



Paragon: The model of excellence.

Every day our name reminds us that we are SETTING THE STANDARD. There is a difference! The Paragon Difference.

The net result of all of our efforts is, and always should be, the best product for your dollar. THAT is The Paragon Difference.

Main Point

How is Paragon different from other landscape companies?

We don't try to measure ourselves against other companies. Instead, we try to set the standard, to be the model of how a landscape company should serve you. This forces us to constantly look at what we are doing, to see our services through your eyes. As you look through the items below, we are sure that you will see the many ways we have improved the landscape process to make it better for you.

General

Cost

I don't want my costs to run over budget. Will I be surprised by extra costs at the end of the project?

At Paragon, we deliver our quotes as set prices, in line-item fashion, so you can see where the costs are coming from. This allows you to steer the project into your budget constraints, and to know what the cost is going to be at the end.

Am I being "ripped off"?

Did you know that, according to the Better Business Bureau, one of the most recent scams pulled on consumers is perpetrated by men acting as landscape contractors. After offering cheap prices and accepting your deposit money, they begin the job, then stop coming. You suddenly find yourself without a completed job, without your deposit money, and without legal recourse since they can always say they were planning to return later to finish.

I've heard that Paragon is expensive. Is that true?

We made the decision at the beginning our business that it would be easier to answer the question of price once than to answer the question of poor quality for years to come. It has never made sense to us to do a project or service unless we can do it well! We believe that a well-built wall that lasts decades is better than a cheaply built wall that doesn't make it through the first winter, even if it costs twice as much up front. Instead of COST, we believe in VALUE OVER TIME. Still skeptical? [Our estimates](#) are free. Try it. You may be surprised at how affordable that VALUE can be.

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Insurance

Will I be liable if someone is injured on my property?

Accidents happen. You may be held responsible if you hire a landscape company that does not have proper insurance coverage. At Paragon, we have gone beyond the normal liability insurance to make sure we are adequately insured for property damage or personal injury.

Education and Experience

Does Paragon Landscape know what it is doing?

We love what we do, and we love to know more about it. Our business has nearly 24 years of collegiate training in Horticulture and Landscape Design. Combine this with more than 125 years of combined landscape experience (more than 10 years by average in our core people), and you will see why there is a difference at Paragon.

Ongoing Training

Are the people who work on my property trained to be excellent at what they do?

While most landscape companies have very little ongoing training for their employees, We believe in investing in our employees. We do this through weekly training meetings, along with additional seminars and training. We believe so strongly in ongoing education that one of our Core Values is A Mentoring Atmosphere, where each employee is encouraged to actively learn and actively teach. Paragon employees are people who love to learn, and to apply what they learn, on a daily basis.

Landscape Design

General

Will my landscape look the way I want it to, with that professional touch?

At Paragon, we have 4 landscape designers with degrees in horticulture and design ready to serve you. Our design philosophy is to listen closely to what you say. You set the style, we add the art. Spend time with a Paragon designer, and you will see the difference!

show pictures of designs. Sharp, Wieland Maple Terrace, Cardinal 3-d, some overheads in black and white. People will see the difference.

During the Sale

Will the finished product match what I am being told by the salesperson?

Our work speaks for itself, and our education, experience, and size give us the ability to deliver what we say by performing your projects and services in an efficient manner.

Are there any hidden costs?

At Paragon, we believe in NO SURPRISES! Our quotes are in line-item fashion so you can see where the costs are coming from. As a business, we are both service providers and customers. We hate getting billed for more than the expected amount, and are

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committed to being up front with our costs. We may lose a customer or two to a cornercutting cost-hider, but most people are experienced enough to understand the difference when looking at a set of quotes.

Landscape Construction

Before the project begins

How will I know when my project is going to be done?

Have you ever felt like a number? Like grist in the mill of a big machine? Like that company you hired thinks of you as a job and not a person? Our crew foremen will contact you prior to the landscape project beginning, and keep you apprised of the schedule throughout.

