

# Organic Appeal

*Hoffman Landscapes experts hope to redefine organic lawncare*



*Hoffman Landscapes has been a leader in property management and design/build for over 30 years. We recently sat down with horticulturist Marco Vitiello to talk about the Hoffman*



*difference, his passion for organic treatments and property maintenance, and how he hopes to help Hoffman revolutionize residential lawncare.*

**What do you feel sets Hoffman apart from other landscaping companies?** I've worked for a few other companies before and can honestly say Hoffman's expertise is unmatched. As employees, we are encouraged to constantly continue learning and honing our crafts. This allows us to provide a much higher quality of service to our clients which, at the end of the day, is our ultimate goal.

**How might clients benefit from working with a horticulturist, such as yourself?** For starters, we are trained in the right way and the wrong way to do things horticulturally, so we are better equipped to lead clients toward the best possible solution for their property. Without that training, we could potentially agree to provide new plantings that may not survive in that particular landscape.

**What is the first thing you do when you meet with a new client?** New clients are always excited to talk about their needs and wishes for their property, but I also like to dig a little deep-

er. Whether or not they have children or pets, if they like to entertain friends and family, those little details help me focus on how I can enhance their experience with their outdoor spaces with maintenance or design.

**Do you currently offer organic property management?** Absolutely! In fact, most of our clients' properties are maintained using some level of organic solutions to control pests and/or increase plant vigor. We aim to expand our use of organics by educating clients and ourselves on the subject. Personally, I am an Accredited Organic Land Care Professional through the Northeast Organic Farming Association and am well-versed in plant health care. As such, I am a vocal advocate of the importance of organics within the company and beyond.

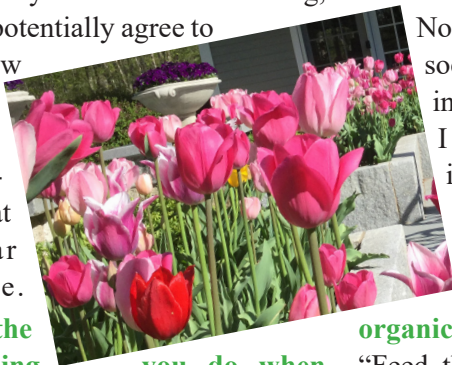
**What is the best advice you've heard in regard to organic property management?** "Feed the soil, feed the plant!" Organics is a process of building up beneficial bacteria and microorganisms in the soil which will aid in the health and vigor of the plant. A

healthy soil means a healthy plant!

**What is the biggest mistake homeowners make when trying to go organic with their landcare routine?**

I think there is a misconception that "going organic" is a piece of cake. There's much more to this process than simply

purchasing an organic fertilizer from the hardware store and spreading it over your lawn. The biggest mistake would be trying to navigate the process alone. If you are a homeowner interested in fully or partially organic landscaping options, I encourage you to give the team at Hoffman a call and ask for a no-cost property consultation. We're happy to come out and answer any questions you may have!



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