

Mimi challenged the team at *Moscarino Outdoor Creations* to open up their client list to close scrutiny by our own Bill Yurgen. Here's why any homeowner considering an outdoor makeover should first...

Dig Deep!



When Larry and Terry of Avon Lake decided it was time to create a personalized outdoor living space, they looked to the team at *Moscarino Outdoor Creations*. "We liked the idea of dealing with a larger company that had a reputation to protect," Terry said.

by Bill Yurgen

If it's true what they say about a satisfied customer being your best salesperson, then *Moscarino Outdoor Creations* may have one of the largest sales staffs in Northeast Ohio. As one of the area's top landscape design and build contractors, Moscarino always seems to make for a good story because they keep improving on the way they satisfy their customers.

I thought it might be interesting to speak with one of their customers and do a story about their experiences. What brought them to Moscarino? How was the construction experience? How creative were Moscarino's solutions to their needs? And, finally, were they satisfied with the end results? Chas Moscarino, president of this growing company, gave me a number of names and addresses to choose from.

I decided to visit with Larry and Terry of Avon Lake. I was greeted with such enthusiasm and gracious hospitality that my 20-minute interview turned into several hours.

Larry, the owner of a successful executive recruiting firm, The Lawrence Group, and his wife, Terry, recently moved into their home. The backyard features a swimming pool surrounded by a concrete patio. The home boasts an open floor plan with plentiful



views of the backyard.

Both Larry and Terry looked forward to providing a place where their kids, ages 11 to 19, could hang out during the summer.

They were also looking for a place to enjoy their passion for outdoor entertaining. And that's where the need for a little enhancement came in. "We quickly realized that when you have a pool full of kids nearby, it's really hard to hold a conversation," Larry explained. "No matter where we moved our chairs to gather, it was just too noisy for the adults to enjoy the party."

"Terry felt we needed to bring in plants and trees to soften the area and better define our yard to make it more welcoming," he continued. "After weighing our options, we made the decision to hire a professional contractor. I'm no stranger to home improvements, but the vision that was emerging of multiple beds, a conversation area, and maybe even a spot out of the traffic flow for me to express my talents at the grill made it apparent that we needed someone with the experience to create a comprehensive plan and install it correctly."

"We wanted a backyard makeover that

would make the pool, the patio and the new areas all fit together like they had all been installed at the same time," Terry stated. "Chas and his team did a wonderful job of not only meeting our expectations, but also exceeding them."

I must agree. One look at their beautiful backyard tells the story. It has a very inviting, cohesive look, complete with outdoor "rooms." Each serves a different purpose, but all fit well together in a very eye pleasing design.

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"Terry's right," Larry commented. "We got bids from several other firms. Moscarino Outdoor Creations was not only the most professional, they had the best plan and they were very flexible. They showed us how the plan could be done in stages over several years and were very realistic about staying within our budget."

"Another factor was the size of their company," Terry said. "We liked the idea of dealing with a larger company that had a reputation to protect. John, the project manager, was here every step of the way and he even stopped by to water our landscape while we were on vacation. The team cleaned up any dirt left in the street every day when they were finished, and kept the disturbance to our family and the neighbors to an absolute minimum. I only wish everyone we dealt with was so professional."

You can begin the process of completing your backyard makeover by visiting CreateMyLandscape.com, or calling Moscarino Outdoor Creations, at 440-236-9000.



Pavers blend into the existing patio... seamlessly.