While the project is in progress

Will my project be finished in a timely manner I don't want my yard and my life to be disrupted any longer than it has to be.

At Paragon, we are committed to finishing what we've started before going on to the next project. Our customers can attest that we come with all our force and focus until your project is finished.

Will the landscape crew destroy my lawn in the course of doing my landscape?

Respect is one of the core values we speak about every Monday morning with our crews. We do our best to accomplish your project while respecting your property. From plywood to protect your lawn when needed, to blowing off or even pressure-washing your driveway as needed at the end of the project, we take care of your property.

Are my plants going to look nice when they are planted?

Many companies try to convince you to use the plants they have in their inventory. At Paragon, we source several growers who keep large stocks of materials, from which we can choose the best materials. Our design is not driven by our inventory, but by the needs of your property and your personal taste.

Will weeds be brought into my landscape beds? (This is a good question, as noxious weeds have become increasing problems in new landscapes. Some of these weeds, such as equisetum, have no known means of effective control. This may leave you with a disappointing landscape overrun by problem weeds, whose only remedy is to be dug out and completely redone).

Most potting soil mixes or landscape bed amendments contain topsoil, which is a sure way of introducing weeds into your landscape. For this reason, we switched to using composted soil many years ago. The majority of the weed seeds are eliminated in the composting process.

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After the project is done

[Are my plants going to live?](#)

Along with training our crews to plant properly, we fertilize all the plants at planting time with 18 month fertilizer pellets.

[I don't know much about plants or lawns. How do I care for my investment?](#)

Along with using our internet as a resource, you will receive written care instructions on how to care for a new planting bed or lawn (these instructions can also be obtained on our website, www.paragonlandscaping.com). In addition, our Service Call Manager is available to answer any questions you may have, and is even willing to stop by and give you hands-on instructions in the care of your investment. All this is included in the price of the project. There is a difference!

[Will weeds grow in my landscape beds after you leave?](#)

Weeds can grow in a crack in your sidewalk, so you can see there is no sure way to completely eliminate them. But we want the establishment of your landscape to be as pain-free as possible. In addition to using composted soil to avoid introducing weed seeds to your property, we apply a pre-emergent weed control to all the landscape beds when we are done. This control is stronger than Preen, and gives you 6 weeks of good protection from weed growth. After this, we recommend a regular program of remulching, hand-pulling of weeds, and limited but timely spot-treatments with chemicals.

Service after the Sale

[If the plants die \(some are sure to do so\), will Paragon return my call and take care of the matter promptly?](#)

Speaking of the Customer Service Manager, his primary responsibility is responding to your service calls. This results in a quick return of your initial call, and a prompt remedy to the problem.

[How do I care for my landscape once it has been installed?](#)

We have an entire Service Division ready to serve your turf and landscape needs. There are two ways one can maintain their landscape after it is installed. If you prefer to do the work yourself, we offer information to our customers on how to take care of their landscape by giving them care instructions at the end of the project. This describes how to water, how to prune, and much more. If you prefer to spend your time on other endeavors, we offer full-service landscape maintenance (See the Products and Services tab on our website). Many customers hire us to perform some of their services, such as remulching and pruning, while doing other portions themselves. In this way, you can do the things you enjoy, while allowing us to take care of things you don't have the time or expertise to accomplish. Our philosophy is that no service is too small, as long as you like the job to be done well.

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Landscape Services

General

[Is Paragon Landscape really different than any other mowing company?](#)

The main thing that makes Paragon Landscape different is that we are a FULL-SERVICE landscape company, able to provide as much SERVICE as you need to keep your property beautiful. We believe that a landscape SERVICE company is supposed to SERVE YOU. The primary way we do this is by listening to you as an individual, establishing your personal preferences and writing those "excellence factors" down in your file so that you will consistently be SERVED the way you want to be served. Do you have a pet and need to be notified in advance of a lawn application? Tell us, and it becomes a note in your file, reviewed by your account manager each time he visits. Do you prefer your lawn mown at a certain time of the day? Do you prefer your bill at the beginning of the month, or at the end? These, too, become special notes in your file. In addition, do you wonder whether things you were billed for were actually done? Every time we service your property, we leave a card describing what was done. All of these excellence factors lead to a very DIFFERENT type of SERVICE.

