



## Endorsement Letter Template

FROM THE DESK OF: JOHN SMITH, TITLE, COMPANY

### I've Never Written A Letter Like This Before...

Dear <<Name>>:

As a \_\_\_\_\_, I hate paying for landscaping.

Luckily, I have discovered a secret weapon to control these costs **and still have beautiful landscaping**... his name is Pete Anselmo and he's the owner of \_\_\_\_\_ in \_\_\_\_\_.

Now, you and I both know that landscapers are a dime a dozen. At our properties, we get at least 3 calls a week from people who will give us "great service" for a low, low price.

We've all heard the "pitch".

But Pete is different. I've been dealing with landscapers for \_\_\_\_\_ years. Frankly, *none* of them have ever given us the kind of service that Pete gives us. He does an awful lot more for his clients than any other landscaper I've ever used.

He's truly setting a whole new standard for his industry. For example;

- All of his crews are *required* to provide one additional service each week that is not part of our agreement... and I get to pick the one I want. Last week they cleaned up all the cigarette butts that were suddenly visible now that the snow has melted.
- After a bad storm, Pete sent a crew over to do an emergency clean up – we didn't call – he just did it.
- His crew's are always uniformed and polite. They don't smoke or use foul language. In fact the only reason I know they have been there is that my building looks great.
- When he plants annuals – he gives us a design grid to show just how many flowers were planted and where *so I know I am getting what I paid for*.
- Pete's crews are *required* to get 40 hours of training in plant and lawn care every year. To my knowledge there isn't any standard in the industry for training so he set his own.
- Pete also provides "English as a second language" training for all his employees.
- I could go on and on...

At first I thought this would be expensive. Pete's been able to keep our maintenance costs in line for five years without cutting services. I'm not sure how he does it, but it's working.

Whether you've been thinking about changing your landscape service or not, I urge you to call Pete at **908-345-4001**. Start getting what you deserve from your landscaper.

Sincerely,

John Smith  
Title - Company

**PS.** When you call and set a time to meet, be sure to mention that you got this letter to Pete. He has a great gift for you which I think you'll really enjoy.