



green SIDE UP

OFFICIAL NEWSLETTER OF COASTAL GREENERY LANDSCAPING

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



The Cost of Deferred Landscape Maintenance

When budgets get tight or schedules get busy, landscape maintenance is sometimes one of the first things property owners consider cutting back or delaying. It's an understandable instinct — a skipped mowing cycle or a delayed irrigation repair doesn't seem like a big deal in the moment.

But deferred landscape maintenance rarely stays small. Like most property assets, a landscape that's neglected today often costs significantly more to fix tomorrow.

Small Delays Add Up

Turf and Plant Healthcare: A few missed treatments during peak growing season can allow weeds, pests, or disease to take hold.

Irrigation Issues: A small irrigation problem — a broken head, a bad valve, an uneven zone — is a quick, inexpensive fix... when caught early.

Tree and Shrub Care: Skipping a pruning cycle might not seem urgent, but overgrown trees and shrubs can develop structural issues or create liability risks — which are more expensive to correct later.

Properties of the Month: JULY

Hamilton Landing
Golden Isles



Compassion Hernderson
Savannah



Lofton Pointe
South



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



Curb Appeal and Tenant Perception

For commercial properties, landscape condition is often a tenant's or customer's first impression. A property that looks overgrown or neglected can affect how your business is perceived — costs that show up on your bottom line.

Preventive Care Is a Better Investment

Routine, proactive maintenance is almost always more cost-effective than reactive repairs. A consistent care schedule catches small issues while they're still small — and protects the long-term value of your property.

What This Means for Your Property

If your maintenance plan has gaps, or if certain services have been pushed off this season, it's worth a conversation. A walk-through with your landscape provider can identify where deferred work may be creating risk — and what it would take to get back on track before those costs grow.

At Coastal Greenery, we'd rather have that conversation early. If it's been a while since your property had a full landscape review, let's schedule one — it's a lot easier to plan for than a surprise.

Mid-Summer: The Best Time to Plan For Fall

It's easy to think of July as the middle of the season — mowing, watering, and keeping things looking sharp through the heat. But if you wait until September to start thinking about fall landscape work, you're already behind.

The best commercial properties don't react to the seasons — they plan for them. And fall is one of the most important seasons of the year for your landscape's long-term health.

Why Fall Work Matters So Much

Fall is prime time for some of the most impactful services a property can invest in:

- **Aeration** – relieves soil compaction from a summer of foot traffic and heat stress, allowing roots to breathe and take in water and nutrients more effectively
- **Overseeding** – fills in thin or bare patches before winter dormancy, so your turf comes back thicker and healthier in spring
- **Seasonal Color Rotations** – refreshes beds and entryways with fall plantings that keep your property looking sharp through cooler months
- **Fertilization Programs** – build root strength going into winter, setting turf up for a stronger spring recovery

These services work best on a schedule — not squeezed in as an afterthought once the leaves start turning.



Team Members of the Month: JULY

Patrick Barrientos
Golden Isles



Vivianet Rodriguez-Alvarez
Savannah



Hugo Alberto Castillo
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.*

Why Plan in July?

1. **Scheduling fills up fast.** Fall is one of the busiest times of year for landscape crews. Properties that plan early get priority scheduling.
2. **Budgets need lead time.** If fall services require approval, mid-summer gives you the runway to get sign-off before the season starts.
3. **Better results.** Aeration and overseeding are time-sensitive — cooler temperatures and shorter days limit how well new grass can establish.
4. **It's easier to plan without the rush.** Reviewing your budget and priorities now means better decisions and better value for your investment.

What You Can Do This Month

Talk to your landscape provider now about a fall service plan. Coastal Greenery can walk you through recommended services for your specific property, provide clear pricing, and help you build fall into your budget.

At Coastal Greenery, we start fall conversations with our clients in the summer for exactly this reason — it means better scheduling, better pricing conversations, and better results when fall arrives. If you'd like to talk through a fall plan for your property, reach out to your Client Relations Leader this month.

Storm Season Prep: Is Your Property Ready?

July is peak season for summer storms, high winds, and heavy rain. For commercial properties, that means it's a smart time to think about storm readiness, especially when it comes to trees.

A tree that looks fine on a calm day can become a serious liability in a storm. Weak limbs, root damage, disease, and structural issues aren't always obvious at a glance, but they're exactly what turns a summer storm into a costly — or dangerous — problem.

What a Storm-Prep Walk-Through Covers:

- **Tree health and structure** – identifying weak limbs, cracks, or signs of disease before they become falling hazards
- **Canopy and clearance** – making sure branches aren't threatening rooflines, power lines, parking areas, or walkways
- **Drainage** – confirming water has somewhere to go, so heavy rain doesn't pool near buildings or wash out beds and turf
- **Loose or vulnerable landscape elements** – anything that could become a hazard in high winds

Why It's Worth Doing Now

Catching a problem before a storm is far less costly – and far less disruptive – than dealing with storm damage after the fact.

If it's been a while since your property had a tree risk assessment, this is a great month to schedule one. Reach out to your Client Relations Leader and we'll get it on the calendar.



A Note from JJ: *Summer Growth Isn't Easy*

Summer in coastal Georgia reminds us that growth doesn't happen when conditions are easy. It happens when temperatures rise, schedules get full, and our team continues to show up every day with professionalism and purpose.



Over the past few months, our team has completed what we call our **100 Days of Victory**, the busiest season of our year. It is a time when landscapes grow very fast, projects accelerate, and expectations are at their highest. While there are always challenges along the way, I couldn't be prouder of how our Coastal Greenery team responded. Their commitment to serving our clients, supporting one another, and maintaining beautiful properties throughout our communities is something worth celebrating.

As we look ahead, we are also looking forward. Coastal Greenery continues to invest in our people, our processes, and the future of our company. Our vision remains simple: **to grow Leaders and Landscapes in the communities we serve**. Every improvement we make, every relationship we strengthen, and every property we care for brings us one step closer to becoming the premier landscape company in the Southeast.

Thank you for the trust you have in our team. We are grateful for the opportunity to care for your properties and appreciate the relationships we've built together. We hope you and your families enjoy the remainder of the summer, and we look forward to continuing to serve you with excellence.

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.

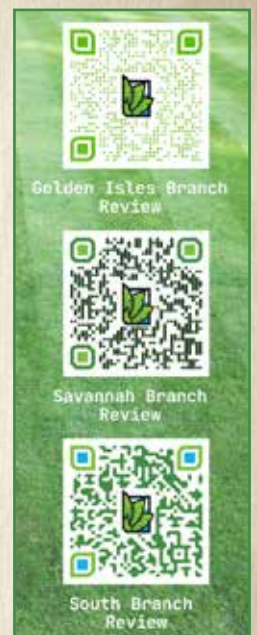
Before we work on your lawn, you can be sure we not only know what we're doing, but how to do it best.

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
(912) 261-8171 | **COASTALGREENERY.COM**    