

GROW the MARKET

WHY THEY BUY



EXCLUSIVE RESEARCH
ON WHY CLIENTS

HIRE &
FIRE YOU

SPONSORED BY

syngenta

IN PARTNERSHIP WITH

Lawn & Landscape

Y



IN OUR SECOND GROW THE MARKET SURVEY,

Lawn & Landscape has conducted a national survey of American homeowners to understand what they think of landscaping, lawn care and hardscaping and, by extension, what they think of the contractors who provide those services. In the three

years since we did our inaugural Grow the Market survey, much has changed. Design/build services have come back strong and technology has continued to change the way contractors buy and sell. But what hasn't changed is the fact that Americans still love the grass and plants that surround their homes. They still see the green space that you maintain as having a positive impact on the environment, and as something they're not just spending money on, but investing their money in.

On the following pages, we've crunched the numbers to bring you an analysis of U.S. homeowners and what they think of your business. We've broken it out by main service segment, followed by an outline of major purchasing motivations and perceptions. (For information on who took this survey and how data was collected, turn to page 71.) Throughout the year, we'll print more features that help you use these numbers tactically at your own company. So read on to get a better understanding of your customers and learn how to grow your market. — *Chuck Bowen*



LANDSCAPE
MAINTENANCE: PG. 65



LAWN CARE: PG. 66



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DEMOGRAPHICS OF THE
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INDUSTRY: PG. 75

CUSTOMER INSIGHTS TO GROW YOUR BUSINESS

AT SYNGENTA, we understand that you're under pressure to keep customers' lawns healthy, while keeping costs down, maintaining an effective seasonal workforce and being environmental stewards – all while trying to manage your finances. Amidst this pressure, we're here to help make life a little easier for you by providing unique tools, programs and products to help you grow your business. We've created homeowner-focused sales materials geared specifically toward your customer base to help you sell your unique services. These materials feature easy-to-digest language so customers can understand and appreciate the full value of your services.

Some of the most successful businesses experience growth by relying on their instincts. Cultivating new ideas for continued growth often comes from obtaining customer insights. As a tribute to your hard work and dedication to the industry, Syngenta is pleased to partner with Lawn & Landscape on the following exclusive consumer research report that offers customer insights on how your business can better meet their needs. We encourage you to take a careful look at the results to see what small business adjustments could help boost your sales in 2016.

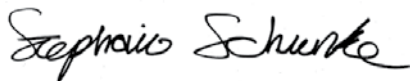
Thank you for your steadfast dedication to the lawn care industry and for keeping our green spaces beautiful. We remain committed to your success through assurance programs such as the SecureChoice™ Mosquito Assurance, Advion® Fire Ant Bait and Barricade® Guarantees, homeowner-focused marketing materials and a portfolio of reliable products including Tenacity® herbicide, Acelepryn® insecticide and Headway™ fungicide.

We enjoy being your partner in enhancing the lawn and landscape business and we look forward to helping you grow in 2016 and beyond.



STEPHANIE SCHWENKE
SYNGENTA LAWN AND GARDEN

Stephanie Schwenke



Turf Market Manager,
Syngenta

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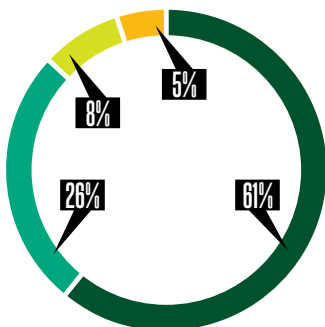
LANDSCAPE MAINTENANCE

About a quarter of American homeowners hire a landscape contractor to cut their lawns. This is up from 12 percent in 2013. For those who are already your customers, the majority are happy with the service. Fifty-four percent are what the Net Promoter Score system, a rating scale identifying respondents as promoters or detractors,

calls promoters. The top reason they hire you is because they think professional landscape contractors can keep their lawn looking better than they can. A close second motivation is that they think a well-maintained lawn adds to the value of their homes. Two-thirds of these customers also pay for additional services. (Hardscaping, lawn care and tree trimming top the list.)

NOTES: NOT ALL PERCENTS EQUAL 100% | QUESTIONS ASKING ABOUT PURCHASE MOTIVATIONS WERE ON A SIX-POINT SCALE. PERCENTAGES SHOWN REPRESENT THOSE HOMEOWNERS INDICATING A GIVEN RESPONSE WAS IN THE TOP TWO BOXES AND IMPORTANT TO THEM.

