

One of the definitions of nature, as defined by Merriam-Webster's Dictionary, is "a creative and controlling force in the universe." These choice words could also be used when describing the James Landscaping, Inc. team of President and founder, Rhonda James and landscape designer, Cassie James. Since 1989, their combined talents have provided quality landscaping and transformed hundreds of yards across the Metroplex. By taking their cues from nature and renovating the Texas landscape, they create amazing outdoor spaces that are as beautiful as they are smart and sustainable.

I'll be honest with you, I've lost more than a few plants this year in my garden due to a lack of water or poor planning. And after speaking with these two women, it was inherently clear to me that in order to create a truly sustainable landscape, you should first start with the design process and what style you prefer for your own landscaping plan. This decision will guide and build upon the design process by the plant selection, implementation and maintenance—all taking into account sustainability as a major consideration.

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Nature's Way

JAMES LANDSCAPING, INC.



Pictured on this page | top of page:
Dry Stack Stone Retaining Wall, Fire Pit
and Flagstone Patio. above left: Butterfly on
Salvia nem. on right: Amaryllis

TIP: Plan what you're going to do in what season. Hardscapes are best installed in August and January when you are not planting, while the best planting months are September, October and November followed by March, April and May. Fall is actually a better time to plant than Spring.

— Cassie James

A Natural Investment

Each year, homeowners spend millions of dollars designing, implementing and maintaining their home's landscape.

Unfortunately, many of these same homeowners also discover that chronic problems can be caused and even aggravated further when these processes are not carried out properly. Many landscape issues can be avoided or reduced by utilizing sustainable landscape practices including drought tolerance, erosion and grade change issues. The James Landscaping team pays attention to developing sustainable landscapes that will reduce labor input, thus making it less ex-

pensive to implement and maintain. "If we don't address drainage and incorporate it into the overall plan it can interrupt the yard's natural flow, so we pay close attention to the slope of the land and the flow of the water," shares Cassie. "Then, we are able to effectively address any chronic issues with drainage or erosion."

According to one estimate, 40 million acres of land is devoted to turfgrass in the United States with nearly 75 percent in home lawns and more than 30 billion dollars spent on annual lawn maintenance. It's no wonder then that today's homeowners are paying more attention to their yard's sustainability and questioning its tolerance. And what works in one part of Texas doesn't work in another, so it's as much about getting through the drier months as the wetter ones. There has to be a balance in plant selection between drought and flood tolerance, because

we get both. No other local company understands our area's landscaping needs better than James Landscaping. Their ability to phase in a landscape plan helps clients to decide what they are going to do in what season. Working with a team who understands this balance thoroughly helps homeowners to protect their investment in their home's landscape.

Naturally Beautiful

When gazing upon a James Landscaping team creation, their thorough planning process isn't what you'll notice, but rather what appears to be a stream or lush landscape designed by nature. Their cohesive plans create intimate sitting areas, as well as open play areas for the kids—and in the style you are desiring whether formal,

[client testimonial]

"We wanted to send you a note to thank you again for the great job you did on our backyard last fall. We recently put our home on the market and wanted to share with you the feedback we got from a few of the interested buyers. We are happy to share we got an offer for the full asking price on the second day. We also got three more offers after we accepted the first one. I have to believe it has everything to do with our beautiful landscape. See comments below. We bought a beautiful home in Keller and again look forward to having you assist us with some landscaping ideas."

— A. AUGHNAY & P. COOK —
james landscaping actual clients

*"Nice home, needs carpet and master is small but backyard is fabulous.
My buyers will be writing an offer on it this weekend!"*

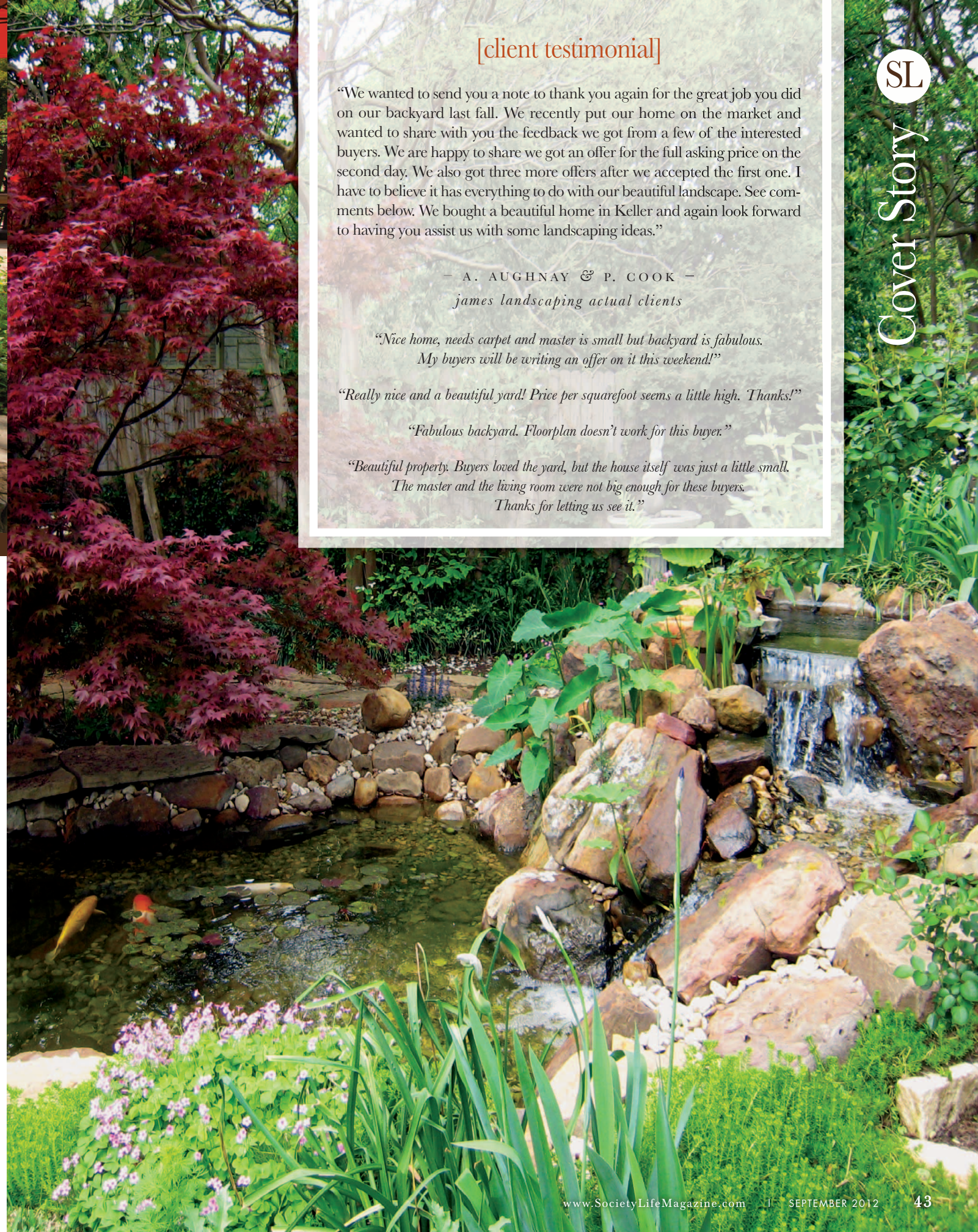
"Really nice and a beautiful yard! Price per squarefoot seems a little high. Thanks!"

