Competitors

I used ReferenceUSA to look at my competitors based on their SIC's, geographical location, number of employees, and general services. From this I have 9 so-called "competitors" which can be seen below in Fig1.

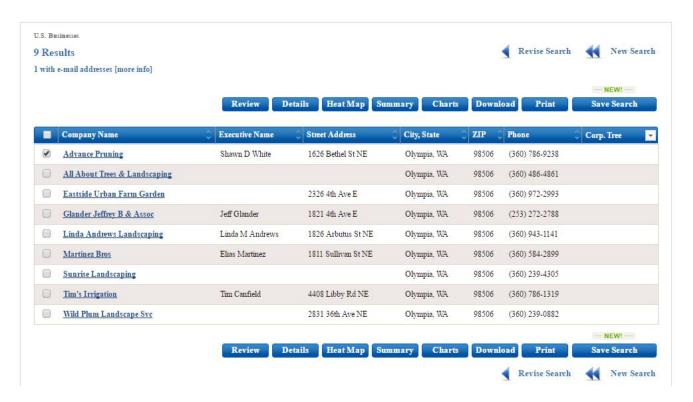


Fig1

Of these 9, 1 is focused on pruning trees, 1 is a farm and garden retail shop, 3 are landscape designers, 3 are landscape consultants/contractors, and 1 is a varied operation.

I've taken a look at each company individually. There are certain criteria that make or break them as competitors. Advance Pruning- not a competitor because they list arborists as their primary service followed by landscaping services (fig2), but they only have 2 workers (fig3). I looked at their competitor report and all of them are arborists (fig3).



Fig 1

Fig 2

Location Employees	2	Location Sales Volume	\$135,000
Corporate Employees		Corporate Sales Volume	
Type of Business	Private	Location Type	Single Loc
Affiliated Records		Affiliated Locations	
Parent Company		Foreign Parent	
EIN 1		Fortune 1000 Ranking	
Credit Cards Accepted		Last Updated On	January, 201
Years in Database	16	Year Established	
Square Footage	1 - 1,499	IUSA Number	20-772-9401
Home Business	Yes	Credit Rating Score	C+
Full Credit Report			

Fig 3

All About Trees and Landscaping is primarily a tree service and landscaping service (fig 4). They have 1-4 workers to tend to everything, so I'm going to bet, just like all the other landscapers I've talked to, they are not lacking for clientele (fig 5). They lack any competitor report.

SIC Code	Descriptions	
0783-01	Tree Service	✓ Primary
0782-04	Landscape Contractors	
NAICS Code	Description	
561730	Landscaping Services	✓ Primary
Franchise	Description	
None Available		

Fig 4

Location Employees	1-4	Location Sales Volume	\$135,000
Corporate Employees	Not Available	Corporate Sales Volume	Not Available
Type of Business	Private	Location Type	Single Loc
Affiliated Records		Affiliated Locations	
Parent Company	Not Available	Foreign Parent	
EIN 1	Not Available	Fortune 1000 Ranking	Not Available
Credit Cards Accepted	MV	Last Updated On	September, 2016
Years in Database	4	Year Established	
Square Footage	1 - 1,499	IUSA Number	43-469-9508
Home Business	No	Credit Rating Score	С
Full Credit Report	Smart Business Reports* w		

Fig 5

East Side Urban Farm and Garden is a retail shop listed as a professional organization. They're not a competitor because they're not landscapers. They have no competitor report.

Linda Andrews Landscaping is listed as primarily a Landscape Designer and Landscape Archetectural Service (fig6). She only has one employee (fig7) so, like the others, I doubt she can handle all the volume of clientele coming her way. She has a few landscaper/gardener competitors in her report (fig8) which I'll look into later. None of them are in the 98506 zip (my target zip).

Fig 6

SIC Code	Descriptions	
0781-03	Landscape Designers	✓ Primary
NAICS Code	Description	
541320	Landscape Architectural Services	Primary
Franchise	Description	

Fig 7

Location Employees	1	Location Sales Volume	\$66,000
Corporate Employees		Corporate Sales Volume	Not Available
Type of Business	Private	Location Type	Single Loc
Affiliated Records		Affiliated Locations	Not Available
Parent Company		Foreign Parent	Not Available
EIN 1	Not Available	Fortune 1000 Ranking	Not Available
Credit Cards Accepted	Not Available	Last Updated On	July, 2016
Years in Database	15	Year Established	2002
Square Footage	1 - 1,499	IUSA Number	21-574-7106
Home Business	Yes	Credit Rating Score	В
Full Credit Report			

Fig 8

Name	Location	Phone
Aldrich Kirkbride Inc	Lacey, WA 98503	(360) 491-6900
Droll, Robert W	Lacey, WA 98503	(360) 456-3813
Gardner's Trust Inc	Olympia, WA 98501	(360) 754-4943
Glander Jeffrey B & Assoc	Olympia, WA 98506	(253) 272-2788
Nature Perfect Landscaping	Olympia, WA 98501	(360) 915-6082
Nature Perfect Store	Olympia, WA 98502	(360) 412-0309
Natures Own Landscaping	Olympia, WA 98501	(360) 464-8398
Olympic Landscaping	Olympia, WA 98516	(360) 451-1478
Robert W Droll Landscape Archt	Lacey, WA 98503	(360) 456-3813

Martinez Brothers are local. They are primarily a Landscape Contractor and Landscape Service business (fig 9). They have 1 employee, but I imagine "brothers" means 2 employees at least. Still, not that much volume based on that number of employees (fig10). They list a lot of landscaping competitors in their competitor report (fig11). I'll look into those later.

