

## **Landscape Industry**

As the temperature continues to rise in Los Angeles, we at Robinson Environmental Design are noticing an increased interest in our landscape design and installation services. Homeowners and businesses are requesting landscaping services in growing numbers. Is this a sign that the economy is finally getting better or is something else going on?

Related industries such as construction, architecture and real estate are still in the doldrums. However, landscape architects and designers are getting more business. Many think the influx of new orders for landscaping stems from a growing popularity in sustainability. More people are becoming environmentally conscious and are looking for ways to become green in their daily lives. Having an eco-friendly landscape is not only pleasing to the senses, but also helpful for the environment.

But there could be other reasons at play for the current trend in landscape design and installation services. According to the website Angie's List, homeowners spend on average \$9,700 for landscaping services. If this spending costs increase, this might indicate the economy is recovering.

A recent article in the Los Angeles Times reports that requests for building permits for single family homes and apartment buildings are at their highest level since September 2008. A more dramatic increase is that permit requests jumped 30% in March 2011 from a year earlier. This optimism among builders coupled with the lower unemployment rate nationwide and an increase in the consumer index leads some people to believe the economy is getting better. But others aren't quite as sure. The actual construction of houses and apartments is now at a five-month low.

Whatever the economic situation, as a landscaping firm, R.E.D designs an eclectic assortment of gardens for both the front and backyards of a home. We create imaginative romantic gardens and sophisticated city gardens for our clients. And we believe we offer a great deal more than just bringing plants, flowers and vegetation to outdoor spaces. We create a world of colors, aromas, and textures to give homeowners their own serene habitat.

This habitat could be very important to homeowners who are unable to sell their homes or have negative equity in the property. If a homeowner owes more on his house than it is worth, some homeowners may turn to landscape design to increase the value of the house. Others may simply want to make the best of a bad situation, remain in their homes, and wait out the housing market crisis. These homeowners may decide to make their homes even more personal by improving the enjoyment value. For those not underwater financially, incorporating landscape design into the home's surrounding areas adds an outdoor room for entertaining. With a beautiful landscape, a homeowner can have parties with family and friends, or offer outdoor business meetings.

Our company provides detailed plans and complete installation for every job we take on. Maintenance of the garden is also available either weekly or monthly. One nice feature is that R.E.D also adjusts the landscape as the seasons change.

For those who like a DIY challenge, R.E.D drafts the plans and then oversees the installation as a consultant. Our level of involvement depends on how much knowledge and skill a homeowner has in landscape installation.

While sustainability is important for conservation of natural resources and for a healthier environment, a garden offers other benefits as well. We think gardens are magical. They are a private sanctuary with new wonders to discover. Friends, family and colleagues can gather in the garden and enjoy the beauty and relaxation that nature offers.

But Robinson Environmental Design is practical as well. Our company founder grew up in Los Angeles and thanks to his father's job; he got to see the extravagant gardens of Hollywood's elite. As an adult, he studied landscape design at UCLA and traveled the world visiting the magnificent gardens of England, France, Italy and Japan. He understood that a garden didn't have to be expensive to be luxurious. Today we follow that principle. We make certain that our garden designs are affordable at any budget. We offer a pay-as-you-go plan so homeowners can take their time in designing the garden that they dream about.

At R.E.D we are dedicated to sustainability. We recycle materials whenever we can. We reuse everything from concrete to structures. Another important aspect of sustainability is water conservation. Robinson Environmental Design has water features in many of our designs because so many people love the sound of moving water. However, we design and install irrigation systems that are water conscious.

We hope that as Robinson Environmental Designs gains more clients, this means that the economy is improving for everyone. Once that happens, even more homes and businesses will look to landscape design as a way to bring more beauty to our outdoor environments.

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