



SMITH LAWN SERVICES, INC

NEWS, TIPS & IDEAS

DECEMBER 2007

E-NEWSLETTER

Jaron is excited about the new irrigation service line and how we can help reduce usage, save our customers' water and money, and maintain healthy landscapes at the same time.



- Certified Landscape Irrigation Auditor, #66370
- Contractor Member, Irrigation Association



Ron is excited to meet garden expert Ciscoe Morris at the Flower & Garden Show at the Convention Center.

Our New Irrigation Division

We're so excited about our new irrigation division that we can't stop talking about it. We've got a big campaign in the works that we'll be rolling out this spring – stay tuned for more news about our biggest promotion ever!

**CERTIFIED
SPRINKLER SERVICE
AND REPAIR**

Winter Clean-ups, Storm Debris and Wind Damage

Hopefully our storms this year will be normal, typical ones and the damage minimal. But whatever comes your way, keep us in mind for quick clean-up. We can help with fallen limbs, damaged landscaping and a myriad of other messes. Even just hauling away a load of debris that's blown into your yard. No need to do it yourself when an easy call to us will take care of it quickly!

The Winter Crew & '08 Recruiting

We have a strong crew this winter, including Ron, Matt and Josh. We're proud of our team!

We'll be bringing on several new people in the coming months as we ramp up for spring 2008 and what will be our biggest year ever. We offer benefits and a competitive compensation package as well as professional training opportunities. We have career opportunities with job security, as well as short-term positions for seasonal peaks, and interim opportunities for those only wanting to work for a short time. Interested candidates should send a letter of interest to jobs@smithlawnservices.com.

Did you know?

During World War II it was necessary for Americans to mail Christmas gifts early for the troops in Europe to receive them in time. Merchants joined in the effort to remind the public to shop and mail early and the protracted shopping season was born. Since those days, retail merchants have been hard at work to escalate our retail observances this time of year. Accordingly, we shop longer and buy more than ever before. They call it a season for giving, and have lured us into a time of great expectations. Indeed, we jump with glee and clap our hands at the arrival of the UPS truck!

Contact us!

We do our best to get back to you as soon as possible! The



quickest way to do so is via email – it's forwarded to our handheld units even if we aren't in the office.

laura@smithlawnservices.com

**Certified Sprinkler
Service & Repair**

www.certifiedsprinklers.com

(425) 256-2327

Smith Lawn Services, Inc.

www.smithlawnservices.com

(425) 222-4612

PO Box 28
Fall City, WA 98024
Fax (425) 222-4614

A Gift of Free Time

Know someone who can use a little more free time? Someone who may be cranking up the hours at work, or someone with a new family addition? We offer gift certificates good for manpower! Redeemable whenever they want, we'll show up to work on their task list and give them their free time back.

	1-Man Crew	2-Man Crew
1 hour	\$40	\$75
1.5 hours	\$55	\$110
2 hours	\$75	\$140

Special pricing for Gift Certificates valid through 12.31.07. Gift certificate will be provided to you for your delivery, or we can send directly to recipient with your gift message. Gift certificate can be redeemed through 12.31.08 and you will be notified when it is redeemed and what it was used for.

Truck Signage

Though we have a small fleet of trucks, only one has our name on it. We're ready to fix that and we're gearing up to emblazon all of our trucks and trailers with our name. What else would you like to see on our trucks? We're open for your ideas – tell us what you think we should include – our phone or the website? A list of services? What would catch your attention if you were driving by?

Angie's List

Help us get on Angie's List! Not familiar? www.angieslist.com is a word-of-mouth network where consumers post feedback and reviews for local service companies. Need a septic tank service and want more peace of mind than how big the ad is in the phone book? Look it up on Angie's List and you'll find a dozen within 30 miles – one has 11 grade-A reviews and one had an F-review. Hope you don't hire that one! You can't advertise on Angie's List – the only companies listed are those who have received reviews from other consumers.

Thanks!

You've done a lot of referring this year! Thanks so much! You've kept us so busy this year – and our first priority is always to you, our existing customers – but we always appreciate your referrals. Not only does that help us grow (in fact, overwhelmingly exceeding our goals this year), but it feels great when you trust us enough to pass on our name to others. The positive reinforcement keeps the guys motivated and makes the day a little brighter.

Happy Holidays