[If you have a question while your shrubs are being pruned or your lawn is being mown, are you comfortable you will be able to communicate with and get a professional answer from your service representative?](#)

Along with a clean-cut appearance, we constantly work to educate our service representatives so that you can be confident of a proper answer and excellent service.

Mowing

[Is it really worth hiring Paragon to do my mowing? After all, I know how to mow my own lawn!](#)

There is something about coming home to that Paragon-manicured lawn that will catch your attention. It's addictive! Once you start, you won't want to stop. Not only does it free up your time for other activities, it saves you the money of purchasing a mower, and the cost and trouble of maintaining it.

[Is there really a difference between Paragon and other mowing companies?](#)

Look in the telephone book. There are hundreds of lawn-mowing companies in the Fort Wayne area. But when you hire Paragon, you will experience the satisfaction of the finest service at reasonable cost. Starting with clean trucks and top-of-the-line equipment, we go beyond the expected straight lines. All of your clippings will be bagged unless otherwise specified, keeping them out of the landscape beds you just paid to mulch. In addition, sidewalks and driveways are edged on a regular basis, and all hard surfaces are blown clean before we leave. How satisfying to come home to this! Try us once, and you will see that there is a Paragon Difference.

Our standard procedure is to bag the clippings when we mow. This keeps grass out of your expensive mulch beds, not to mention a cleaner, more professional looking lawn.

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Mulching

[Isn't mulching just mulching? What does Paragon do differently?](#)

Our standard procedure is to include bed-edging with our re-mulching. Doesn't the bed that is edged look nicer than the one that is not? It also helps keep the mulch from tangling with your mower and being blown across the yard.

Pruning

[How does Paragon's horticulture training translate into better pruning?](#)

Our standard procedure is to prune each plant according to its needs. Anyone can prune with a hedge shears, but plants are more healthy, stay in bounds, and last longer if they are hand-pruned, renewal pruned, or rejuvenation pruned at the proper times. This translates into a landscape that stays in bounds and lasts longer, preserving the designer's intentions and saving you "renovation money" down the road.

Lawn Fertilization and Pest Controls

[National Chains that apply fertilizer and pest controls work for thousands of customers in our area. Thousands of customers can't be wrong, can they?](#)

There are companies in town with national marketing campaigns and fancy brochures. But if you work with them you will realize that the polished image doesn't go beyond the surface. Our applicators have been fully trained and fully certified for every application they make to your property. If you combine this fact with our focus on individualized service, you end up with a fertilization program tailored to your lawn's needs.

[Do the Paragon employees who are applying fertilizer and pest controls to my lawn and landscape know what they are doing?](#)

Our fertilization program is based on research from Purdue University to provide environmentally sound practices while also providing a consistently beautiful lawn. Many companies simply dump quick release nitrogen on the lawn to get a quick green-up, but this is bad for the environment, and eventually it is bad for your lawn. Like our other services, we offer the program that works for the long-term. We use a golf-course quality fertilizer that leads to consistent beauty, and addresses more issues in your lawn than the need for immediate green-up. In addition, we clean up after ourselves by blowing fertilizer from the sidewalks, driveways, and streets back into your lawn where it belongs. This stops it being tracked into your home, or washed into the area's streams and rivers.

[Are they certified by the State of Indiana to legally perform my work?](#)

Sadly, many companies apply chemicals to your lawn with no certification from the state. Other companies use the minimum certification. We want our applicators to know what they are doing, so we require that all of our applicators are fully certified for the

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work they do.

Is there a difference? Yes! That is why we have been one of the fastest growing landscape companies in Northeast Indiana. Join the tide, and experience the advantage of
THE PARAGON DIFFERENCE.

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