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60 Second Elevator Pitch for Landscape Contractors

- **We design and install** landscaping, patios, pools, fences and decks for homeowners
- **Who have** drab, overgrown shrubs and bushes, dilapidated patios and decks and **who are concerned about** the looks of their yard and the resale value of their home (*include as many are as appropriate*)
- **And are looking for** enhancements that will look good, last a long time, have no hidden charges or fees, and are built by certified, uniformed landscape specialists.
- **Most people who hire landscape contractors aren't even aware that** the installation process is critical to the projects longevity, and that almost all landscape contractors take shortcuts on the quality in order to offer a lower price and get jobs from customers who don't know any better. **For instance, it's critical that** the excavation be one foot wider on each side of the concrete pavers area; this gives more stability to the pavers edge for driveways. **It's also important to** use concrete sand as your pavers setting material. We do not use quarry dust because of the high fine content. Quarry dust will trap excess moisture causing the pavers to heave and separate over time. (*insert here can be about any materials*)
- **We always offer** only high quality materials like I just mentioned; we also provide written quality control and maintenance checklists for all products we build or install – a service most other contractors don't provide. We also carefully screen our workers and certify them before they ever pick up a tool.
- **To help homeowners make the best decision possible we offer** a FREE Landscape Standards Checklist
- **That contains** all the questions they'll need to ask any landscape contractor to make sure that they're getting the best project possible for the money. **We also have over** 100 current references and a 13-minute quality assurance video showing comparison pictures of Projects done the right way and the wrong way 3, 6, 12, 24, and 36 months after the job.

If would like a copy of our standards checklist – take out your business card now and write Free report on the back and hand it to me after the meeting. I'm John Smith from ABC Landscapes – making your neighbors jealous each time they drive by your house.

Notes: You can easily take this “master elevator pitch” and tailor it to 15, 30 or 45 second pitches or expand it to be a 5 minute talk. We call this the accordion approach – expand or contract to fit the need.