

5 Ways HOAs Can
Maximize Your
**Commercial
Landscaping Budget**



As an HOA board member or property manager, you are responsible for managing budgets, and landscaping is typically one of the larger line items.

Here are 5 ways you can maximize your commercial landscaping budget.

- 1** Design for Your Environment
- 2** Do the Job Right the First Time
- 3** Protect Your Investment
- 4** Reduce Water Consumption
- 5** Reduce Administrative Costs



LANDSCAPING CAN
INCREASE
PROPERTY VALUES
BY UP TO
7-14%

Introduction

Your community's commercial landscape creates more than just a pretty picture. It establishes the tone and backdrop for your community. When done well, landscaping can [increase homeowners' property values by up to 7-14%](#).

As an HOA board member or property manager, you are ultimately responsible for maintaining the look and feel of your community. You have the important task of managing your homeowners' money while preserving the property's overall integrity.

In this guide, we share how you can improve the aesthetics of your community while maximizing your commercial landscaping budget.

1 Design for Your Environment—Choose the Right Plantings

Plant selection plays a significant role in cost management. It is essential to consider:

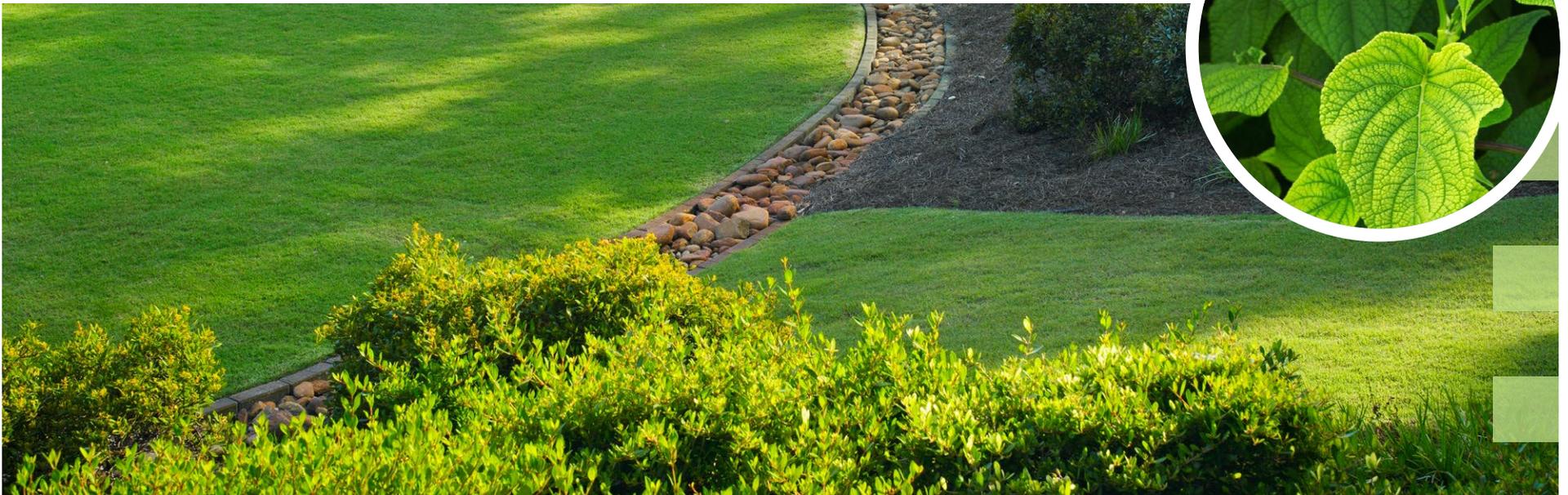
- **The initial cost and return on investment.**
- **The plant's ability to survive in your local environment.**
- **Ongoing maintenance.**

Estimate the true costs by calculating the total cost of ownership over an extended period.

A design team with extensive experience and training in your area is an invaluable resource when calculating the long-term implications for commercial landscaping costs. Their knowledge will help you maximize the life of your plantings.

