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Farwest 2017 Seminar Speaker Kelly Mathison Tells Landscapers How To Raise Profit And Lower Overhead

Wilsonville, Oregon (July 10, 2017) – At this year's Farwest Show, August 23-25 in Portland, OR, Kelly Mathison, founder and owner of Legacy Landscapes, will talk about his experience and insights on building a successful landscape construction company.

His seminar, 'Boost Profits in Your Landscape Company without Raising Your Overhead', shares his secrets used to grow his residential design/build landscape firm and increase his sales by 500% from 2009 to now. He will cover how and why landscape business owners must identify and target the ideal client and point out ways to avoid leaving money on the table. Attendees will learn the reward of maintaining high-level customer service when selling any project, how to interview potential clients to learn what they expect, and how to close the sale. The talk is scheduled for Friday, August 25, 8:30-9:30a, Room B115-116.

As a start-up landscape construction business in 2009 during the Great Recession, Mathison quickly faced the hard realities of competition, time management, money management, and business development. He had excellent design skills but lacked business skills. In its first year, Legacy Landscapes had \$330,000 in sales. Since then, Legacy Landscapes has continued to grow and flourish. Mathison is passionate about sharing his secrets for success.

For complete information on all Education Seminars (registration required), free Mini-Sessions, and general information on Farwest 2017, visit www.FarwestShow.com.

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The Oregon Association of Nurseries (OAN), based in Wilsonville, represents more than 800 wholesale growers, retailers, landscapers and suppliers. Oregon's ornamental horticulture industry is one of the state's largest agricultural commodities, with annual sales of \$830 million. Oregon's nursery industry is a traded sector; nearly 80 percent of the nursery plants grown in Oregon are shipped out of state. For information, visit www.oan.org or call 503-682-5089.

The Farwest Show, the largest green industry show in the West, is produced by the OAN, a trade organization that represents and serves the interests of the ornamental horticulture industry. Any revenue realized by the OAN is reinvested into the industry through education, research, marketing support and government relations. For more information about the 2017 Farwest Show, visit www.FarwestShow.com or call 503-682-5089.

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