Fig 9

Fig 10

Location Employees	1	Location Sales Volume	\$68,000
Corporate Employees	Not Available	Corporate Sales Volume	
Type of Business	Private	Location Type	Single Loc
Affiliated Records	Not Available	Affiliated Locations	
Parent Company	Not Available	Foreign Parent	
EIN 1	Not Available	Fortune 1000 Ranking	
Credit Cards Accepted	Not Available	Last Updated On	May, 2016
Years in Database	11	Year Established	Not Available
Square Footage	1 - 1,499	IUSA Number	55-418-0406
Home Business	Yes	Credit Rating Score	C+
Full Credit Report	SmartBusinessReports* by Buy from Experian*		

Fig 11

petitors Report		Collapse
Name	Location	Phone
All You Need Landscaping	Lacey, WA 98503	(360) 870-3192
Cheap & Quick	Olympia, WA 98501	(360) 451-9559
Fanning Co Landscaping	Olympia, WA 98516	(360) 459-4766
Ho Gardening	Olympia, WA 98501	(360) 584-2025
Johnson Brothers Landscaping	Tumwater, WA 98501	(360) 628-8184
Lenkerbrook Services	Olympia, WA 98502	(360) 259-1021
Martinez Bros Landscaping	Olympia, WA 98502	(360) 292-4301
Schneider Creek Landscape Svc	Olympia, WA 98502	(360) 701-1675
South Sound Tree & Landscape	Olympia, WA 98501	(360) 584-5664
Wild Plum Landscape Svc	Olympia, WA 98506	(360) 239-0882

Sunrise Landscaping is number 7 on the list. They are primarily Landscape Designers and provide Landscape Architectural Services (fig 12). They have 1-4 employers and gross about \$66K annually, so I'm not completely sure about their clientele and such (fig13). They don't have a competitor report.

Fig 12



Fig13

Tim's Irrigation is a supply store, so, not exactly my competitor. They are primarily a sprinkler, garden, lawn retail and garden center (fig 14). They typically have 3 employees (fig 15). They're competitor report consists of other retail stores and are not of concern to me (fig 16).

Fig 14

SIC Code	Descriptions	
5261-36	Sprinklers-Garden & Lawn-Retail	✓ Primary
782-04	Landscape Contractors	
5083-05	Irrigation Systems & Equipment (Whls)	
NAICS Code	Description	
144220	Nursery, Garden Center & Farm Supply Stores	✓ Primary
61730	Landscaping Services	
123820	Farm & Garden Machinery & Equip Merchant Whls	rs
Franchise	Description	

Fig 15

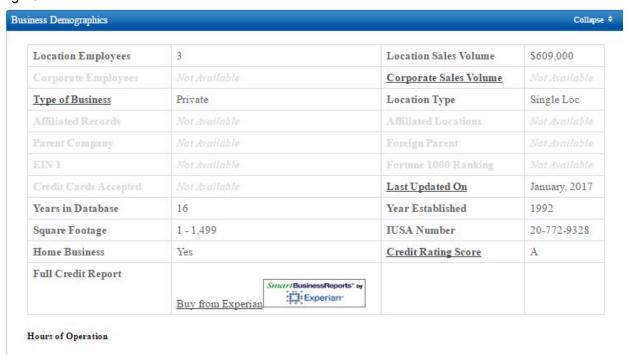


Fig 16

Name	Location	Phone
Alpine Sprinklers	Spanaway, WA 98387	(253) 262-5917
Electric Showers Irrigation	Yelm, WA 98597	(360) 539-8914
Fowler HD Co Inc	Olympia, WA 98516	(253) 922-1182
Olympic Landscape & Ingtn Co	Gig Harbor, WA 98335	(253) 358-7002
Precision Underground	Rochester, WA 98579	(360) 273-7623
Reliable Sprinkler Svc	Olympia, WA 98502	(360) 539-5203
Rob's Sprinkler Svc & Instltn	Tacoma, WA 98409	(253) 448-3926
Seabrook Enterprise	Lakewood, WA 98499	(253) 582-5854
Sprinklers Only Inc	Puyallup, WA 98371	(253) 864-7518

Finally, #9 on my list is the Wild Plum Landscaping Service. They are listed primarily as landscape contractors providing landscape services (Fig 17). They have 1-4 employees (Fig 18). Their competitor report lists several businesses of interest which I'll look back on later (Fig 19).

Fig 17



Fig 18

Location Employees	1-4	Location Sales Volume	\$202,000
Corporate Employees	Not Available	Corporate Sales Volume	Not Available
Type of Business	Private	Location Type	Single Loc
Affiliated Records		Affiliated Locations	Not Available
Parent Company	Not Available	Foreign Parent	
EIN 1	Not Available	Fortune 1000 Ranking	Not Available
Credit Cards Accepted		Last Updated On	November, 2016
Years in Database	7	Year Established	Not Available
Square Footage	1 - 1,499	IUSA Number	40-910-3737
Home Business	Yes	Credit Rating Score	В
Full Credit Report			

Fig 19

Name	Location	Phone
All You Need Landscaping	Lacey, WA 98503	(360) 870-3192
Cheap & Quick	Olympia, WA 98501	(360) 451-9559
Earthwise Irrigation & Landscp	Olympia, WA 98501	(360) 584-6001
Fanning Co Landscaping	Olympia, WA 98516	(360) 459-4766
Ho Gardening	Olympia, WA 98501	(360) 584-2025
Johnson Brothers Landscaping	Tumwater, WA 98501	(360) 628-8184
Lenkerbrook Services	Olympia, WA 98502	(360) 259-1021
Martinez Bros	Olympia, WA 98506	(360) 584-2899
South Sound Tree & Landscape	Olympia, WA 98501	(360) 584-5664

As I bring this portion of my competitor review to a close I'm left wondering- at what point does competition stop being competition? When they stop offering what I offer to the people I offer to. I do I find those people?