Professional landscape designers understand what works best in your locale and will help you choose resilient plants and place them on the property where they can thrive. Incorporating native plants, perennials, and evergreens into your design will bring visual appeal to your property with plant material that will live longer and minimizing the need for plant replacements.

Your design team may also recommend incorporating points of interest and gathering spots throughout your community to utilize larger areas. Examples include a playground or a sensory garden with butterfly bushes and a gazebo. The addition of these areas can reduce maintenance costs by incorporating artificial or natural hardscapes.



2 Do the Job Right the First Time

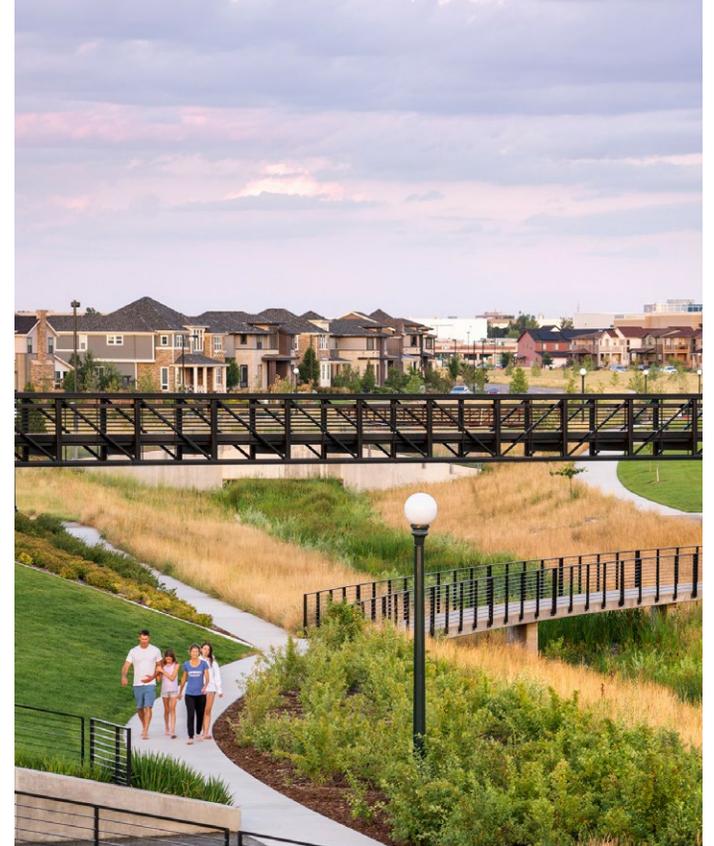
INITIAL INSTALLATION

The initial installation is a complex project with multiple variables, including design, clearing land, grading, laying irrigation systems, building focus features, the first planting, and ground cover additions.

Failure at the early stages significantly impacts your landscaping investment's effectiveness, which may not become apparent until a full year of seasons is completed and possibly beyond. Rework in any of these areas can be highly disruptive and expensive.

ONGOING MAINTENANCE

Failure to complete mowing, weeding, trimming, agronomic applications, and cleaning up after a weather event has aesthetic and cost implications. Dissatisfied residents may request follow-up, causing further management and oversight to complete maintenance tasks.



REDOING WORK
OR FIELDING COMPLAINTS
FROM HOA MEMBERS
TAKES TIME AND
MONEY—
AND CAUSES FRUSTRATION.





Do the Job Right the First Time: Continued

LANDSCAPING TEAM AND ACCOUNT MANAGEMENT

You and your commercial landscape partner must be unified. After all, you've spent time and energy designing a community your homeowners call home. You've made a financial commitment on their behalf. Now to ensure the job is done right the first time.

Start with an implementation plan with clear expectations. Include an outline of the critical milestones, completion dates, goals, performance metrics, and the key players.

A landscaping partner can get the job done right the first time, provided they bring the right team, including:

- **A dedicated account manager to oversee the project and be a single point of contact for the HOA.**
- **A crew supervisor to oversee the daily work.**
- **A well-trained and qualified crew to correctly implement the agreed programs.**

Completing the job right the first time will keep you on budget. Unexpected delays due to poor planning or account management will cause you to overspend and put you in the hot seat with homeowners.



