



Maple Ridge Living's Whole Design Process Supported by DynaScape



Design Manager John Harsevoort of Maple Ridge Living, a landscape design and build company located in Ontario, Canada, knows a successful landscaping project starts with the proper process in place.

With over 20 years of experience in the landscape design and build industry, John knows manual processes can slow down the design of beautiful landscapes – from drawing by hand to estimating and coordinating with crews to complete the job.

With limited design knowledge, John first adopted CAD landscaping software as a sales tool. Quickly, he realized the tools not only help attract new clients but also support the entire build process from start to finish. CAD tools could turn verbal agreements or ideas into polished designs that closed deals and became projects with accurate estimates as well as timelines their crews could meet.

“It is nearly impossible to properly estimate a project without real, measurable data,” said John. “Time and time again, the ‘napkin sketch’ or verbal agreement of what will be installed on a project ended in frustration on both ends of the contract.”

The design team at Maple Ridge Living, which at the time consisted of John and Tim Sieders, the company owner, already knew DynaScape’s Design software was a popular choice amongst their peers. For people who weren’t designers by trade, it was also an easy software system with a short learning curve.

DynaScape’s large library of plants and objects, combined with the realistic hand-drawn look of the final drawings, convinced John to choose DynaScape

to bolster their design process and assist in streamlining the design/build process.

“DynaScape was an easy choice for us. It was already a popular software with our peers, and the relatively short learning curve, coupled with the realistic, hand-drawn look of the final drawings made it the choice for us.”

DynaScape is part of the entire Maple Ridge Living design process

For John and his team, the first step to building a new landscape is getting the project off the ground. That means creating multiple renditions of the design, starting with a base plan from the customer’s design questionnaire and site survey. Once the initial draft is cleared, the team uses DynaScape Design to create a first draft that shows the basic layout, the garden areas, and structures - without getting into specific plant selections or paver selections. Then the first draft goes to the client for a first look.

The client can then give their feedback on the design - what they like, don’t like, and the changes they want to see - via email or Zoom. From here, John sends those revisions to his junior designer for updates. The final design is starting to take shape!

“We provide our clients with realistic timelines for the design and build processes,” said John. “Usually, that means they will be waiting several months to see a final design, however, if they understand the tremendous amount of work that goes into this process, and the value of the deliverable, they understand.” When the client is satisfied with the design, estimators use the design to create a fully costed-out estimate and the project is assigned a project



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manager. Then, the real fun starts. Maple Ridge Living ensures the dimensions are accurate by using DynaScape's Sketchup 3D rendering software to create a 3D model of the design's base plan. The final 2D and 3D renderings are added to a presentation folder along with sample pictures and the plant picture catalogue for the client to review. Maple Ridge Living also gives the client the full experience by using DynaScape to provide their lighting plans, planting plans, and dimension plans.

"Having a clear plan, with detailed scopes and all the 'little things' covered and discussed before a project begins, is a key part of making our clients feel comfortable and cared for," said John. "Having a well-prepared plan, including detailed drawings, is a key part of our process and really helps to create a positive work experience for our field staff. It also ensures that our crews are prepared and confident, which goes a long way in creating a safe and happy work environment. DynaScape is an important tool in our process to provide a hassle-free experience for our clients and our staff."

Clients willing to invest in the Maple Ridge Living process

Investing in DynaScape's design tools, in addition to a strong design and sales process, makes John and Maple Ridge

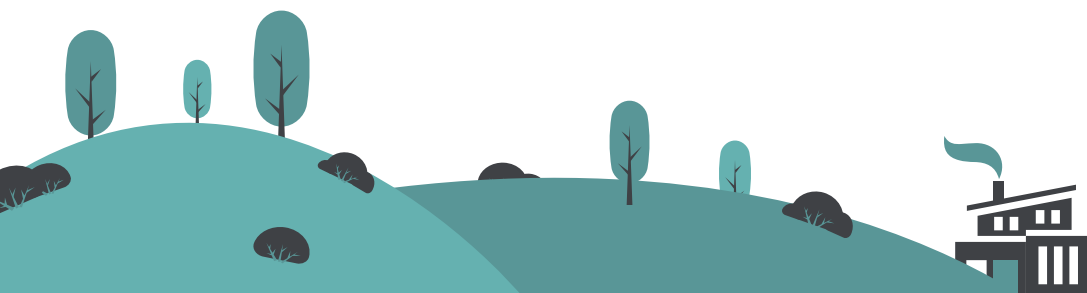
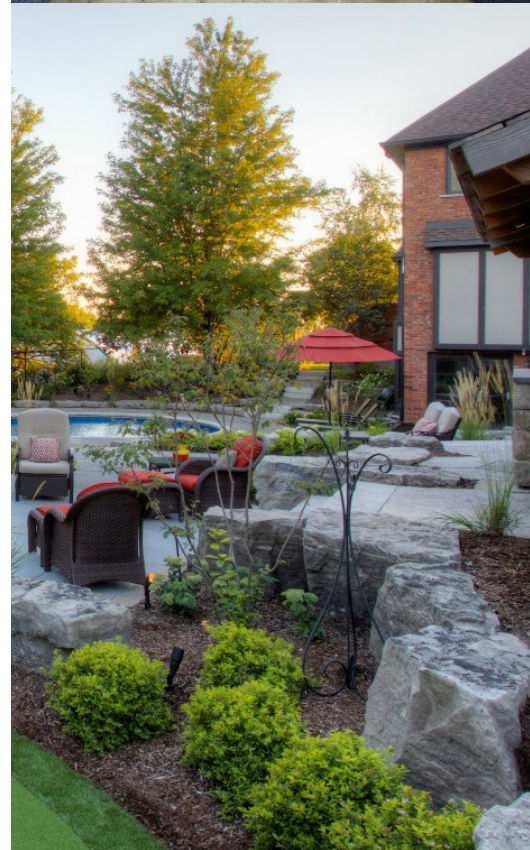
Living confident their customers still stick with them to the end - from pre-qualification to final product.

John takes pride in their design package and the value it offers to clients, saying that when clients see the work they do throughout the design process, they're very likely to trust Maple Ridge Living to build the landscape of their dreams.

Perfecting the process through using the right tools has not only helped Maple Ridge Living turn prospects into happy customers but also generates plenty of referral business. Better yet, when previous clients move, they call Maple Ridge Living to make their new landscape into paradise found.

"We receive a lot of business through client referrals, which is basically a repeat client, with a different address," said John.

"If they've invested in our process, they see the value of continuing with our team in the build. Our design package provides a great deal of value, and that is not to be underestimated. Once a client has gone through our whole design process, they have received every last bit of detail they need in order to bring their landscape dream to reality."



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