



# green SIDE UP

**OFFICIAL NEWSLETTER OF COASTAL GREENERY LANDSCAPING**

*Serving Beaufort, Bryan, Bulloch, Camden, Chatham, Effingham, Glynn, Jasper, Liberty, McIntosh, Nassau, & Wayne Counties*



## The Value of Consistent Landscape Maintenance

### *Why Regular Care Pays Off for Property Owners*

**Consistent landscape maintenance is more than just a routine—it's an investment in the long-term health, beauty, and value of any property.** Regular care ensures that lawns, gardens, and green spaces remain vibrant, healthy, and visually appealing throughout the year. By adhering to a scheduled maintenance plan, property owners can prevent the accumulation of weeds, pests, and plant diseases that can quickly escalate and become costly to manage.

Beyond aesthetics, a well-maintained landscape contributes to increased property value and greater curb appeal. Prospective buyers or tenants are naturally drawn to properties that display attention to detail and ongoing care. Furthermore, consistent maintenance helps to preserve the integrity of hardscapes, irrigation systems, and plantings, reducing the need for expensive repairs or replacements down the road.

Environmental benefits also stem from regular landscape upkeep. Healthy, properly maintained landscapes can improve air quality, provide habitats for wildlife, and even reduce soil erosion. In addition, a systematic approach to maintenance encourages the use of sustainable practices, such as proper watering, mulching, and integrated pest management, which support the overall health of the ecosystem.



## Properties of the Month: JANUARY

**Forbes Farm**  
*Golden Isles*



**Westwood Reserve**  
*Savannah*



**Allison Memorial Flowers**  
*South*



*Each Property of the Month  
is selected by the Branch  
Manager according to  
the crew's monthly  
Quality Control report.*

The value of landscape maintenance consistency lies in its ability to enhance property appearance, protect investments, and promote environmental stewardship. By prioritizing regular care, property owners ensure their outdoor spaces remain assets for years to come.



## Landscape Maintenance Consistency at Coastal Greenery

**When you think of consistency in terms of your property, you may think of the landscape maintenance crew performing the tasks that make your property maintain a good quality appearance each day it is serviced.** Crews performing the same tasks each time they are on a property or at certain times of the year are just one aspect of consistency within Coastal Greenery. When Coastal Greenery references consistency, we tend to broaden the realm of the word consistency to include much more than a weekly service.

To be consistent in providing the best service possible, Coastal Greenery must be consistent with:

- Continuous team member training
- Answering our phones
- Keeping our word by doing what we say we will do
- Communication to clients and team members
- Clear and understandable invoicing
- Team member appearance, attitude, and behavior
- Appointment promptness and regular service day
- Following our property job plans for each service visit
- Following company policies and procedures
- Upkeep and presence of our trucks and trailers
- Company branding throughout the company



## Team Members of the Month: JANUARY

**Gary Brigham**  
*Golden Isles*



**Kaleb Guthrie**  
*Savannah*



**Jamarr Johnson**  
*South*



*These team members display our core values (**Responsive, Ownership, Observant, Trusted, Skillful**) in all that they do while working, have excellent attendance, and are constantly trying to improve themselves.*

- Trustworthy information given to clients and team members
- Educating team members
- Trustworthy recommendations for client's landscape needs
- Faithful relationships with clients and team members
- The ultimate consequence of every contract is what is best for the property
- Steady horticultural knowledge from any and all team members
- Steadfast horticultural programs
- Building an awesome team of men and women

This list could go on and on. The point of consistency at Coastal Greenery goes much deeper than what appears on the surface and always has our clients best interest in the forefront.

## Consistency Starts with TRAINING

**Coastal Greenery recognizes that consistent quality begins with thorough training.** Training starts upon hire and continues throughout employment, covering company onboarding, department-specific tasks, licensing, and regular meetings.

New team members complete a weeklong onboarding called "Succeeding from the Start," which covers HR, safety, and equipment operation. After onboarding, they engage in job-specific training for 2-4 weeks under a team leader. Performance is measured through evaluations and field testing, ensuring ongoing development.

Monthly department training keeps teams updated on procedures, standards, and certifications such as Georgia Licensed Pesticide Applicator, Certified Irrigation Technician, and others. Team members are encouraged to pursue additional licenses and certifications to enhance expertise and maintain high service consistency.

Daily and weekly departmental meetings address current issues, safety protocols, and best practices. These meetings foster leadership opportunities and ensure all staff stay informed and aligned with company standards.

Overall, Coastal Greenery prioritizes continuous, hands-on training to drive quality, consistency, and client satisfaction.

## Winter Hard Pruning Schedule

**Crape Myrtles & Grasses** . . . . . *During January & February*

**Perennials & Renewal Pruning.** . . . . *During March*

### PLEASE keep in mind:

- *Hard pruning isn't pretty, but it is a must for the growth and the health of your landscape.*
- *All pruning may not be completed in 1 visit, but we aim to complete pruning according to the schedules listed above.*





## A Note from JJ: January = Proactive Preparation

**I always see January as a month of preparation.** While much of our landscapes may still appear quiet, there's a lot happening beneath the surface—and what we do now has a direct impact on how your property performs throughout the year.

Our teams are focused now on proactive maintenance: evaluating turf health with Soil Reports, reviewing plant conditions from winter stress especially perennials, planning seasonal enhancements for our upcoming growing season, and making sure irrigation systems are ready for the demands of spring. Thoughtful preparation today helps prevent issues tomorrow and protects the long-term health and appearance of your landscape investment.

After more than 30 years in this industry, one thing has never changed for me—**relationships matter most.** At Coastal Greenery, we've always believed in *"Keeping Relationships as the ROOTS of Our Business."* That mindset drives how we serve our commercial clients across South Carolina, Georgia, and North Florida. We don't just maintain properties, we build partnerships based on trust, communication, and consistency.

I'm grateful for the opportunity to work with so many great people. Your trust in our team means a great deal, and it's a big reason Coastal Greenery continues to grow and improve year after year.

As we prepare for the busy seasons ahead, thank you for allowing us to be part of your property's success. If you ever have questions, ideas, or goals for your landscape, my door—and our team—is always open.

Thank you for your continued partnership.

*Jeffrey Johns*, President, Coastal Greenery Landscaping



## Your Licensed Professionals Deliver Value.

**As in any profession, it's important that we know our job. With hundreds of plant varieties, insects and diseases, professional knowledge means more professional results.** You may not realize that most professional lawn technicians and applicators must meet special training and testing requirements from the EPA and state in order to be licensed or certified to work with your lawn or landscape. Then, for certification to be maintained, on-going education and training must continue every year.

Before we work on your lawn, you can be sure we not only know what we're doing, but how to do it best.

This means better results and fewer problems for you when you employ only carefully trained and certified professionals to work on your lawn and landscape.

**Count on us for care that's our professional best... for you and for the earth we all share!**

*Our team  
appreciates  
your  
feedback  
and  
support!*

*Scan here  
& share  
your  
thoughts  
with us!*



Have a question or concern? We're here to help.  
Contact the **COASTAL GREENERY** Team  
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