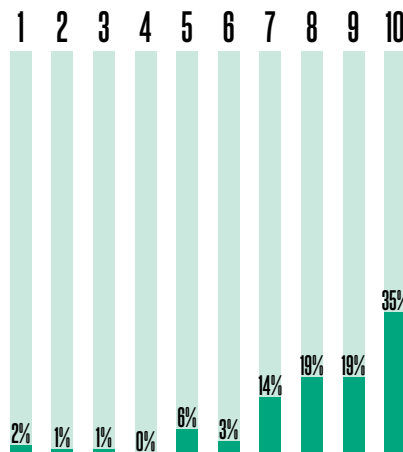
WHAT BEST DESCRIBES YOUR APPROACH TO THE MOWING, TRIMMING AND EDGING OF YOUR GRASS?



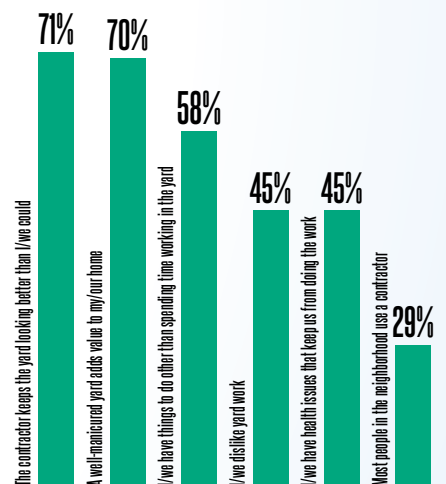
- I/we do the work ourselves
- I/we have a contractor do the work
- I/we have someone else (friend or family member, neighborhood child, etc.) do the work
- I/we don't have any grass

HOW LIKELY ARE YOU TO RECOMMEND THE CONTRACTOR CURRENTLY DOING THE MOWING, TRIMMING AND EDGING OF YOUR LAWN TO FAMILY AND FRIENDS?

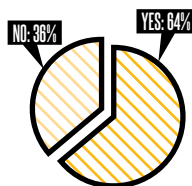
(1: NOT LIKELY ... 10: EXTREMELY LIKELY)



HOW IMPORTANT ARE THE FOLLOWING AS MOTIVATIONS TO HAVE A CONTRACTOR DO THE MOWING, TRIMMING AND EDGING OF YOUR LAWN?

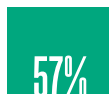


DOES THE CONTRACTOR WHO DOES THE MOWING, TRIMMING AND EDGING OF YOUR LAWN DO ANY OTHER LANDSCAPE/HARDSCAPE WORK FOR YOU?



WHICH OF THE FOLLOWING YARD MAINTENANCE/UPGRADE ACTIVITIES DOES THE CONTRACTOR PROVIDE FOR YOU? PLEASE CHECK ALL THAT APPLY.

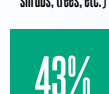
Annual or semi-annual activities (mulch, aeration, overseeding, tree/shrub trimming, etc.)



Application of fertilizer, weed control, pest control products, etc.



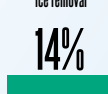
Landscaping (new planting areas, planting flowers, shrubs, trees, etc.)



Hardscaping (walkways, patios, outdoor kitchens, etc.)



Snow and ice removal



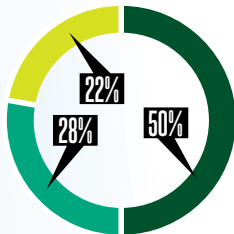


LAWN CARE

Slightly more homeowners hire out their lawn care services than maintenance services – about a third pay for a professional lawn care operator to treat their turf. But they're not as satisfied with LCOs as they are with maintenance contractors. Just 36 percent can be classified as promoters, and lawn care as a business gets an NPS score of 21 – half that of landscape maintenance. But your current customers do

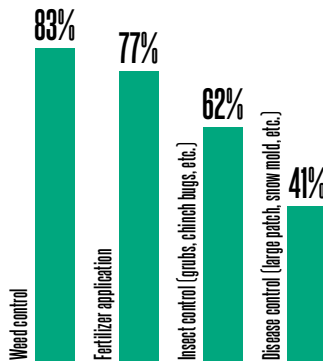
value your expertise – the top motivators for hiring an LCO are that you have access to better products and have the knowledge to keep the lawn looking better. Also, half of homeowners say they would likely pay for additional treatments if their LCO recommended them. But they wouldn't pay too much extra. Two-thirds say they would be willing to pay \$50 or less, even if they were guaranteed better results.

DO YOU TREAT YOUR LAWN, SHRUBS OR TREES WITH FERTILIZER, WEED KILLER OR INSECT CONTROL PRODUCTS?

