

As seen in **W4**:

Landscape Design Group

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The key ingredient to our success is NOT the 'bottom line,' the sale. It is Reputation, Reputation, Reputation. As landscape architects, we judge our company's success by the interest and creativity of our designs, along with our ability to design with customized budgets. As contractors, we judge our success by the quality of work, and an efficiency of scheduling, geared to achieve a timely completion. And, as individuals and businessmen, we judge our company success by client satisfaction and the quality of the relationships we have built. Often, our relationships continue beyond the project.

We feel, strongly, that these quantifiers apply to most businesses: understanding the needs of clients; fulfilling commitments beyond expectations; and producing effective top quality results are guidelines to most any type of business!

Some other tips, that work for us, include:

- Do what is best for your clients.
- Never cut corners.
- Stay on the cutting edge of the industry and offer a 'turn-key' approach.
- Don't use phony sales tricks or gimmicks.
- Put your heart and soul into every job. Every job is important. Every customer is important.
- Professionalism and company image help to create a solid reputation.
- Have a passion for what you are doing.

Success in our business, as we believe is true to many businesses, does not come easy or overnight. Building a reputation, typically, takes many years. In the beginning, you must become your business.

Reputation is the sum of a very, very long equation: Honesty + Communication + Creativity + Quality + Budget Sensitivity + Professionalism = Client Satisfaction. Client Satisfaction + Good Client Relationship + Good Reputation! W4