

# Spotlight on Success



## At Mariani Landscape, Relationships Produce Growth

**A**t age 17, Frank Mariani wasn't thinking about running a business. But in 1973, when his father passed away from leukemia, that was exactly what he had to do. Suddenly, it was up to Frank to provide for his mother and four younger brothers and keep his father's dream alive. No one anticipated just how well he would do both.

Today, a long way from the original three-truck lawn care business, Mariani Landscape has a national reputation and generates revenues over \$10 million annually. So how did Mariani Landscape achieve the level of success and status now associated with its name, especially in a business as easy to get into as landscaping? Simple. Mariani put the focus on the client. "We are a customer-driven, customer-focused business. We'll do anything for the client," Frank explains.

In fact, a prominent phrase in the Mariani mission statement is to "exceed our client's expectations through team effort." His company does that so well that their client retention rate is an incredible

98%—remarkable in an industry that has new competitors every day. "A lot of people think business is business, but I don't believe that. Business is just like anything else—everything involves relationships and trust," Frank believes.

The most important relationships at Mariani Landscape are the ones with its clients. "Our relationships with our clients are very personal, and that makes me want to make them happy," Frank states. "I want our company to create a value for the customer no one else can match," he continues. "The only way I can do that is to surround myself with the best people I can get."

Frank extends this philosophy to his professional relationships as well. He hired Jeff Mowery, of Mowery & Schoenfeld LLC, as his business consultant and accountant. "Jeff is beyond reproach in his integrity and his knowledge—not only is he a CPA, but he's an attorney too. He definitely brings more to the table than most people," Frank explains. "Jeff and his firm are always watching out for my best interests. Sometimes he has a better pulse on my business than I do," Frank continues, "and that gives me the freedom to do what I do best."

Like build a small lawn care company from Lake Bluff into the award winning, nationally recognized Mariani Landscape.

**Frank Mariani**  
**Mariani Landscape**  
*Client since 1991*

