

Residential Landscape Design Firm

MAKING A POSITIVE DIFFERENCE

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*The scent of freshly cut grass, the vibrant colors of blossoming cherry trees, playing frisbee barefoot on the lawn, collecting a jar of fireflies in the garden before dinner, and jumping into a pile of newly raked autumn leaves. . . in many ways, my yard and the landscape in which i grew up are woven into my favorite childhood memories.*

BURT DEMARCHE  
PRESIDENT, LAURELROCK



## LaurelRock embraces the nostalgia of childhood by allowing our clients to enjoy their outdoor living spaces, without the work of managing and maintaining them.

Entrusting our full-service company and award-winning team of licensed and trained professionals with the management and care of your landscape means you will be able to experience the joy of nature's brilliance while recapturing the simple and carefree spirit of your childhood.



# Design/Build Services

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## Conceptual Design

Client Consultation  
Sketch Ideation  
Product Research  
Design Options  
Master Plan  
Cost Analysis

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## Design Development

Hand-Drawings  
Computer-aided Design (CAD)  
Material Specification  
Direction for Builders, Field Managers, & Installation Crews

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## Project Management

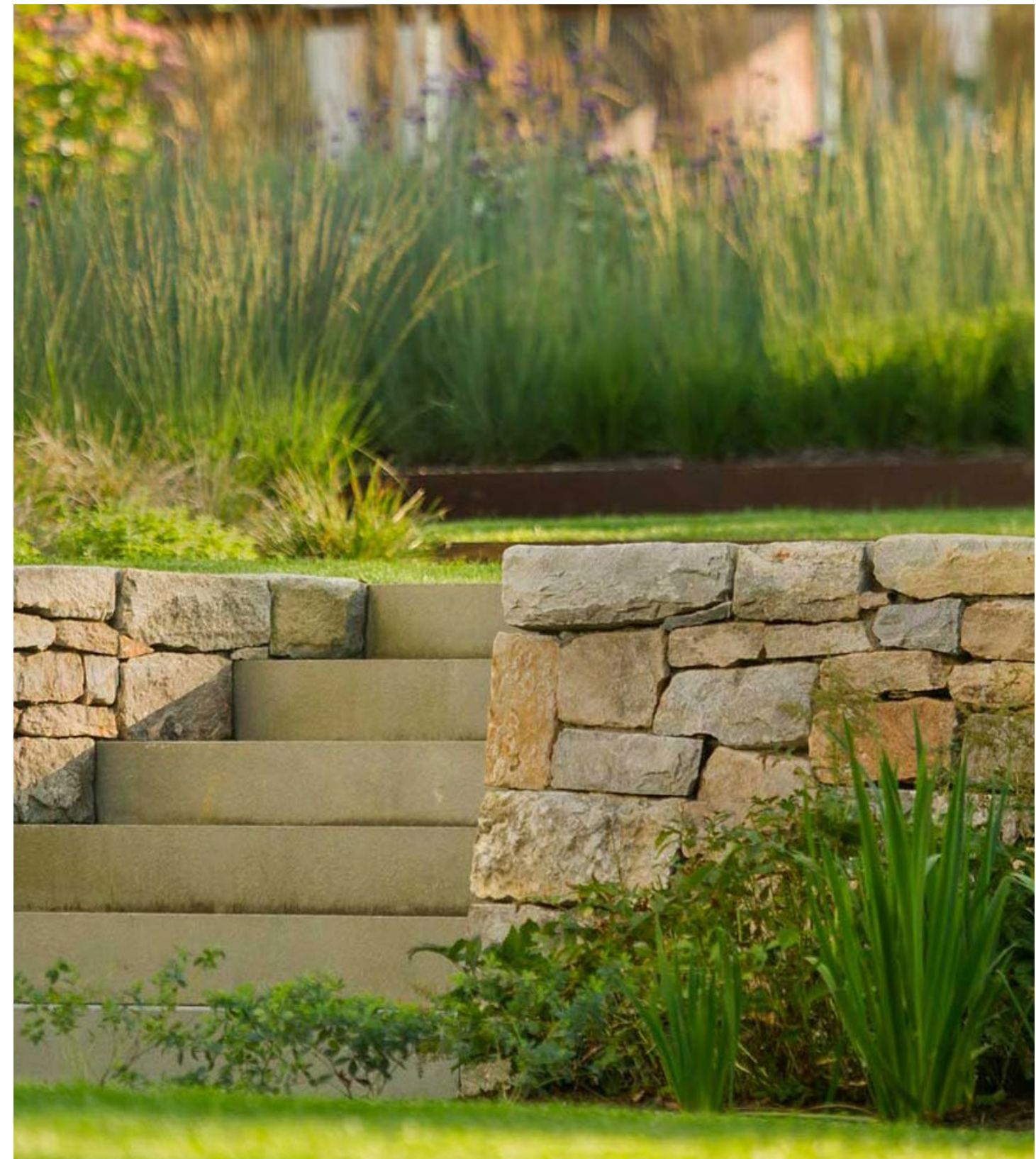
Scheduling & Timelines  
Material Selection  
Zoning Approval Process



