

# More than great landscape pictures

Using the right software gives  
Leedell's Loving Hands Landscaping  
a shortcut from plan to planting

**S**howing customers a photo-quality landscape design I know they'll love is a great part of my job," says Leedell Scott, owner of Leedell's Loving Hands Landscaping, Houston, TX. "The next is telling them I've checked area nurseries for availability and reserved the plant list; we can start planting tomorrow. While I chose PRO Landscape software because I wanted to show customers the best life-like views of their home and envision their new surroundings, I discovered by using it that I gained many more capabilities to deliver on customers' visions far faster than was previously possible."

From her training in horticulture and landscape design — Leedell is a Master Certified Nursery Professional, a Certified Landscape Professional, and certified for the past 10 years with the Texas Nursery and Landscape Association — and hands-on work as an employee for one of Houston's garden centers, Leedell learned to use AutoCAD, then EaglePoint's LandCADD. The trouble was both of the applications proved far too cumbersome and inefficient in everyday use to make her own business thrive — maintaining proficiency was difficult and using Microsoft Excel for invoicing required a separate skill set.

## Search for the Right Design Software

Looking at alternative software solutions to address these constraints, Leedell clipped a trade magazine article about software design tools and headed off to the Texas Nursery & Landscape Expo to see the software for herself. "I made a point of talking with several software vendors. It seemed the best way to actually see what improvements next-generation landscape design software might make for me in day-to-day practice. I was especially interested in looking at PRO Landscape because the review was excellent."

Leedell had the Drafrix Software team demonstrate PRO Landscape. "As the article described, the visuals looked great and working with the Image Editor was easy. They showed me the process for customizing the plant database as needed for individual clients. I thought, if you can use Windows, then it's a very intuitive process to add new plants to the database— for me that meant I could work very quickly."

Leedell also wanted to confirm the integration of the Image Editor with the Planner and Proposal modules for important functional capabilities that she wanted. Supplementing callouts on the CAD drawing with pictures from



*"I discovered by using PRO Landscape that I gained many more capabilities to actually deliver on customers' visions, and do this far faster than was previously possible."*

Leedell Scott,  
Owner, Leedell's Loving  
Hands Landscaping



**PRO  
Landscape**  
The Standard in Design Software for Landscape Professionals!

the database to help clients associate plant name with its appearance or switching between the four different rendering modes, from drafting layout to photo realistic, for example, were features she wanted to see for herself.

“One capability that my clients have raved about since I have purchased PRO Landscape — I attach special plant care instructions with each plant pictured. The software makes this easy and I can note, for example, how they’ll need to look for certain pests known to attack new plants or watering instructions for the hot weather we might currently be experiencing. Another aspect that will be important as established clients return with new projects in mind is that I can take older plans originally done with AutoCAD or LandCADD and import them into PRO Landscape. I save a significant amount of time, effort, and money when that happens.”

### Making My Business Better

“I learned to use PRO Landscape to print out the plant list, which I fax or email to nurseries immediately. They’ll take the hardcopy and check stock for me and let me know what’s available. This is a lot more efficient than phoning them or driving around to check for myself. Frequently, I’ll have them put a hold on the stock. The bottom line is that my plans don’t include plants I can’t deliver immediately. This is clearly a strategic advantage for my business.”

“I make a point of being very sensitive to clients,” commented Leedell. “So I called Drafix’s support line once shortly after installing the software asking for help creating a quote without linking to a specific project. This was easy to do, of course, and enables me to separate my costs for design services from the plant prices so customers have a complete understanding of what they are getting in my proposals.”

### The Way You Think of Tools Increases Their Leverage

Leedell commented on making the best use of technology in Land Development Today magazine. She wrote: The biggest stumbling block to the use of technology (computer based design programs) is, of course, the learning curve. A landscape design teacher I had once put it this way. He said that the computer program is like having a mechanical pencil compared to a regular drawing pencil. Sooner or later you have to stop thinking of the mechanical pencil and all it’s functions, and use it like it was intended - as a tool to help you create and draw. When you can get to this point, you are ready to use the software like it was intended.

In today’s customer-centric climate, Leedell has developed several best-practices by leveraging PRO Landscape functionalities that dramatically enhance her client service.



Leedell’s Loving Hands Landscaping  
18310 Harrow Hill  
Houston, TX 77084

Drafix Software, Inc., 114A W. 3rd Street, Ste. 301, Kansas City, MO 64105  
800-231-8574 • email: [prolandscape@drafix.com](mailto:prolandscape@drafix.com)

© Copyright 2005 Drafix Software, Inc. All rights reserved. Drafix, the Drafix logo, PRO Landscape and associated trade dress, product package design are trademarks or registered trademarks of Drafix Software, Inc.  
AutoCAD is a registered trademark of AutoDesk, Inc. All other brand names, product names or trademarks are property of their respected owners.