



## Landscaping Company Helps Morgan Hill Property Developer Save Thousands Of Dollars

### ***FloraTerra uses rebate programs, irrigation efficiency to help Brohman Development improve bottom line***

San Jose, CA May 20, 2010 -- FloraTerra Landscape Management, a leading Bay Area provider of eco-friendly landscaping, announced today that it has successfully saved Brohman Development Company thousands of dollars in its new 658,000 square foot Morgan Hill shopping center. The key to this was FloraTerra's expert guidance using the Santa Clara Valley Water Districts Rebate Program on the development of Morgan Hill's Cochrane Commons Shopping Center.

"The Morgan Hill downtown area is a hotspot for redevelopment with its attractive demographics," says Gene Ebertowski, President of FloraTerra. "As developers bring projects to life, we offer the local expertise necessary to save as much money as possible with their landscaping decisions."

Starting with thorough knowledge of the Santa Clara Valley Water Districts Rebate Program, FloraTerra assessed Brohman's plans for Cochrane Commons and determined the best way to qualify and apply for numerous rebates. FloraTerra, a Bay-Friendly Qualified company, used its extensive training in advanced irrigation technologies, sustainable materials, and the local eco-system to help the project achieve green goals such as:

- Replacement of high water-usage turf with low water-usage plant material
- Use of recycled mulch to reduce weeds and retain soil moisture
- Minimize outdoor water consumption
- Conversion to high-efficiency drip irrigation
- Use of sustainable and recycled materials whenever possible
- Reduction of Cochran Commons carbon footprint

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Through these processes and more, FloraTerra helped the project achieve qualifications for numerous government rebates. The total effort saved Brohman thousands of dollars in the short-term. This also provided Brohman with a plan for long-term cost minimization, as the systems and materials in place emphasized efficiency and sustainability to ensure that future utilities costs would stay low.

"As a Bay-Friendly company, it's our goal to promote sustainability for all of our clients while saving them money," says Ebertowski. "Cochran Commons is a perfect example of these two goals meeting: Brohman saves money on the short-term and long-term with little impact on our valuable Bay Area eco-system."

As more and more developers look to tap into the potential of Morgan Hill, Cochran Commons stands as a prime example of how projects can be planned to save money and be eco-friendly. FloraTerra's Bay-Friendly qualifications include a wide-range of green options, from irrigation efficiency to sustainable materials to understanding local wildlife habitats. With expertise in navigating the Santa Clara Valley Water Districts Rebate Program, FloraTerra is in a position to help developers get the most out of their budgets while ensuring the Bay Area stays beautiful.

"FloraTerra is more than a landscaping company. We act as a partner for developers to bridge their needs and the environment," says Ebertowski. "We find that after developers work with us, they understand that they can save money, help our eco-system, and have beautiful landscaping. It's a win-win situation."

FloraTerra is currently available to consult with commercial and residential property developers regarding the Santa Clara Valley Water Districts Rebate Program and sustainable landscaping. For more information or to request a quote, visit [www.floraterra.com](http://www.floraterra.com).

## About Flora Terra

Since 1997, FloraTerra has been a leading Bay Area landscape management company specializing in design, installation, maintenance, and other services. FloraTerra uses cutting-edge processes and materials with an eye on sustainability and conservation for beautiful eco-friendly landscapes. Learn more at [www.floraterra.com](http://www.floraterra.com), including FloraTerra's new three-minute Impact Movie.

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