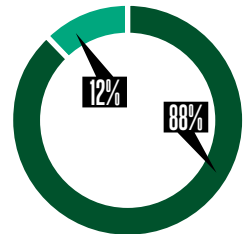


- Yes, I/we do it myself/ourselves
- Yes, I/we have a contractor do it
- No

IF YOU HIRE A LAWN CARE CONTRACTOR, WHICH OF THE FOLLOWING SERVICES DO YOU PURCHASE SPECIFICALLY? CHOOSE ALL THAT APPLY.

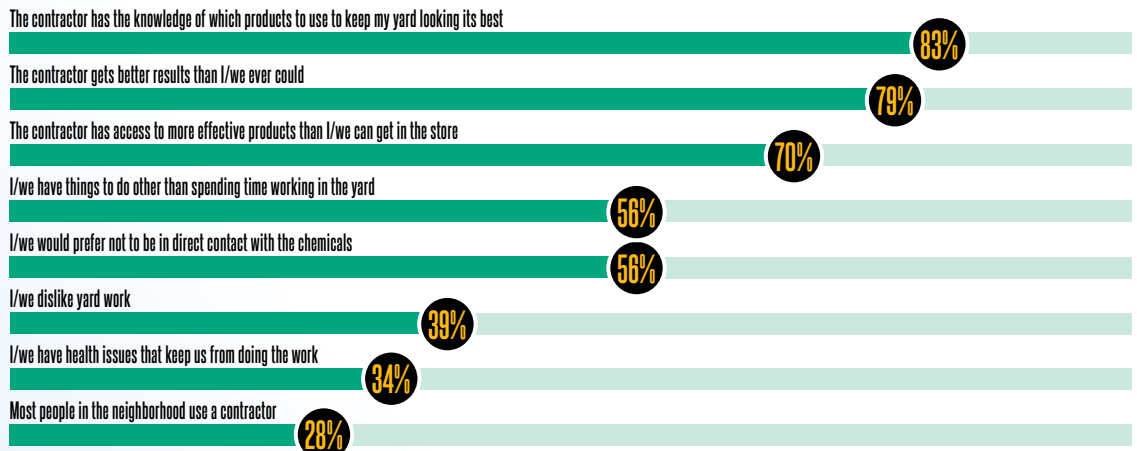


DO YOU FEEL YOU HAVE BEEN PROPERLY EDUCATED BY YOUR LAWN CARE PROVIDER ON WHAT SERVICE THE COMPANY WILL DELIVER AND WHAT IT WON'T?

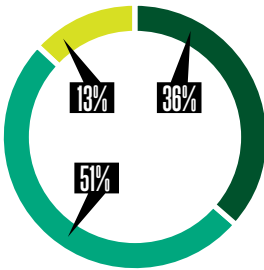


- Yes
- No

HOW INFLUENTIAL ARE THE FOLLOWING AS MOTIVATIONS TO HAVE A CONTRACTOR APPLY THE FERTILIZER, WEED KILLER AND/OR INSECT CONTROL PRODUCTS?



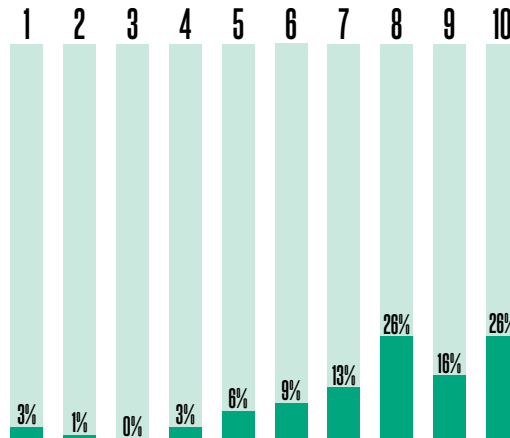
WHAT ARE YOUR EXPECTATIONS FOR YOUR LAWN WHEN YOU HIRE A LAWN CARE CONTRACTOR?



- Absolutely no weeds and no insects
- Some weeds and insects are OK, as long as the company comes back and retreats
- Some weeds and insects are OK, and the LCO will get it on the next visit

HOW LIKELY ARE YOU TO RECOMMEND THE CONTRACTOR CURRENTLY APPLYING FERTILIZER, WEED KILLER AND/OR INSECT CONTROL PRODUCTS IN YOUR YARD TO FAMILY AND FRIENDS?

