

# BROCCOLO TREE AND LAWN CARE, INC.



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 Broccolo Tree & Lawn Care



Inside your home, color, furniture, materials, and design work together to create an ideal space you can enjoy on a daily basis. The satisfaction and value you derive from a well-planned interior should also extend outside to your landscaping.

"A healthy, thriving landscape will delight all your senses while adding to the enjoyment and value of your home," explains Laurie Broccolo, owner and founder of Broccolo Tree & Lawn Care. "Our landscapes engage the senses year-round." Broccolo's five designers use a variety of features but it's the interaction between plants, features, and the homeowner that create the synergy necessary for a truly great space.

A Broccolo consultant listens to a client's needs and wishes while assessing environmental parameters. They emphasize plant diversity selecting naturally assertive species and environmentally friendly materials. These principles result in a landscape that grows and develops with minimal mulching and maintenance. Another benefit: Broccolo's principles reduce the amount of carbon emissions, fertilizers, and pesticides required to maintain traditional landscapes.

For example, one homeowner wanted a cottage-style garden. Broccolo replaced lawn with stone walkways through the front yard and lined the paths with a variety of plants capable of thriving naturally and fulfilling the homeowner's vision.

One plant, asclepias, has pink, fragrant flowers and soft, pale leaves. In the winter, seed pods contrast with snow providing an aesthetically pleasing winterscape. In the spring and summer, it's the only plant capable of hosting monarch butterfly caterpillars. Asclepias is commonly known as milkweed.

Another homeowner wanted to soften the lines of their expansive entertainment and pool patio. Broccolo made a patio cutout in the center for a tree and used other plants to create a transition zone and ease the angularity of the lines. Blueberry bushes were selected as one of the prominent plants. These hardy bushes provide beautiful autumn color. During summer the family enjoys picking the blueberries.

An outdoor patio for the Dixon-Schwabl Advertising office building also illustrates Broccolo's design sensitivities. Soft, rustling grasses and fragrant roses provide relief to the senses for staff. Shrubs and trees invite them to go outside, take walks during breaks, and even work with the phone and laptop outside.

"We create landscapes that entice people outside, connecting them to the outdoors. When they want to stroll around and interact with their yard then we know we've done a good job," says Broccolo. "We are passionate about the environment and share that enthusiasm."

After 20 years of consistently applying environmental principles to their design and maintenance services, Broccolo has retained many of their original clients from when the company was only Laurie. Today, it's clear Broccolo Tree & Lawn Care's dedication to clients and principles work.

