

renovation ROUNDTABLE

ARTISTREE LANDSCAPE MAINTENANCE & DESIGN

JOHN LAY, CLP, GENERAL MANAGER OF LANDSCAPE DIVISION



WHY IS IT A GREAT TIME TO RENOVATE YOUR LANDSCAPE?

"The reasons are endless. With soaring gas prices and an uncertain economy, more people are staying closer to home—and even spending vacations there. In times like these, your home becomes your sanctuary—your connection to the peace and beauty of nature. That's especially true here in Florida. More and more people are transforming their neglected lawns into striking, environmentally friendly, outdoor living spaces—places to eat, entertain, play and relax. With smart landscaping, you can easily add 1,000 square feet of living space to your home, creating a seamless transition from indoors to outdoors. Today's tough housing market is also a vital factor. Landscaping provides an excellent return on your investment; it can add up to 15 percent to a home's resale value. National and regional statistics list landscaping as one of the top five resale improvements—offering a 200-percent return on your initial investment. And a great lawn is great for the environment! A single shade tree saves air conditioning costs, fights pollution and provides wildlife shelter. Intelligent landscape design can save up to 25 percent in cooling costs alone. Economics aside, when is it not a great time for homeowners to rejuvenate and revitalize their outdoor spaces? It's your home. You want to love it—inside and out."

ArtisTree Landscape Maintenance & Design
 160 Pond Cypress Road, Ste. B
 Venice, FL 34292
 (941) 488-8897
www.artistree.com

"ECONOMICS ASIDE, WHEN IS IT NOT A GREAT TIME FOR HOMEOWNERS TO REJUVENATE AND REVITALIZE THEIR OUTDOOR SPACES? IT'S YOUR HOME. YOU WANT TO LOVE IT—INSIDE AND OUT." *John Lay*

Founded in 1990, Venice-based ArtisTree Landscape Maintenance & Design has built a reputation as a green industry leader, partnering with top area builders and architects and earning recognition by INC Magazine as one of America's fastest growing companies. Its 300 professionals include award-winning designers, account executives and horticulturalists. The ArtisTree team designs and maintains elegant outdoor spaces that thrive and evolve over time. As the firm's name implies, it creates living, growing works of art. "Design begins with the client's vision," says John Lay, general manager of ArtisTree's landscape division. He says clients get one-on-one time with top landscape designers and other professionals who ask a host of detailed questions. "After determining what the client's needs are, we then consider planting zones, soil quality, and irrigation and maintenance demands. Then we

create environments that will add value and inspiration. The results create pure delight." Lay adds that ArtisTree's clients can see exactly what their future landscapes will look like, thanks to sophisticated computer-assisted design. Design can also include walkways, patios, fences, decks, fire pits, garden beds, pergolas, water features, and other sculptural and structural elements. "Now is the perfect time to fall in love with your home," he says. "Due to the high cost of fuel, people are staying home more and want their outside spaces to be areas of repose and beauty. And in this tough real estate market, professional landscaping really gives you the edge when you're trying to sell your house. In today's world, you also want your landscaping to be environmentally friendly and not just picture-perfect. We deliver all of that. It's a win-win situation any way you look at it."