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## Projects We Build & Construct

Irrigation Systems, Grading & Draining Solutions  
Ornamental & Privacy Plantings  
Outdoor Kitchens, Firepits, & Built-in BBQs  
Outdoor Lighting & Sound Systems  
Pergolas, Fences, & Arbors  
Perennial Gardens & Wildflower Meadows  
Privacy & Ornamental Plantings  
Pools, Spas, Ponds, & Water Features  
Seeded & Sodded Lawns  
Stone Terraces, Brick Patios, & Custom Masonry  
Tennis & Sports Courts  
Wetland Restoration  
Wooden Decks



# Design

## TRANSLATING YOUR LANDSCAPE FROM CONCEPT TO COMPLETION

Whether it's a master plan for a large-scale property or something intricate for a smaller space, at LaurelRock, we take time to understand your landscape needs, tastes, and desires. Beginning with an in-depth meeting to define goals and aspirations, we move on to site analysis. Next, we answer important questions such as, "What are the problems, the possibilities, and the opportunities?" Next comes the creative process – the conceptual design master plan. Our award-winning design skills and creative resources are coordinated to not just meet but exceed your requests – and make your dreams a reality.



# Construction

## LIKE OLD WORLD MASTER BUILDERS

When a single company like LaurelRock takes complete responsibility for designing and building a landscape, our project leadership and daily presence on the site ensure creativity, consistent quality, and efficient execution at every phase of the project. Safety is a priority. LaurelRock's team adheres to strict operating standards to maximize work safety and achieve nationally-recognized excellence during the entire construction process. The outcome is that every project is completed with hands-on expertise, professionalism, and timeliness to ensure that your landscape is ready for enjoyment.





# Maintenance Services

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## Core Maintenance Program

- Bed Edging & Mulch Installation
- Seasonal Pruning
- Spring & Fall Cleanup
- Weekly Bed Service
- Weekly Lawn Service

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## Fine Gardening Program

- Additional Weekly, Biweekly, or Monthly Bed Maintenance Visits
- Deadheading, Staking & Pruning of Roses & Perennials
- Proper Maintenance of Vegetable, Herb, & Cutting Gardens
- Specialty Pruning of Espaliers, Hedges, & Topiaries
- Training/Pruning of Climbing Roses, & Vines
- Weekly Care of Annual Flowers & Containers

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## Turf Health Care Program

Organic, Sustainable, & Synthetic Programs Available

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## Plant Health Care Program

Customized IPM (Integrated Pest Management) Program  
Includes Preventative & Curative Applications

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## Irrigation Program

- In-season Programming
- Monitoring of “Smart” Controllers
- Spring Start-up & Inspection
- Winterization

