

Subject Line: How to unique-ify your yard AND not go broke



Clients often tell me that the reason they delayed getting their yard done is because they had an “all or nothing” mindset.

And by all or nothing, I mean they neglect their poor dirt yard for years because they couldn't simultaneously afford *the firepit, pergola, pavers, planter boxes, turf, trees, waterfeature, and lighting*AND had decided that partial progress didn't count as progress at all.

Sound familiar? Where are my first born perfectionists at?

Well, I want to grab them (and you, if this is you) by the head and shake them and say: “Your yard doesn't need a complete personality transplant to look amazing!!!”

Most people think transforming their outdoor space means months of chaos and heavy spending.

Strategic Planting: Adding vibrant pops of color is just fun. It's fresh. It's like retail therapy without the regret.

Trees: I can't say enough about the return on investment of planting trees. Shade, beauty, and privacy, all from one effort? Yes please.

Focal Point: Maybe a small water feature, plant arrangement, or even a cozy outdoor furniture corner. It gives your yard a sense of flow and function.

Adding a few lights: A few well placed lights take your yard from average to luxury. There's nothing quite like the atmosphere created by landscape lighting.

Forget living weeks in a construction zone in order to see a difference. These are day-or-two changes that don't run you broke or take forever.

If you're not down for DIYing it, we actually do these small transformations too.

Let me know if you want me to come by and suggest some small changes for your yard.

-Nathan

Subject Line: Read this if you have dogs and a dirt yard



Our client Cricket had bought a great home here in Dewey with a really wild yard. It was filled with a bunch of natural debris and overall pretty crazy looking.

The fence looked like it had been slowly losing a decades-long battle with gravity.

Her pups paws were getting poked from all the sticks, thorns, and burrs.

They were tracking in loads of dust and she was really ready for something safer (and prettier).

So, like any homeowner who was done with having dirt for a yard, she started calling around.

After getting a handful of quotes, she decided she wouldn't be picking her landscaper based on price.

She would be picking her landscaper based off *design skills*.

Why? Because *she didn't know where to start*.

If I had a dime for everytime I heard a homeowner say they "just don't know where to start" I'd be rich... (but I'd still rather fix the problem than count the dimes.)

So it inspired me to write you this email to let you know that, if you don't know where to start, you're not alone.

Here's what Cricket actually said: "The thing that really set me to pick Yavapai was [that] I didn't have a strong idea of what I wanted in the way of design. Because this is my first time living in a high desert climate. So I didn't have a sense. But the team that came had a REALLY GOOD SENSE, they had good ideas, and they walked me through that."

"The designers are Jay and Mario, they would come to the house and ... they would walk the yard with me. **I didn't know exactly what I wanted but they got a sense of who I was and how we planned to use the yard. And so what they did was offer up options and *those options made real good sense to me.***"

This really is why we do what we do. We love taking lifestyles and personalities and forming them into yards that work. Especially for homeowners who don't know where to start.

She ALSO had septic tank access holes in the middle of her yard. Not very handy, but not exactly changeable. We found a way to blend them right into the turf. You can't even tell they are there. (Seriously, you need to watch the video just to see how the septic access turned out. Blends in so well).

Watch [the project breakdown here](#), and let us know if it gives you any ideas for your yard!

Subject Line: When Beautiful Homes Aren't Doing Their Job



You paid a lot for your home.

But you're probably only using about 60% of it.

So it hasn't really had the chance to do "it's job."

Let me explain.

I still remember one evening last summer. (This is Cheyenne, by the way).

My sister was over with her kids. All the cousins were running around out back. Laughing. Being loud. Doing kid stuff.

The adults were sitting at the table on our patio, just talking.

At some point I looked up and the sky had turned pink and orange.

That's when I realized the sun was going down.

And my sister and her husband hadn't gathered the kids up yet to leave for bedtime.

Nobody had checked a phone. Nobody was bored.

That was the moment I thought... the yard finally did its job.

It kept everyone close without us even trying.

Because that's the real job of your home.

So, when's the last time you actually spent an evening in your backyard?

Most homeowners don't realize how much they'll love having a finished yard. Not until it's actually done.

Then they can't imagine life without it.

The families we work with tell us the same thing every time. Within months of finishing their outdoor space they're outside more than ever.

And the homeowners who waited the longest? They're always the ones who say they wished they'd done it sooner.

Your home is already incredible. It's time the other 40% caught up and started bringing people together the way it's supposed to.

-Cheyenne

Subject Line: You may be the victim of too much yard advice



The turf guy says gravel is a disaster.

The gravel guy says turf melts into a swamp. Your neighbor swears by decomposed granite. The HOA hands you a list of approved plants like it's the ten commandments. And Google just yells "native plants" without explaining anything.

No wonder your yard is still dirt.

Here's the thing though. The overwhelm isn't your fault. It's the result of getting five different answers from five different people who each only see one piece of the puzzle. It's like asking five chefs to plan dinner. You end up with sushi, tacos, lasagna, and a smoothie on the same plate.

That's not dinner. That's chaos.

What actually matters in your yard comes down to three things. And knowing them is the best way to ditch being overwhelmed and start actually making decisions.

1. **Where does your water go? Drainage is everything. A flooded yard is just a pretty headache.**
2. **How does your space handle heat? In Arizona, the wrong materials and plants will cook faster than a forgotten pizza.**
3. **How do YOU actually use the space? A yard for three kids and a dog looks nothing like a yard built for a single CEO.**

When those three things line up, the overwhelm disappears. Control comes back. A real plan shows up. We see this all the time. Homeowners are frazzled and have wayyyyy too many ideas scrambled up in their brain. We use this exact "top three" framework that we've been using for 13 years. The overwhelm disappears and the result is a yard that's finally finished and usable.

So hit reply and tell me one thing. What's the most overwhelming decision you're facing with your yard right now?

I genuinely want to know.

-Nathan

I'VE HAD TOO MUCH YARD ADVICE

Subject Line: Should you have more plants or rocks in your yard?



I see it all the time in Prescott Valley.

Someone decides they want "better landscaping" so they cram their yard full of plants. More plants equals better yard, right?

Wrong.

You know what you actually get? A chaotic mess that costs a fortune to maintain.

Half the plants die because they can't handle Arizona heat. The other half take over your patio like an invasive species. Now you're spending every weekend trimming and watering and cursing yourself for creating this nightmare.

Here's what most people don't understand about desert landscaping.

It doesn't have to be a barren wasteland with three sad cacti. But it also shouldn't look like you're trying to recreate a rainforest in the desert.

The secret? RIGHT plants in the RIGHT spots with the RIGHT irrigation.

I had a client last year who tried the "more is better" approach before calling us. She planted 47 different species in her front yard. Forty-seven. It looked like a botanical garden threw up on her property.

We ripped most of it out. Replaced it with maybe 12 species that actually thrive here. Added some rock for texture and contrast.

Now her yard looks incredible. And she spends maybe an hour or so a month on maintenance instead of 6 hours every weekend.

The problem isn't rock versus plants. The problem is picking plants that can't survive your climate. Or putting them where they'll fail.

That's why working with someone who actually knows Arizona matters.

We've been doing this for 13 years. We design based on what will ACTUALLY thrive in your specific yard. Your altitude. Your climate. How much time you want to spend maintaining everything.

And we include you in the process so you're never surprised.

Want to see what we can do? We offer free estimates where we walk your property and create a plan.

Just respond to this email and we'll set it up.

Talk soon,

Nathan Green

P.S. Seriously though, 47 species. I'm still amazed by that.

GET ME THE RIGHT PLANTS