

Alexon Design and Landscaping Newsletter

SERVICE IS KEY

In This Issue

[Featured Design](#)

Quick Links

[Helpful Tips](#)
[Irrigation](#)
[Plant Library](#)
[Alexon's Process](#)

Join our list

[Join Our Mailing List!](#)

January 2009

Dear TJ,

Service is Key:

When people ask me what I do for a living, I tell that "I am in the service industry", or "I work in customer service". That usually gets a follow up question to the tune of "What do you mean?" or "Who do you work for?" Then I tell them that I am a Landscape Contractor. This always gets a different reaction, but it usually ends with a smile on their face, and they realize that I really do work in customer service.

At Alexon Design, we realize that we don't provide a product, but that we provide a service. We provide a variety of services for that matter. Our specialty services are craftsmanship, communication, supervision, and education.

Craftsmanship:

Take travertine pavers as an example. The travertine is a product. The quality of how they are installed is our



service. Our competitors use the same travertine. So we supply the same product, but we deliver a better service. The quality and skill of our crews allow us to design with more innovation than our competition. So our craftsmanship service is two-fold. Unfortunately, I have worked places in the past, where the skill was inferior, and the design could not be completed properly.

Communication: Our constant communication allows our homeowners to understand our daily process, and eliminate any surprises. At Alexon, we like to build

relationships, and good relationships require good communication.

Supervision: Our service of supervision has truly allowed our great projects become amazing projects. Our service of supervision is not to babysit our crews, but to enhance the project. When we supervise daily, we can make adjustments to improve the design. Just moving a tree over four feet, or adding a few lights on a focal area. These are small things that make the job better, but these things would be missed without supervision.

Education: At Alexon, we try to be the most informative in our industry. From our website, to our consultation, to our final walks after completion of the project, we are always trying to educate our clients.

These are just four of many services we provide. A lot of the people reading this newsletter are our previous clients. We hope you feel you were given great service during your project, and that you will continue to refer us to your friends, family, and neighbors. It is your referrals that keep us going in this down economy.

Featured Design

Location: *Chandler*

Designers:

- TJ Wilcoxson with Alexon Design & Landscaping
- Marc Olsen with California Pools

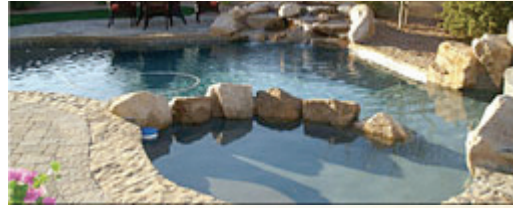


I was fortunate to be the designer on this project. It is definitely one of my favorite projects that I have been a part of in the last eight years. The house

being at the end of a cul-de-sac, had a huge pie shaped lot. So the back yard was big enough to fit this true "Resort Style" design. This project also included our new endeavor, Alexon Steel Works, in building an amazing BBQ island. Because of the existing landscaping, the larger trees really enhanced the



completed design.
This look is usually
achieved a couple of
years later.



If you would like to
renovate your yard, please call the office at
480.699.7796.

See more of this property: [Click Here](#)

[Forward email](#)

✉ [SafeUnsubscribe®](#)

This email was sent to tj@alexondesign.com by tj@alexondesign.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe™](#) | [Privacy Policy](#).

Email Marketing by



Alexon Design and Landscaping | 1825 East Campbell Avenue | Gilbert | AZ | 85234