

Creative Roots Landscaping— Vision 2030

This vision is rooted in 1994 — and carried forward by the partners and people of CRL. It's not about one person. But it's not anonymous either. It lives in those who grow it.



A Shared Picture of Our Future

A Spring Morning at Our Yard

It's spring 2030 — and the yard hums.

Coffee in hand. Trucks loading. Tools checked.

Everyone knows their role. Everyone knows why it matters.

And if you're here, you're part of this.



A Place That Connects Everything and Everyone

The new yard isn't just a yard — it's our heartbeat.

Office, nursery, trucks, tech — all flowing together.

Reclaimed beams, old banners, fresh ideas.

It connects where we started to where we're headed.



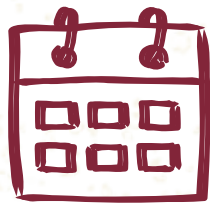
More Than Numbers on a Scoreboard

The numbers matter — but the conversations matter more.

Clear scoreboards. Open books. Honest questions.

People ask, "How can we make this better?" — because they know they can.

Curiosity and ownership live here.



Shared Responsibility, Shared Success

65 people. 8 partners. 1 shared goal.

Everyone sees how their work moves the needle — field, office, part-time, full-time.

When we win, we win together.

That's the gainshare mindset.



Leading with Openness, Dignity, and Learning

Open books. Real choices. Smarter systems.

We lead with education, not control.

We're not perfect — but we're always learning.

Win or learn — that's how we grow.



A Culture Worth Belonging To

This is what culture looks like —

Thoughtful design. Deliberate planning. Generous actions.

We don't just build things.

We build trust, creativity, and care.



2030 At a Glance

41 \$8M+ Annual Revenue

\$ 18% Net Profit

65 Team Members

8 Partners

85%+ Employee Satisfaction

10%+ Above-Industry Pay

Year-Round Profitability



Healthy. Steady. Built to last.

Tech That Amplifies Human Potential

Tech isn't the hero — our people are.

Smarter systems. Real-time decisions.

Less micromanaging. More confidence.

AI supports. People lead. Everyone levels up.



The Huts: A Thriving Ecosystem of Craft and Care

Each Hut is its own business — but we grow together.

Design. Nursery. Toolbox. Pools. Soils. Irrigation.

Each one led by a partner, supported by the Admin Hub.

Autonomy, alignment, and a whole lot of pride.



Growing Our People — Always

Growth is expected — but it's not one-size-fits-all.

Some lead. Some support. All matter.

We invest in rest, rhythm, and real conversations, too.

Show up. Learn. Lead. In your own way.



The Client Experience: Built on Trust and Creativity

We don't just build great spaces — we build great relationships.

It starts with listening.

Clients feel the care in every detail.

They don't just trust us — they believe in us.



Success by a Thousand Intentional Steps

No single big idea got us here — just steady, thoughtful steps.

We stayed curious. We adapted. We showed up for each other.

The scoreboard reflects it. So do our people.



Raising the Bar for the Industry

Landscaping isn't just a job.

It can be a career — with ownership, leadership, and pride.

We've proven what's possible when you open the books and invest in people.

We're here to raise the standard.



A Voice from the Yard

"I didn't know where I was going with life — so I made a change. I landed at Creative Roots. Four seasons later, I'm leading the maintenance team — and doing great. What kept me here?

The people. The support. The landscapes.

This place helped me find my path." — Jordon, Maintenance Manager

The Story Is Still Being Written

This isn't the end — it's just the beginning.

We don't have it all figured out.

But we stay curious. We keep improving.

Creative Roots is built to last — and built to belong.

If you're here, this vision includes you.

It's alive. It's growing. And it's yours to shape.

