

Lawn & Landscape

Journal



WHERE SERVICE AND QUALITY ARE ALWAYS IN SEASON!

201-664-4022 · WWW.JVSLANDSCAPE.COM

700-76 BROADWAY, #334 · WESTWOOD, NJ 07675

winter



Greetings from Joe!

THE HOLIDAYS ARE JUST AROUND THE CORNER

But then, you knew that. Perhaps what you don't know is that there's still time to schedule a JVS landscape designer and crew for your exterior holiday decorating. Our clients tell us that they love having this service - no hassle, lovelier displays and a lot more time for festivities! Let our professionals decorate your house, your entrances, planting beds...wherever you like. This includes those hard-to-get-to, break-a-limb kinds of places. We decorate them, install lighting, design unique or traditional displays and include all the things that make your home glow with holiday cheer while you just sit back and enjoy it. Call today to schedule an appointment at your home. Did I forget to mention that we take them down and store them for you?

As we close another chapter on another successful season, I'd like to reflect back and thank our great staff, team players and, of course, our great clients and friends. Without your support, we wouldn't be where we are today. I've been very blessed over the past 20 years in business and look forward to many, many more. From our humble beginnings with an old mower and an old pickup truck, to a fleet of trucks and a handsome office with dedicated teams to serve our clients' needs, our values of giving our clients the best service haven't changed. Our mission is striving to be the best.

This spring, I had the opportunity to bid on the landscape design and installation for a magnificent new home recently built in Old Tappan. Since the lead came from a long-term client and friend, things started out perfectly. At JVS, we track our leads and referrals because they are, by far, our greatest source of new work. For this, I'm personally indebted to all of our clients!

A lead or referral is a powerful motivation for us to make the most of this opportunity. Not only does the creative side of me want the project, but the business side of me realizes that these referrals are the lifeblood of our company. We'd never want to let down the friend who made the extra effort to recommend us.

I was asked why JVS should be awarded the project by the referral. I responded with an invitation to them to visit our office at their convenience to learn how we operate, to inspect some of our completed projects and, most importantly, to give us a chance to get to know each other. That's how our relationships often begin. During this particular visit, I explained our company history and spoke of the years of experience of our talented, dedicated team.

I listened to them explain what the landscape project meant to them, how they lived and how they would use their new home. At the end of the day, with a handshake, we celebrated our new relationship. Our company was awarded the project, and I know we'll exceed our client's expectations. More importantly, we'll develop a new friend along with a very special landscape project.

To all of our clients and friends, our team says thank you! Our company is striving to be the best in the area. Mind you, not the biggest...but the best.

We have a fantastic team of associates dedicated to achieving that mission. Our success is assured by the assistance of the most wonderful clients and friends of any company in the world!

As always, thank you for your support. You can reach me on my direct line at 201.664.4022, ext. 103 or e-mail me at joe@jvslandscape.com to discuss any of the issues in this newsletter, to say hello, or to talk about your garden.

All my best,


Joe Soccodato
Founder and President

Four Trees for Four Seasons of Color (Part 1)

Cercis canadensis

Eastern Redbud

This is an incredible ornamental tree that we love to install. It's perfect for the small garden. The large, heart-shaped leaves and deep-burgundy color help it stand out in the garden. And, of course, there's its bloom. At JVS Landscaping, it's a favorite harbinger of spring, second only to the daffodil.

Summer Foliage

- Alternately arranged, simple leaves
- Wide, heart-shaped leaves
- Leaves are 3" to 5" long and wide
- Leaves emerge bright green, tinged red and mature to a dark green
- Stems have a zigzag growth pattern

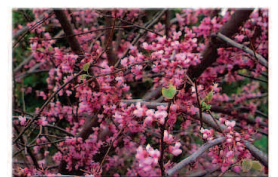
Autumn Foliage

- Color is yellow-green
- Can be a showy, bright yellow on some plants in some years

Flowers

- Very showy
- Small, purplish-pink, pea-like flowers
- Numerous and appearing before the foliage
- Bloom time is late April to early May in clusters of four to eight
- Often are borne directly on old branches and trunks as well as younger branches
- Trees bloom heavily at a young age

Again, at this time of year we love to give back for our clients' business, and we appreciate the ones who respond to our requests. The first three folks to call us and ask for this tree will get it installed with their spring clean-up in 2007 for free!