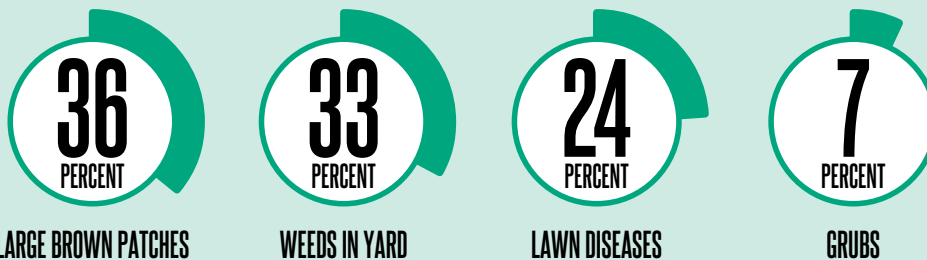
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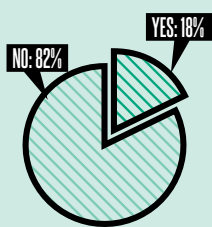
HOW LIKELY ARE YOU TO PURCHASE MORE THAN THE BASIC TREATMENTS (FERTILIZER, ETC.) TO MAKE YOUR LAWN AND PLANTS HEALTHIER OR MORE ATTRACTIVE WHEN THE TREATMENTS ARE RECOMMENDED BY YOUR CONTRACTOR?



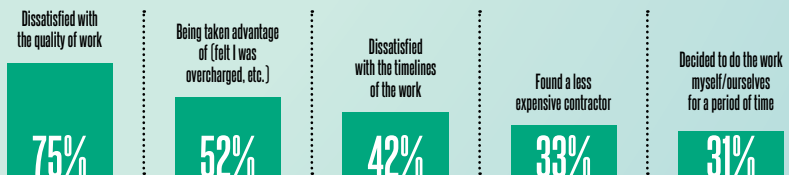
WHICH ONE PROBLEM IS MOST LIKELY TO CAUSE YOU TO FIRE YOUR CURRENT LAWN CARE OPERATOR?



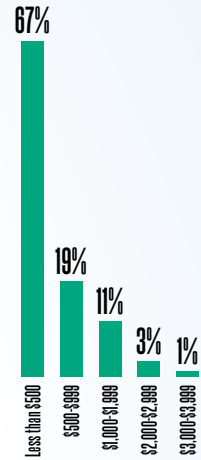
HAVE YOU EVER HAD TO FIRE A CONTRACTOR YOU HIRED TO APPLY FERTILIZER, WEED KILLER AND/OR INSECT CONTROL PRODUCTS IN YOUR YARD?



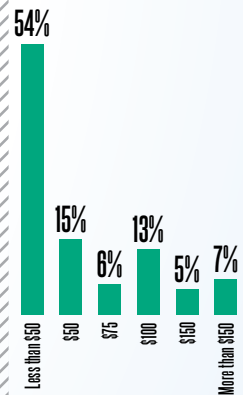
HOW INFLUENTIAL WERE THE FOLLOWING ON YOUR DECISION TO FIRE THE CONTRACTOR?



HOW MUCH DO YOU SPEND ANNUALLY ON LAWN CARE? (FERTILIZER, WEED CONTROL, INSECT CONTROL, ETC.)



IF YOUR LAWN CARE CONTRACTOR COULD GUARANTEE YOU BETTER CONTROL OF WEEDS AND INSECTS THAN YOU CURRENTLY HAVE, HOW MUCH EXTRA WOULD YOU PAY PER YEAR?



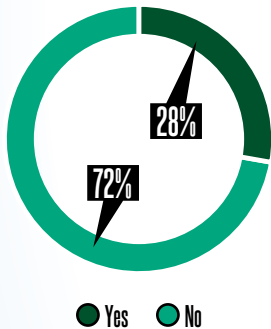


INSTALLATION/HARDSCAPING

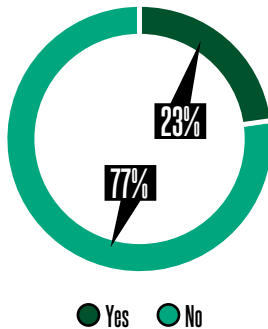
A third of American homeowners have done a major landscaping project (adding trees or new planting areas, replacing a lawn, etc.) in the last five years, and a quarter are planning one in the next two years. Key motivators for homeowners to spend on their

landscaping are a sense of personal pride, the ability to enjoy the outside space and their belief that landscaping adds to the value of their home. Twenty percent of homeowners say they're planning a hardscape job in the next two years, and a majority say they'll hire a contractor to do it.

IN THE PAST 5 YEARS, HAVE YOU DONE A MAJOR LANDSCAPING PROJECT (ADDED TREES, DEVELOPED NEW PLANTING AREAS, REPLACED A LAWN, ETC.) ON YOUR PROPERTY?

