

Case Study: Mastering High-Volume Commercial Landscape Management

Company: Countryside Industries, Inc.

Role: Commercial Account Manager

Industry: Commercial Landscaping

Client Portfolio: 49 clients across 10 industries

Portfolio Value: \$600,000

Timeframe: 2023

Tools Used: QuickBooks, Microsoft Office, BOSS LM

The Challenge

Countryside Industries specializes in large-scale commercial landscape services, from snow & ice removal to seasonal color and irrigation. With a primary focus on commercial properties—hospitals, office parks, industrial facilities, HOAs, and more—the company relied on account managers to maintain strong relationships while overseeing the lifecycle of services.

I inherited 49 commercial client accounts totalling \$600,000 in active contracts. Each client had different service expectations, contract scopes, site challenges, and property points of contact. Despite the diversity of needs, our internal systems were disjointed, especially when it came to Extra Work Orders (EWOs), proactive site enhancements, and client satisfaction tracking.

My Role & Approach

I treated each account as a living, evolving partnership—balancing consistent communication, operational logistics, and site improvement strategy.

Key Actions Taken:

- **Conducted weekly site visits** to monitor contract performance, identify emerging issues (fallen trees, animal damage, turf ruts), and meet with property managers
- **Created and managed EWOs** for out-of-scope services—estimating costs, sourcing materials, and aligning production crews to execute with minimal disruption
- **Handled all client communication** including scheduling, invoicing concerns, seasonal requests (mulch, plant materials), and contract clarification
- **Presented enhancement proposals** including new garden/landscape designs, plant replacements, and preventative care plants, totaling over \$300,000 in suggested upgrades
- **Facilitated internal communication** by sharing client feedback and site insights during weekly meetings, closing the gap between sales, production, and billing
- **Utilized QuickBooks, BOSS LM, and Microsoft Office** to document project scope, streamline follow-up, and ensure transparency across teams

The Results

- **Retained 85% of at-risk client accounts**, stabilizing revenue and improving satisfaction across sectors
- **Generated over \$300,000 in proposed enhancements**, capitalizing on site visits and proactive client engagement
- **Improved internal workflows** by refining EWO documentation and handoffs to production crews
- **Managed 49 clients simultaneously** with precision, professionalism, and timelines
- **Build strong partnerships** through proactive communication and hands-on site presence

What This Project Taught Me

This experience honed my ability to lead operation strategy, juggle diverse clients needs, and elevate commercial property management standards. I learned that great landscaping isn't just about grass and trees—it's about trust, timing, and turning problems into profitable solutions.