

# Picking up the Pace

Loman Landscape and Design finds software the key to planning efficiency and customer response

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

**T**ell me how quickly I'd give up manual drawing and be using software to work about 400 percent faster," says Greg Loman, owner of Loman Landscape and Design, "and I'm as skeptical as anybody else. Still, I had to keep up with increasing demand — now, more than 225 projects later, my clients definitely notice that my services are both immediate and exceptionally thorough."

Learning to use PRO Landscape software from the user's manual and experimenting after regular working hours, Loman was comfortable within a week and began using it to develop landscape plans for clients. "I took a bit of a dog leg first," noted Loman, "starting with a bargain application costing about \$80. Although I was new to personal computers, I caught on quickly to the fundamentals and that first software proved too basic. Immediately, I found myself wanting many more functional features of a commercial application to make designing and planning even faster."

## Software Meets Business Demand

With business picking up rapidly and software designers coding savvy, next-generation functionality into their software upgrades, it seemed like there was no better time for landscape designers to transition from manual drawing. Few have grasped the evolution as productively as Greg Loman.

After nine years of designing without computer aids, Loman became a heavy user of PRO Landscape software over the next four years, even winning 'Best New Landscape Designer' in his first appearance at the Oklahoma Home & Garden Show. It is possible for Loman to complete a landscape plan in under an hour, depending on the scope of the project. Describing his initial objective was simply to keep up with demand, Loman notes that, "while efficiency is important for satisfying prospective clients with quick turnaround, it is ultimately the appearance and extreme detail of the finished designs that are critically important to winning the client's approval for the work."

Loman uses PRO Landscape as a design tool, but also notes how the software supports and enhances his relationships with customers, even before he wins the order. He visits with the prospect to gather project requirements, precise measurements, and photos of the areas to be landscaped. Next, Loman develops the complete landscape plan at his desktop PC using PRO Landscape's Image Editor. "I make a point of listening closely to the client's ideas and preferences in order to give their properties as much care and creativity in planning with PRO Landscape as I would for my own property."



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Greg Loman,  
Owner, Loman  
Landscape and Design



## Best Practices Save Time and Win Clients

The scale drawings that Loman creates illustrate the personal attention he puts into the tuning of the landscape plan. "By implementing precisely scaled drawings the client and I can be sure planting areas are neither under-planted or over-planted. We don't want the beds to look sparse immediately after planting or look overgrown after a couple of years of growth. Doing this level of detailed planning can't be done manually in the short time window of opportunity I have to reply to prospective clients."

Loman's experience shows how important it is to be able to show clients exactly what his recommended plants look like and easily accommodate change. It's common for clients to ask how other plants might look. In these situations, he likes to bring up the program on his laptop and make the plant substitutions with the client watching every step. "I can do this very quickly in the Image Editor and my process enables the client to gain a perfectly clear understanding and vision of what they'll soon see planted. They are also very grateful that we take time to do this together."

Loman prepares a formal, highly customized portfolio for each prospective client. Making the proposal from the design, he says, is simple enough that it requires only a few minutes to prepare. He prints several images of each planting area of the landscape plan on glossy paper — showing different angles and periods of growth, even incorporating the client in the final photos to further personalize proposed plan. In addition, his proposals also contain a materials list, plant information with individual pictures of all plants and care information, and cost. "To underscore how closely tailored the plan is just for them, I'll even duplicate the same type font that the client uses on his or her business card."

How Loman makes extensive use of the Image Editor is evident from time saving tips he'd learned. "The accuracy of PRO Landscape is important to me. Let's say I miss a measurement, I can count bricks in an adjacent walkway, for example, to get that measurement and avoid making a special trip all the way across town to the site." One of Loman's specialties is a pondless waterfall. It's water feature that works well in the area's climate and requires lower maintenance clients "I took photos of one so I can show clients how this feature looks when it's installed. From the database I can copy it into a new landscape plan where it becomes a very positive attraction and focal of the property."

The transition from manual drawing and planning proved far more straightforward and beneficial to sales and customer service than Loman anticipated, "I wanted to respond to clients quickly and it was a huge bonus to find how many other improvements I could make with the software application that clients value highly."

## About Loman Landscape and Design

Greg Loman opened his nursery on a compact lot in Oklahoma City in 1993. Now, the family owned business is a fixture in the area and gaining special, word-of-mouth recognition for pondless waterfalls.



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