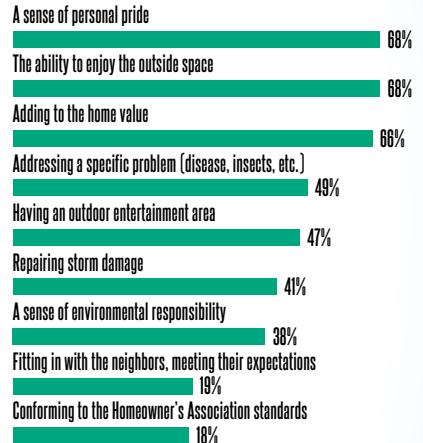


ARE YOU PLANNING A MAJOR LANDSCAPING PROJECT (ADDING TREES, NEW PLANTING AREAS, REPLACING A LAWN, ETC.) IN THE NEXT TWO YEARS?

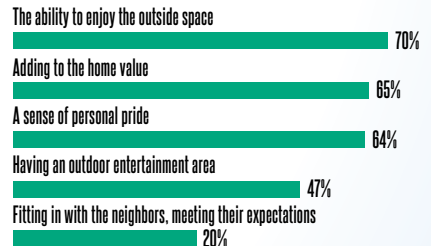


31% VS. 17% WHEN WE DIG into these numbers, we find that for homeowners who already employ a landscaper to do their lawn maintenance, **31 PERCENT** say they are planning a major project soon. For homeowners who cut their own grass, only **17 PERCENT** are planning a similar project.

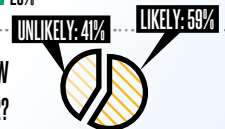
HOW INFLUENTIAL ARE THE FOLLOWING AS MOTIVATIONS TO IMPROVE YOUR LANDSCAPING?



HOW INFLUENTIAL ARE THE FOLLOWING AS MOTIVATIONS TO IMPROVE YOUR HARDSCAPE?



IF YOU ARE PLANNING A MAJOR HARDSCAPE PROJECT, HOW LIKELY ARE YOU TO HIRE A PROFESSIONAL CONTRACTOR?



IN THE PAST THREE YEARS, HAVE YOU MADE ANY CHANGES IN HOW MUCH OF THE LAWN CARE AND LANDSCAPING YOU DO AROUND YOUR HOME?
NO: 73% | YES, I'M HAVING MORE WORK DONE BY OUTSIDE CONTRACTORS: 14% | YES, I'M DOING MORE WORK MYSELF: 13%



But, for homeowners who already hire a landscaper for their lawn maintenance, the numbers look even better: **29 PERCENT** say they're having more work done by outside contractors, and only **7 PERCENT** say they're doing more of the work themselves.

ARE YOU PLANNING A MAJOR HARDSCAPE PROJECT (ADDING WALKWAYS, PATIO, OUTDOOR KITCHEN, ETC.) IN THE NEXT TWO YEARS?
YES: 20% | NO: 80%

