



Shortage!

Shortage. That's been the word this year. It's a terrible word. Nobody wants to hear that you're "short" of something, whether it be time, materials or labor. There lies the problem, because we are all short on time, materials and laborers. The problem gets worse, because there is no shortage of customers willing to pay for your services. This year's sales potential could be better than the previous. But how can you install more jobs when the material or labor falls "short"? Unfortunately I cannot make trees and shrubs grow quicker. I do not have a secret stash of great employees willing to work. However, maybe I can help by making a suggestion about material.



The concrete industry has been thriving in the last few years. They have great new products, innovative designs, and the desire to help you succeed. When you buy a tree, does the grower ask if you need any technical help? Would they come out to your job site to help problem solve a situation? How about teaching you a better technique to plant or maintain

your shrubs? The concrete producers that we partner with want to help and teach you. Your success is important them because they realize there are many producers and choices. So to put it simply, your success is their success.

It takes 3-5 years under perfect conditions to produce a 2" maple tree. You will have to wait 8-10 years to get an 18" Densi or boxwood from a cutting. There is even a 3-4 month wait for daylilies. Concrete pavers and wall blocks only take around a week to fully cure and ready to be installed. There is no shortage on pavers or wall stones, unfortunately just the labor to install them. Why not teach and train your crew to install pavers and walls? Becoming more diversified gives you and your customers more options. Fill the void left by the shortage of green goods by adding in some colorful pavers and seating walls, fire pits and outdoor living spaces. And know that help is only a phone call away.



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