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## Additional Services

- Aerating, Dethatching, & Overseeding
- Bulb Planting
- Drainage Installation
- Fence & Gate Repair
- Green / Live Roofs
- Holiday Decorating & Lighting
- Interior Green / Living Walls
- Landscape Lighting
- Lawn Repair / Renovation
- Masonry Installation / Repair
- Meadow Mowing
- Native Plantings
- Perennial Gardens
- Power Washing
- Privacy Plantings
- Seasonal Flower Program
- Storm Cleanup
- Tick Sprays
- Tree Pruning / Removals
- Vegetable Gardens & Berry Patches
- Water Feature Cleaning
- Winter Deer Repellent / Netting



## Garden & Property Managers

**A CUSTOMIZED APPROACH, FOCUSED ON SERVICE**

The LaurelRock experience is predicated on the personalized attention we provide to every client's property. We differentiate our landscape management offering by assigning each account a cross-trained Garden & Property Manager (GPM) who personally instructs our Fine Gardening teams, manages ongoing landscape maintenance, and ensures adherence to each client's unique priorities and preferences. We understand that having one point of contact, and a trusted partner, between you and LaurelRock ensures proper execution without misinterpretation. From weekly lawn care, turf management, and bed service, to cleanups, plant health care, irrigation, and more, our GPMs work diligently to execute a customized, comprehensive landscape management program that is deployed with care and efficiency. Monthly Quality Site Inspection reports are utilized to measure the safety, efficiency, and overall success of every crew that works on your property.

## Fine Gardening Program

**EXCLUSIVELY BY LAURELROCK**

LaurelRock understands that some properties require more than a weekly visit, and we will go above and beyond to make sure that our clients' needs are met. Our highly trained Fine Gardening experts will supplement basic maintenance with additional weekly, biweekly, or monthly services, including: training and pruning of climbing roses and vines; deadheading, staking, and pruning of roses and perennials; specialty pruning of espaliers, hedges, and topiaries; weekly care of annual flowers and containers; and proper maintenance of vegetable, herb, and cutting gardens.

## Seasonal Flowers & Holiday Décor

**BRINGING BEAUTY TO YOUR HOME YEAR-ROUND**

Our GPMs are delighted to guide you through beautifying your home's outdoor living areas throughout all seasons. Start the season off right with a splash of spring annuals and bouquets of tulips and daffodils exploding with color throughout the landscape. Embrace summer's beauty with containers filled with your favorite blooms or edible treats; then welcome fall's rich harvest with plantings, pots, and pumpkins. LaurelRock brings holiday visions to reality by adding festive touches to clients' properties with splashes of seasonal color and holiday décor both inside and out, including wreaths, garland, decorative cuttings, and poinsettias. There are no limitations to our creativity!



## “Making A Positive Difference” is the foundation upon which LaurelRock has built its reputation for over 45 years.

Our exceptional landscape design/build and maintenance services have made a positive impact on more than 1,000 of the area’s most stunning residential properties. This philosophy has earned the company annual awards and recognition from organizations that include the National Association of Landscape Professionals, The Association of Professional Landscape Designers, and Connecticut Cottages & Gardens. Additionally, the company’s culture is built on a shared belief in its Core Principles, which are based on “E.T.H.I.C.A.L.” practices: **E**mbrace Teamwork, **T**hink Creatively, **H**onor the Client, **I**nvest in the Community, **C**ontinuously Improve, **A**ct with Integrity, and **L**isten, **L**earn, and **L**ead. These values were recognized by Hearst Media Services as LaurelRock received a 2018 Connecticut *Top Workplaces* award.

LaurelRock’s positive influence extends beyond our client base, as we give back to local communities in many ways including volunteering in nonprofit organizations, maintaining the “Gateway Gardens” in downtown Westport, and supporting Near & Far Aid. Additionally, as a sustainably-minded company, we promote green walls, live roofs, and storm water management in our extensive line of design/build services.



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