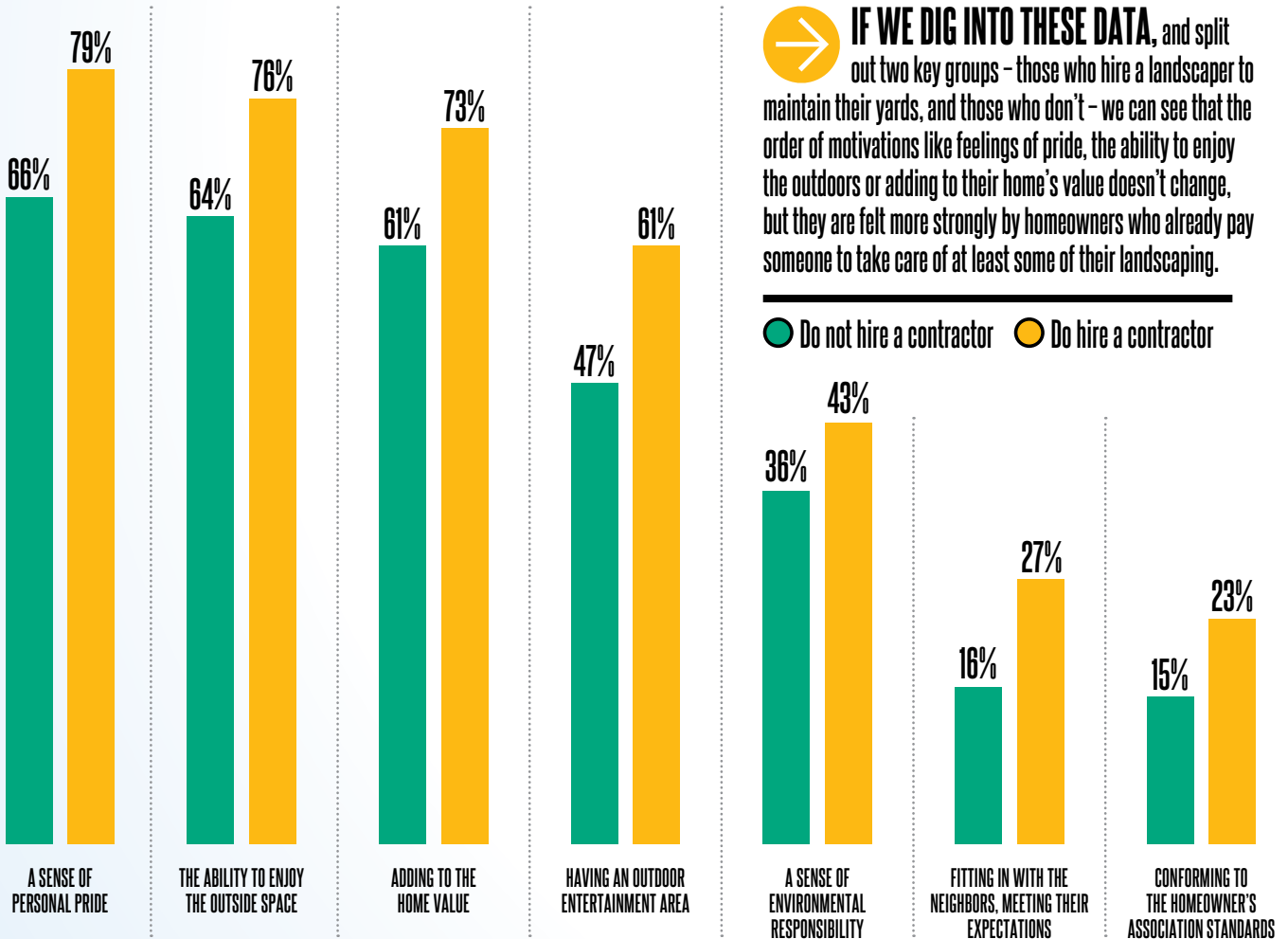


WHY THEY BUY

Americans love their lawns. A sense of personal pride and the ability to get outside and enjoy their lawns are consistently top reasons to hire professionals and spend money on their landscape. Two-thirds of homeowners say that compared to the inside of their home, it's equally important that the outside of

their home looks nice and is enjoyable to live in. About 14 percent say it's more important. And when they compare their spending on lawn care, landscaping and hardscaping to other discretionary money, 60 percent of homeowners say investing in their landscape is just as important. A full quarter of them say it's more important.

HOW INFLUENTIAL ARE THE FOLLOWING AS MOTIVATIONS TO IMPROVE YOUR LANDSCAPING?



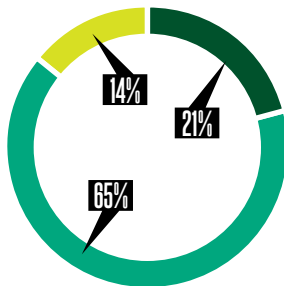
TWO-THIRDS

THE BEST WAY TO GET NEW CUSTOMERS is still to be referred by your current customers.

←TWO-THIRDS OF HOMEOWNERS say

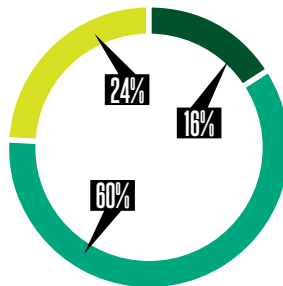
recommendations from friends or family are the most important when choosing a contractor to do their lawn care, landscaping or hardscaping. Another third put the most trust in online reviews – not necessarily from people they know, but people who have already hired you.

AS COMPARED TO THE INSIDE OF YOUR HOME, HOW IMPORTANT IS IT THAT THE OUTSIDE OF YOUR HOME LOOKS NICE AND IS ENJOYABLE TO LIVE IN?



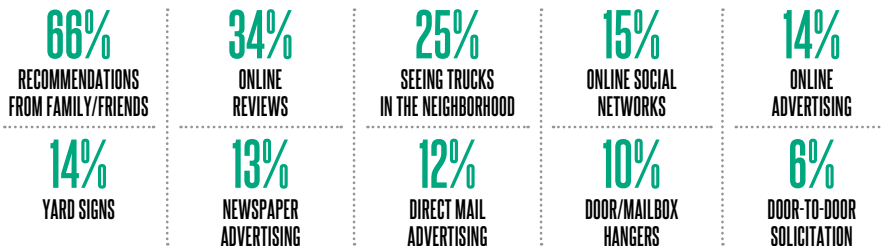
- Less important
- Equally important
- More important

IN COMPARISON TO YOUR OTHER DISCRETIONARY SPENDING (VACATIONS, ENTERTAINMENT, ETC.), HOW IMPORTANT IS SPENDING ON YOUR LAWN, LANDSCAPE AND HARDSCAPE?



