

FOR IMMEDIATE RELEASE

CONTACT: Rachel Ezekiel-Fishbein
215-635-1045

**WHAT DO HOMEOWNERS WANT?
A Maintenance-Free Yard In Which to Entertain,
According to Survey by Local Landscape Design Firm**

June 13, 2005, Wyncote, PA ... After working all week, homeowners are ready to relax and entertain in a well-maintained, uniquely designed garden that offers privacy and security. And they want all this without the stress of upkeep. A survey of 265 landscaping customers by Wyncote landscape design firm Baker Creative echoes recent reports that Americans are more interested in spending their leisure time relaxing than being active. The survey, which generated a 20 percent response rate, asked homeowners to prioritize on a scale of 1 to 10 what they value in their landscape. The number one answer by far? Ease of Maintenance.

Homeowners rated Ease of Maintenance as nearly two and a half times more important than the second most popular answer, Privacy & Security. The second and third most popular landscape features -- valued nearly equal to Privacy & Security -- were Unique Design and Entertaining. The least valued landscape features -- Pool Area Landscaping and Seasonal Décor - were nearly five times less popular than the top-ranked Ease of Maintenance. This may be attributable to the fact that a small percentage of respondents have swimming pools and seasonal décor is an issue only at specific times of year.

“It is not surprising that homeowners are most concerned with the landscaping concerns that affect them on a daily basis,” says Pennsylvania Certified Horticulturist Brad Baker, president of Baker Creative – the firm conducting the survey. “In my 20 years in the industry, I have seen homeowners face increased stresses with longer work hours and greater concerns about safety and security. This is why more and more people want a beautiful, private, comfortable place to relax with family and friends – rather than a place to putter in the garden, pulling weeds. It’s the landscape designer’s job to provide low-maintenance solutions, effective maintenance programs, and innovative designs that meet their clients’ needs.”

###