



PLANNING YOUR DREAM YARD

Dear Readers,

This work season has produced a much different customer than our company has seen in many years. The client is starting to see differences in landscape companies, both in quality and capabilities. They are planning, researching, checking references, questioning, and rethinking how they use their yard.

I personally love to work with this type of customer. A well thought and executed design eliminates a disappointing end product. Not to mention enhanced curb appeal, savings in energy, water consumption, and maintenance.



Another trend I am seeing is a change in how people spend. No longer is a yard just sod, trees, and a sprinkler system. Outdoor fireplaces, built-in grills, pondless waterfalls, and paver patio gardens are just a few examples of how they are making their backyard an ultimate destination.

Look to Wagner & Co. as a full service company that can take on any element that takes place outdoors. Fall is a great time to plan for the next season! Give us a call and see the difference in our company.

—Dusty Wagner, *President*



Visit us online at wagnerlandscapecompany.com to see many ideas and inspiration to enhance your outdoor living experience.

Planning the Keys to Success

If you are considering a landscape project now or in the near future—the planning process should start well before you want the finished product. Today, landscaping means more than just plants, grass, and a few ornaments. It includes features such as lighting, fences, gardens, garden paths, raised patios, fire pits, ponds and streams, fireplaces, outdoor kitchens, and even outdoor living rooms.

A well designed landscape does more than bring increased value to a home; it brings energy savings in maintenance, water consumption, and your power bill as well. More importantly, quality landscaping brings endless days of enjoyment. The number one trend in the country is bringing the indoors out—making sure that both the inside design/function is “totally” incorporated into the outdoor living areas—the enjoyment of the outdoors will reduce stress and add real value to a home.

The keys to a painless planning process are simple. Begin by creating a concept or vision in your head, and putting your ideas on paper. This will give us an idea of what your expectations are and how you will use the entire landscape. As with any major project where large investments are made—time, planning, and patience are factors that lead to stress-free projects.

The earlier you begin this process the better the results.

Recommended outline:

- What is your vision for how you will use the outdoors?
 - Make a list of ideas—even cut out photos from magazines, web sites, etc.
 - During our project review meeting we will ask you countless questions that will give us knowledge and understand of what your expectations for the project will be:
 - ▶ Do your kids need a play space?
 - ▶ Do you need space for entertaining?
 - ▶ What and how much maintenance do you want?
 - Consider a “professional” landscape designer/contractor like Wagner & Co.
 - Meet to discuss your vision and ideas
 - Choices and ideas are endless
 - Allow the landscaper to draw up ideas that meet your vision (consider options)
- We will study the sun and wind patterns—this can impact energy conservation and design layouts
 - Live with it for awhile—quick conclusions about your yard can lead to choices that don’t work in the long-term.
 - Make adjustments now, it will save you time, money, and frustrations
 - Be open to change and suggestions—a professional knows the pros/cons of materials, design, and placement of items
 - Great designs work around a “focal point” the center of the landscape design.



Landscape Design should be viewed as an investment. Great designs executed properly and with attention to details will enhance the value of your home and give you years of enjoyment. While quick decisions, focusing only on price, and trying to cut corners will lead to disappointment, structural problems down the road, and even cost you more in the long run. Today, the complexity and science behind landscaping should be left to professionals.

In our two previous newsletters, we covered important topics—Landscaping Can Save Energy and Curb Appeal. Both of these editions are available on our web site: www.wagnerlandscapecompany.com.

Selecting a landscape company

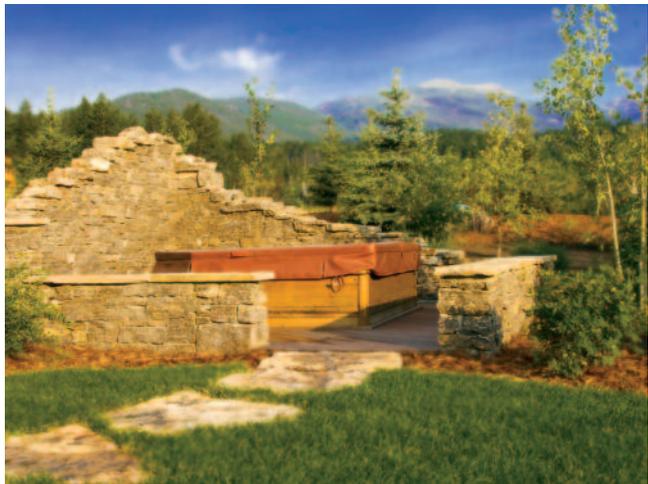
When reviewing and selecting a professional landscaping company look for the attention to details and the entirety of the project—not just the bottom line. Cutting corners up front will cost you down the road. Here are some fundamentals to consider:

- Once our landscaping blueprints meet your expectations, we will submit our bid prices
- Land excavation, grading, soil preparation and proper water management are all areas that ultimately will lead to a solid foundation for any project. Short cuts will lead to erosion, water infiltration, moisture, and ultimately shorten the life of your investment.
- Trees, shrubs, ground cover should all be positioned on the property plat for maximum overall results—aesthetics, energy conservation, wind blocks, shade, and proper growth planning.
- Landscape/Hardscape elements must blend together and enhance the overall look/feel of your home and

property. This is where materials and maintenance issues should be closely discussed and considered.

- Timing—plan ahead for all the reasons outlined above. Quick decisions will lead to bad decisions that you will regret down the road.
- Pricing—the two key variables in comparing prices are materials and labor. Each of these factors should be understood before making any final decisions. While natural materials might be cheaper than man-made they may require more installation labor. The trade-offs could affect your project costs.

We pride ourselves of working with all the key decision-making parties—architects, builders, interior designers, and homeowners. The collaboration upfront will result in a project that not only exceeds the homeowner's expectation, but will give them years of enjoyment and added value.





WAGNER & CO.

P.O. Box 175
Harrison, MT 59735

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