- Less important
- Equally important
- More important

WHEN SELECTING A CONTRACTOR TO DO THE MAINTENANCE, LAWN CARE, LANDSCAPING OR HARDSCAPING IN YOUR YARD, HOW IMPORTANT ARE THE FOLLOWING SOURCES OF INFORMATION?



WHAT OTHER HOME SERVICES DO YOU CURRENTLY HIRE A PRIVATE CONTRACTOR TO PERFORM AT YOUR PRIMARY RESIDENCE?



IF YOU WERE TO SELL YOUR HOME TODAY, HOW MUCH OF THE MONEY YOU INVESTED IN THE LANDSCAPING PROJECT(S) DO YOU THINK YOU'D RECOVER?



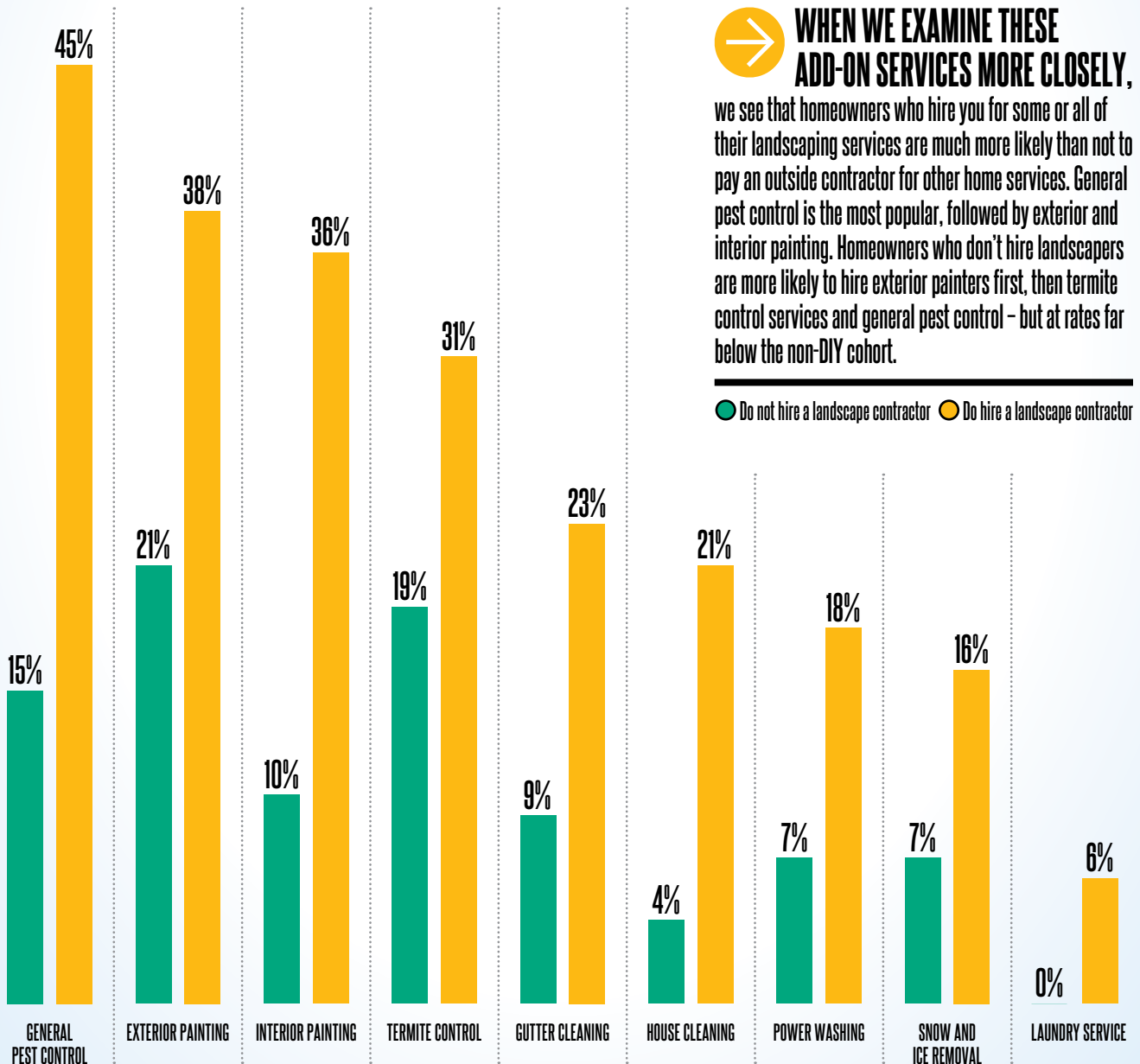
SURVEY METHODOLOGY

Lawn & Landscape partnered with Willard Brown Digital to conduct the Grow the Market survey. It was fielded between Feb. 1-10, and had a total of 765 completes, spread proportionally across the country. Respondents are adults who own their own homes and are the primary decision-maker when it comes to hiring a landscaper or lawn care operator.



WHY THEY BUY

WHAT OTHER HOME SERVICES DO YOU CURRENTLY HIRE A PRIVATE CONTRACTOR TO PERFORM AT YOUR PRIMARY RESIDENCE?



WHEN WE EXAMINE THESE ADD-ON SERVICES MORE CLOSELY,

