



## **FloraTerra Landscape Management Releases New Impact Video For Property Management Industry**

### ***New Video Highlights How Critical Landscape Aspects Affect Property Managers***

San Jose, CA May 27, 2010 -- FloraTerra Landscape Management, a leading Bay Area landscape management and enhancement firm, announced today the release of the new FloraTerra Impact Movie, an online video that highlights the importance of landscaping for commercial and community property managers. The three-minute video can be viewed at Flora Terra's website: <http://www.floraterra.com>

"In today's tough economy, curb appeal is more important than ever before," says FloraTerra President Gene Ebertowski. "We want to educate property managers on how much curb appeal can make a first impression -- and how a good landscape management firm can help make that happen."

The video, produced in conjunction with WSI Internet Consulting, explains the importance of landscaping and a good landscape company to property managers. In addition to the business impact of first impressions, the video also highlights:

- The value of having a pro-active landscaping company ready to solve problems
- Why landscape service experience matters for property managers
- Green landscaping possibilities, including water and resource management
- Ways a landscaping firm can optimize a company's bottom line

"Property managers face a number of issues when it comes to their landscaping," says Ebertowski. "This video shows them that there are solutions. More importantly, it lets them know that finding a partner for those solutions doesn't have to be a challenge. It's as easy as picking up the phone."

In addition to the practical and logistical benefits of a good landscape management partner, the video also introduces viewers to some of the unique differences that FloraTerra offers. These include exclusive account managers, specialized program options that help clients get more out of their landscaping dollar, strong knowledge of water savings options and water rebate programs, and implementation of sustainable landscapes, even in previously established designs and irrigation systems.

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"At FloraTerra, we feel we really understand the needs of property managers and commercial building owners," says Ebertowski. "This video helps us explain the many options available, from sustainable green methods to money-saving ways to maximize curb appeal. And of course, if they need help making it a reality, FloraTerra is ready and available."

Property managers seeking more information about how their landscaping affects their bottom line can view the video at FloraTerra's website: <http://www.floraterra.com>

## About FloraTerra

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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