"Fabulous backyard. Floorplan doesn't work for this buyer."

*"Beautiful property. Buyers loved the yard, but the house itself was just a little small.
The master and the living room were not big enough for these buyers.
Thanks for letting us see it."*

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Cover Story



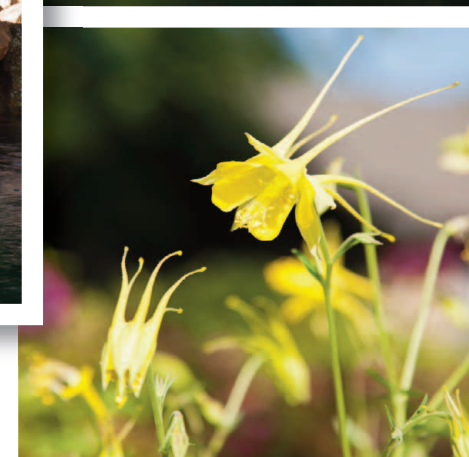


[client testimonial]

“I just wanted to let you know how very pleased we are with the landscape plan, and how completely satisfied we are with the finished project. There was not a single mistake made, and that is a major accomplishment on a job as large as this one. Our landscape has been completely transformed into a beautiful and comfortable outdoor environment, day and night. I have had many positive comments from our neighbors, and even folks just coming around our corner. Everyone feels that our landscape is now a complement to the neighborhood. I must say that you have a great crew, very professional and always cordial. These guys are true craftsmen, and that is a very rare quality these days. They also told me that they work for a great company. You should be very proud. Thanks, again for all of the hard work and a job very well done.”

— JIM & CAROLE KINCHELOE —
james landscaping actual clients

Pictured on this page | top of page:
Swimming Pond converted from swimming
pool. above left: Swimming pond and wa-
terfall with varying levels of depth. on right:
Texas Gold Columbine shade perennial.



more natural, lush or low maintenance. They guide you through the decision-making process as to the look you’re after so design plans can follow this style from the very beginning. Through color, form and function, they work within your budget to accomplish your vision.

A growing trend in backyard design is the incorporation of a swimming pond. Created from scratch or over an existing swimming pool, a liner is added, it uses no chlorine and contains an eco-system inside. Add a flowing waterfall, fish and a natural flagstone patio surround and you have created a calming backyard oasis. Natural biological filtration makes for an ecologically friendly pool, allowing for greater sustainability and low energy consumption while creating a beautiful and unique design for a chemical-free swimming experience.

From a design and planning standpoint, James Landscaping aims to impress their clients, Mother Nature by so closely mimicking her beauty and balance, and Mother Earth by their respect for our planet and its environment.

The Natural Choice

James Landscaping focuses on customer service, and has built a strong repeat client and referral based business because of it.

In today’s business climate it can often be hard to find companies that really care about client satisfaction. However, James Landscaping is focused on each client’s satisfaction while communicating thoroughly with them throughout their project, and delivering exceptional work at a fair price. “Our clientele knows that they are making an investment in their home when they work with us on a design plan,” acknowledges Rhonda. “And often times, we will find that we complete a project on one client’s entire yard—and then we’ll be called back again to do their next yard after a move or a downsize, or their

TIP: If you have drip irrigation, don’t be afraid to run it an hour or an hour and a half every day during the summer months. You will still be using less water than spray heads because it is more efficient, and that is how long it must run to completely wet the area.

— Rhonda James

front yard after designing their back yard.” If the quality of their work is measured by their customer satisfaction, it is incomparable. A commitment to quality work and customer satisfaction is the cornerstone of James Landscaping.

Rhonda, Cassie and their entire team of professionals specialize in low maintenance designs with a natural look. The main focus of their work is on renovating landscapes by implementing design, irrigation, patios, retaining walls, drainage and water features. In the same way that nature combines balance with free-flowing elements, and hardscapes with lush landscape, so does James Landscaping, Inc. They’re just doing it one yard at a time.

James Landscaping, Inc.

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