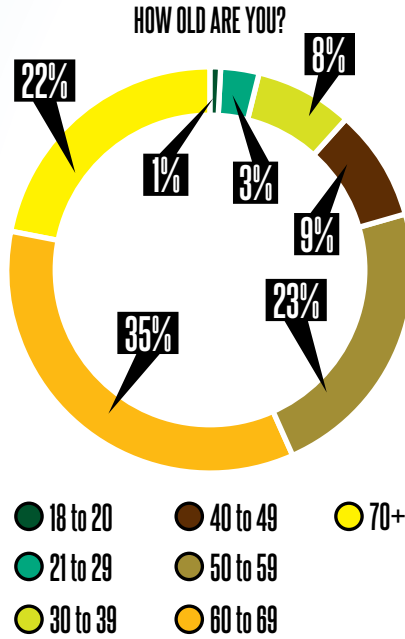
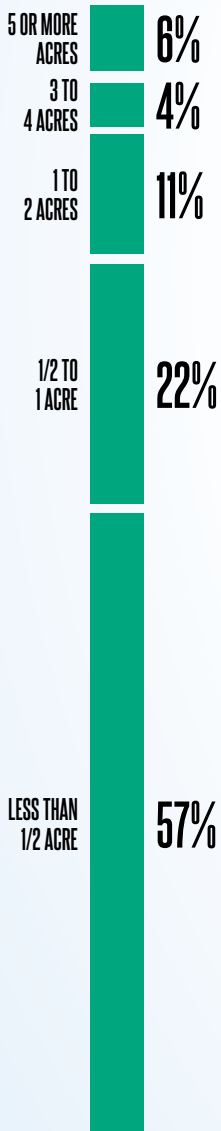
we see that homeowners who hire you for some or all of their landscaping services are much more likely than not to pay an outside contractor for other home services. General pest control is the most popular, followed by exterior and interior painting. Homeowners who don't hire landscapers are more likely to hire exterior painters first, then termite control services and general pest control – but at rates far below the non-DIY cohort.

● Do not hire a landscape contractor ● Do hire a landscape contractor

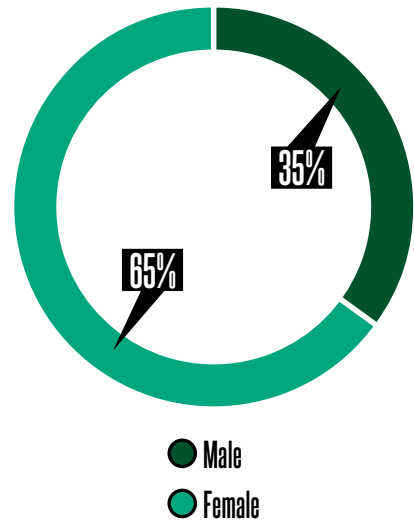


DEMOGRAPHICS OF THE AMERICAN LAWN

APPROXIMATELY HOW MUCH ACREAGE DO YOU MAINTAIN (LAWN, FLOWERS AND SHRUBS, OUTDOOR LIVING AREAS, ETC.)?



ARE YOU MALE OR FEMALE?



WHAT IS THE VALUE OF YOUR PRIMARY RESIDENCE?



WHAT WAS YOUR TOTAL HOUSEHOLD INCOME LAST YEAR (BEFORE TAXES)?





PERCEPTIONS OF THE INDUSTRY

PLEASE INDICATE YOUR LEVEL OF AGREEMENT WITH THE FOLLOWING STATEMENTS.