SIMA MEMBER • FULLY INSURED

ALL MAJOR
CREDIT CARDS ACCEPTED

RELAX THIS WINTER WITH EXPERT SNOW REMOVAL SERVICES FROM JVS LANDSCAPING!

Since 1986, homeowners from Upper Saddle River to Ridgewood to Harrington Park have entrusted JVS Landscaping for safe snow removal. Snow is pretty to look at but a pain to shovel...and it could be dangerous to your health! This year, protect your biggest investment - YOU! Choose one of our convenient programs and have a worry-free winter.

*Gold Snow Insurance Program:

This plan provides unlimited visits for up to 12 storms for one flat rate for the entire season. Multiple plowings during one storm are considered one visit.

Silver Snow Program:

This plan is priced on a per-occurrence basis. We'll establish a schedule of fees depending on how much snow falls, and you'll be billed after each storm.

**Prepay by November 1 and receive a FREE 50 lb. bag of Ice Melter!*

PH: 201-664-4022 • FAX: 201-307-9023

WWW.JVSLANDSCAPE.COM



THERE'S NOTHING CUTE ABOUT RABBITS OR DEER IN THE GARDEN



Hungry rabbits and deer can cause serious problems when they're given free roam of your garden and landscape. We have a product we apply called Liquid Fence which is designed to repel deer and

rabbits. Our product keeps them from destroying valuable landscaping, gardens, vines and more. We apply this once a month (under normal conditions) to maintain proper protection. It's also designed to withstand about 1" of rain per week over a three- to four-week period. Our product is all natural and will cause no harm to people or animals.

Being an odor-based product, it effectively continues to train the deer and rabbits to avoid your plants and garden areas – even in the colder months when plants are dormant. When we first apply, you'll notice a strong odor, but this quickly dissipates as it dries. However, the odor will still be very noticeable to the deer and rabbits long after its application.

Protect your valuable plants and garden. Give us a call if rabbits and deer are eating your investment away!



CHRISTMAS DECORATING MADE EASY

When wintertime comes, you can count on JVS Landscaping for more than just full-service plowing and snow removal. As the area's exclusive Brite Ideas™ design team, we can design and install a holiday decorating package for your home or business.

Our trained professionals will take the struggle out of your holidays this year. JVS Landscaping offers the complete solution to your outdoor decorating needs.

- **Design** – We'll work with you to customize your home's decorations, whether you want to go all out or just accent your property.
- **Installation** – You'll never have to step foot on a ladder or open a box of tangled, broken lights; we bring everything.
- **Takedown** – When the holidays have passed, we'll be back to remove the decorations, leaving your house in the same condition we found it.
- **Storage** – No more stuffing boxes full of twisted lights and bent Santas into the corners of your house.



We bring the lights and decorations, and we take them away!

With JVS, you can choose from a wide variety of beautiful and creative designs for the holidays or any occasion. JVS can custom design and build a display for any special event or function.

201.664.4022

Don't wait too long...Santa's coming!

WHAT OUR CLIENTS ARE SAYING...

I am very impressed with your professionalism and the high degree of quality of the work performed.

My family and I are very pleased with how our yard looks. It looks really great! Your regular care and maintenance as well as your broad knowledge base of all our plants, flowers and bushes are greatly appreciated.

I am very pleasantly surprised as to how you communicate with me frequently. Also, I am very happy with the wonderful follow-up you provide on the work being done.

Everyone I have ever worked with on the staff is extremely accommodating, caring and helpful!

My family and I thank you for all of your hard work and are very satisfied with your services!

Sincerely,

Greg B.
Rivervale
Maintenance Client



FOR MORE CLIENT TESTIMONIALS, GO TO WWW.JVSLANDSCAPE.COM.

JUST CLICK ON TESTIMONIALS AND LISTEN!