3 Protect Your Investment

PROTECTING TREES—YOUR MOST VALUABLE LANDSCAPING ASSET

Incorrect maintenance of trees—typically one of the most valuable landscaping assets—can be exceptionally costly. Poor or inappropriate pruning or failure to provide the proper nutrients can weaken and ultimately kill a tree. In many cases, these errors cause irreparable damage, and it will take years to re-establish a mature tree. Choose a company with Licensed and Certified Arborists.

DOCUMENT MAINTENANCE STANDARDS AND COSTS

Once you have selected your landscaping partner, it's time to document maintenance standards. Be specific with your plan covering all the elements it will take to keep your property running efficiently. This will typically include landscape maintenance, fertilization, water management, weed, and pest management, tree care, snow removal, storm preparedness, and disaster response.

Determine the cost of implementing the program—the right partner will be able to provide you with accurate estimates based on best practices and productivity studies. Schedule regular meetings to ensure the standards you set are being met. These meetings will be an excellent time to discuss areas for improvement.

Ongoing maintenance will play a critical role in maintaining and further developing your property's appeal. Hiring a commercial landscaping partner with inexperienced crew members can damage property or destroy plants, trees, lawns, and irrigation systems.

4 Reduce Water Consumption

Routine watering of your plantings is essential for retaining your community's curb appeal and enhancing its value and desirability for your homeowners and residents.

Landscape irrigation in the USA is estimated to use 9 billion gallons of water daily, with as much as 50% wasted due to evaporation, wind, and runoff due to inefficient methods and systems.

The good news is you can reduce your water costs by up to 20% by implementing a water management program. There are also water conservation rebates that can further offset irrigation improvement costs.

IMPLEMENT A WATER MANAGEMENT PROGRAM

A water management program includes water-efficient plants, hardscaping, irrigation system installation or retrofitting, and water reclamation.

As one of the top irrigation companies in the US, BrightView's team of water irrigation experts creates custom solutions for our clients.



REDUCE YOUR
WATER COSTS
UP TO 20%
WITH A WATER
MANAGEMENT
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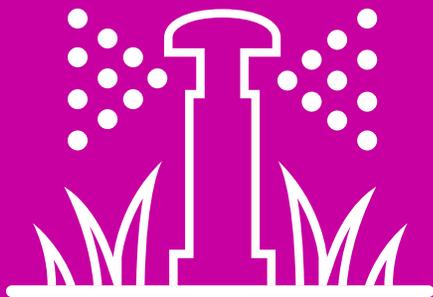




Reduce Water Consumption: Continued

Our water management programs include:

- Conducting water usage analysis.
- Landscape designs that incorporate seasonal weather patterns, soil conditions, grading, sun exposure, and plant resiliency and grouping to reduce water usage.
- Xeriscaping designs that utilize elements that need little to no
- Smart irrigation technology to significantly reduce water consumption.
- Predictive weather capabilities and rainfall detection coupled with smart sprinkler controllers prevent overwatering.
- Regular inspections to identify and repair leaks.
- Opportunities to improve in-place irrigation systems with high-efficiency nozzles, drip conversions, and pressure regulations.



WATER CONSERVATION REBATES

There are over 190 water conservation rebates available across the USA. BrightView's local water management experts track these programs and assist our clients with the application process.



5 Reduce Administrative Costs

Ultimately you are responsible for retaining the value of the HOAs property, sourcing and managing vendors, contracts, the budget, and homeowner/resident communications. Most of these go unseen by the property owners. But it doesn't make them any less important or time-consuming.

