

## Hybrid Approach to DIY Customers

Nationwide there has been a sharp uptick in homeowner-initiated landscape renovations during the Coronavirus Pandemic. People have been cooped-up with nothing much to do, so they have turned their attention towards beautifying their homes, inside and out. From reworking neglected beds, to installing new landscapes, to embarking on vegetable gardens, the homebound homeowners have been busy getting dirty. Because opening back up the economy has slowed, and in some cases reversed, the DIY landscape trend will surely continue.

As an approach to capturing some of this DIY business, you may consider packaging together a hybrid installation plan that allows the homeowner to be involved in the process as much as possible on the back end. For instance, perhaps you prepare a landscape plan so that your company does the bed prep or build the raised beds; addresses the irrigation needs; amends or imports the needed soil; sources the plant materials, and so forth, but then allows the homeowner to do the plantings, and mulch application, or other lightweight finishing aspects.



The homeowner will likely not understand all that goes into creating a landscape from scratch, so it will be an opportunity for you to explain the various phases and help them to better justify your pricing. At the same time you will be providing them a path to participate in a meaningful and fun way in their own project, and to the degree that is realistic. This will get them excited to be part of the team, and will help you win back some of the Covid19-related DIY business sweeping the country. By working together to split up the tasks, their project will come to life, and will have a much higher probability of being successful when compared to them taking it all on themselves. Think differently during these different times.