSLETTER

Professional Landscape Management

Commercial ♥ HOA ♥ Industrial ♥ Healthcare ♥ Hospitality
www.AssetLandscaping.com

THINKING AHEAD

It is so easy to think about the here and now when the bigger, long term picture needs to be the focus.

Let's talk about how to approach your current situation while addressing the need for long term plans. In simple terms, define what you need. For this example, let's use an HOA. The association needs membership dues. Why are dues down? Foreclosures, Bankruptcy, Collections? Again, in simple terms, the fix is to get the homes sold to people who can pay their dues. What is the most prominent feature of your neighborhood? Pools, playgrounds, fencing, or maybe landscaping? What do prospective buyers see when driving into the neighborhood? The entryway and the general upkeep of the community. This is why HOA's consistently have higher values than nearby homes. The community is held to a higher standard than the surrounding areas with city compliance.

Focus on the long term by giving prospective buyers a reason to stay. A well maintained, cared for community that welcomes homeowners that can afford to pay their assessments.

Now, how do you get there? Simply email or call us and we can assist with options working in tandem with management. While not all solutions are easy, many are easier than you might think. Let the professionals help you make educated decisions.

THIS MONTH IN LANDSCAPING

On our web site at www.AssetLandscaping.com, you will find a link to our landscape planner outlining areas that are common to focus on each month. Also check out the archived newsletters for additional timely information.

One of the greatest things about living in the Desert Southwest is the weather this time of year! While other parts of the country are occasionally digging out from snow we are enjoying the outdoors. For landscaping this triggers the time for spring rejuvenation cutbacks. The purpose of this process is to remove any frost damage, woody branches, and also to control the overall size and appearance of the shrubs.

While the weather is temperate it is the perfect time to perform these cut backs. With easier access to the base of the shrub, the debris can be removed, irrigation checked, and granite raked out. The mature root system will allow the shrub to grow much more quickly than a new shrub, however the appearance will appear new and grow in a more natural manner allowing for leaf structure and flowers. This can be quite a shock to people not expecting the cutbacks or that are not familiar with the process so please educate people now! If you need more information, please contact us and we can send it to you.

Now is the time to begin planting! Chances of frost are minimal and the heat of the summer is not here yet. Planting all summer long is acceptable, however it is always nice to give the plant a chance to begin growing a root system and more leaves prior to the summer.

Trees not looking good? We will send out our Certified Arborist to see if they need fertilized. Many times additional nutrients from a company certified to diagnose tree problems is needed.

Asset Landscaping

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Construction, Irrigation Install & Repair, Maintenance, and Consulting.

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Matthew Johnson, Co-Owner
Joe Neideffer, General Manager
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Matt Whitson, Account Manager
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