ONE-STOP-SHOP

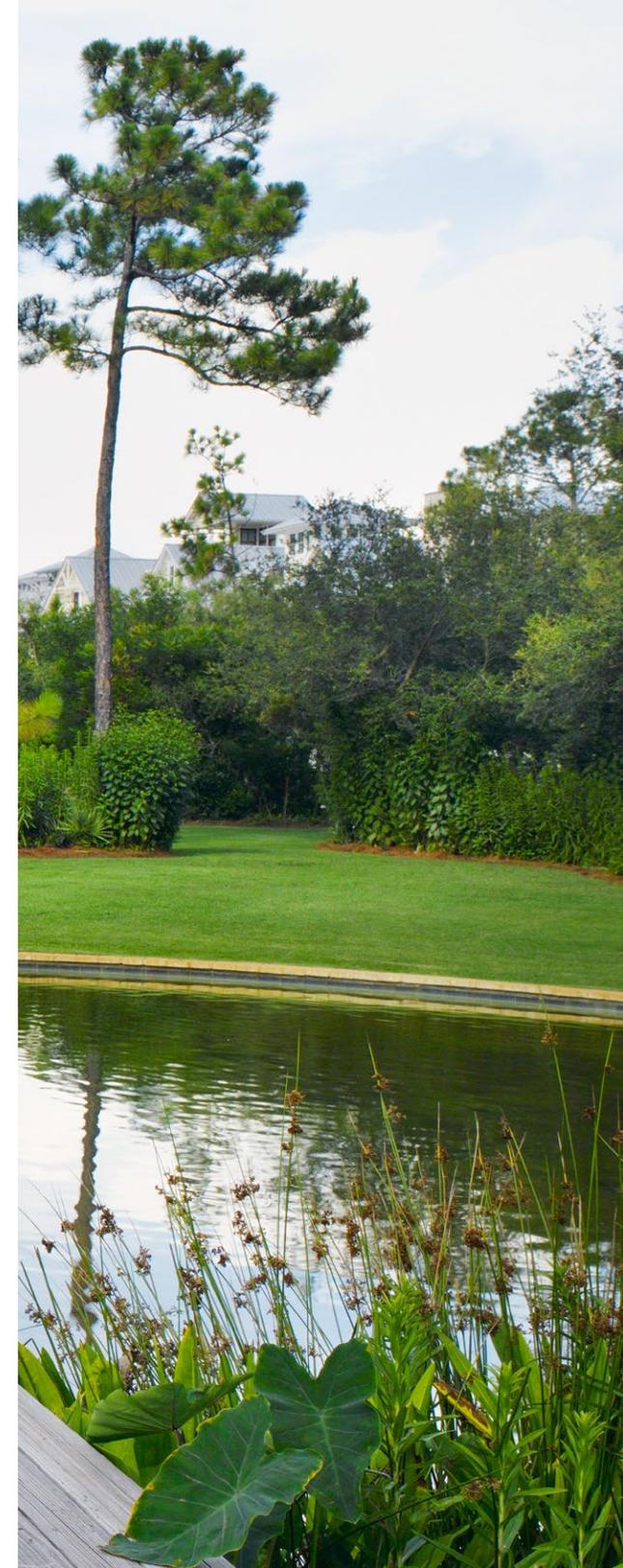
Combining multiple services to one vendor lowers your services costs and overheads by reducing the number of POs processed, vendor negotiations, and meetings with various account managers.

BrightView provides a dedicated account manager responsible for overseeing your commercial landscape needs, including maintenance, fertilization, water management, weed and pest management, tree

care, snow removal, storm preparedness, and response. They are the main point of contact for all your communications, including site audits and performance reporting.

COMMUNICATIONS AND TECHNOLOGY

The quicker a problem is identified the quicker it can be resolved. This can result in less property or equipment damage and less money to resolve. When you partner with BrightView Landscaping Services, we take our account management one step further. You don't need to waste precious time chasing updates. When you sign up for [BrightView Connect](#) you are provided with real-time updates on projects and maintenance plans, including pictures.





Are You Ready to Maximize Your HOA Landscaping Budget?

We're here to help. Here's how we'll make the process quick and easy:

OBJECTIVES AND OPPORTUNITIES REVIEW

We will meet with you to learn about your goals and understand how we might be able to work with you to achieve them.

SITE VISIT AND DATA COLLECTION

We visit your site and collect data on operations as a starting point for developing a maintenance program.

DETAILED PROGRAM AND PROPOSAL

Based on our discussions, we'll work with you to develop a plan that gets the most out of your landscape and budget.



[Click here](#) to watch a short video about how partnering with BrightView works.





BrightView 

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