



We Plan - You Plant

- A Free Design Program -

- ✿ Is there a specific area of your landscape that needs sprucing up?
- ✿ Do you want to add 'pizzazz' to your entry or give your home more curb appeal?
- ✿ Do you love to garden, but need help making the right plant selections?
- ✿ Do you have a vision of what you want in your yard, but are having a difficult time putting it all together?

The "We Plan-You Plant" design program is an ideal and economical solution for you. It is a professional and unique design program presented by Johnson's Gardens and is the first step in creating a beautiful new garden space. "We Plan - You Plant" is not intended for designing your landscape on a large scale, or if you need hardscape or grading, but it is perfect if you are tackling the yard one area at a time.

STEP 1: What We Need From You

✿ A few photos of the area you want to landscape

Include as much of the area as possible in a few shots taken at different angles. Then, take a few closer shots for us to clearly understand the site. Include some photos of the surrounding area for us to get a feel for the yard. Photos can be emailed, printed and dropped off, or saved onto a CD for us.

✿ A simple scaled drawing of the area you want to landscape

On the graph paper included in the packet, draw the area you wish to transform. **Keep in mind, 1 square equals 1 foot (1 sq. = 1 ft.).** Draw the area as if you were looking down from a helicopter. Be sure to add anything that may be important to the design such as:

Doors	Windows (include height from ground)	Downspouts
Steps	Large Trees (with canopy diameter)	Sidewalks
Walls	Underground Utility & Irrigation Lines	Gas Meter
Vents	House Overhangs	Well Head
Utility Poles	Water Faucet Spigots	Existing Plants
Old Stumps	Air Conditioner	Existing Beds

Refer to the green example page in you We Plan - You Plant packet for guidance.

✿ Completed questionnaire

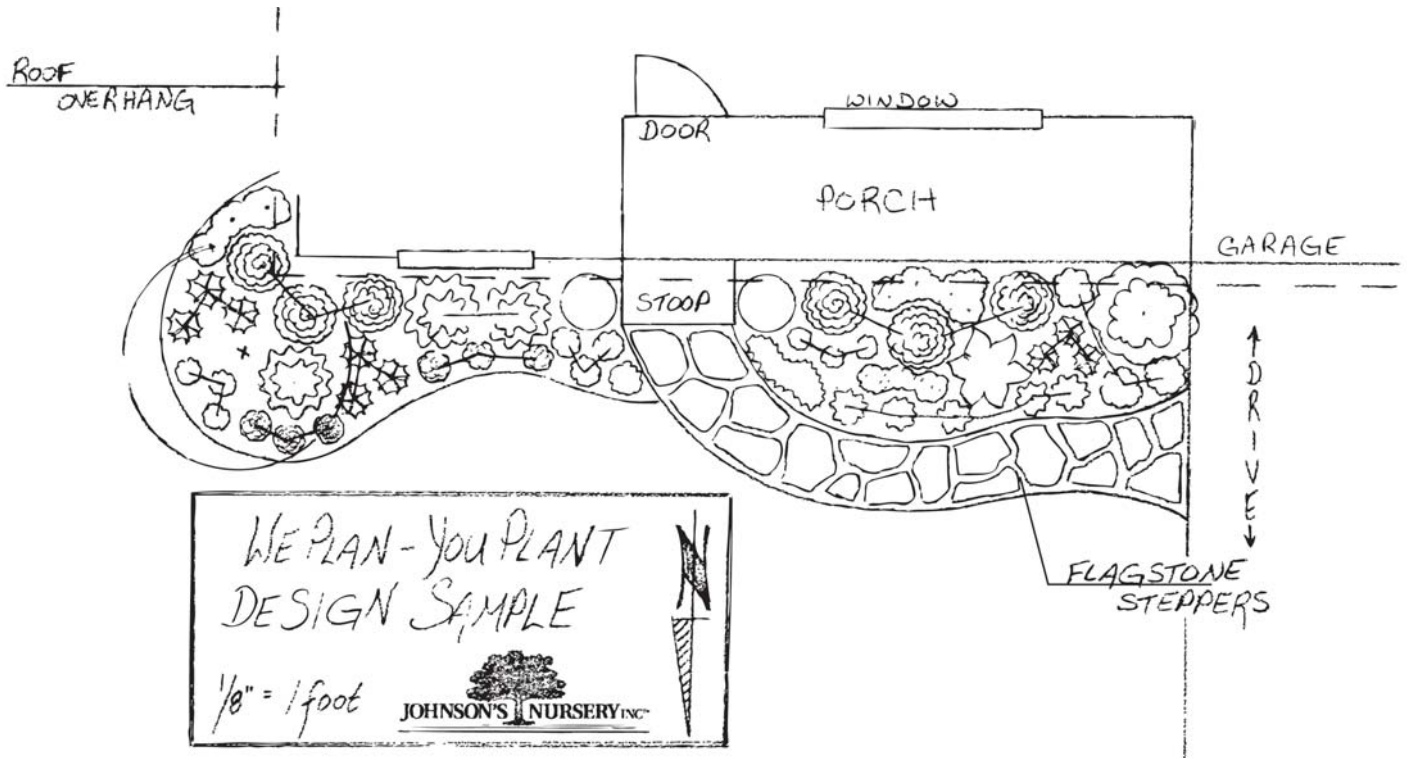
In order to ensure the best and most professional design, it is important that the entire questionnaire is completed. These questions will allow us to make the right plant selections for your particular site.

STEP 2: Consider your budget

- ✿ No matter the budget, our designers strive to create a plan that blends your vision with our expertise. However, before handing in the completed packet, think about what you would like to spend on your project. Have a budget range in mind: Do you want to spend less than \$1,000? More than \$2,000? Just like the questions on the questionnaire, this information will help us design a landscape that coincides with your imagination and your yard's potential.

STEP 3: Return the Completed "We Plan - You Plant" Packet to Johnson's Gardens

- ✿ Please allow up to two weeks for us to create your design. When it is completed, we will contact you and set up an appointment to review your design.
- ✿ We will also include a detailed price quote for the plants on the plan.

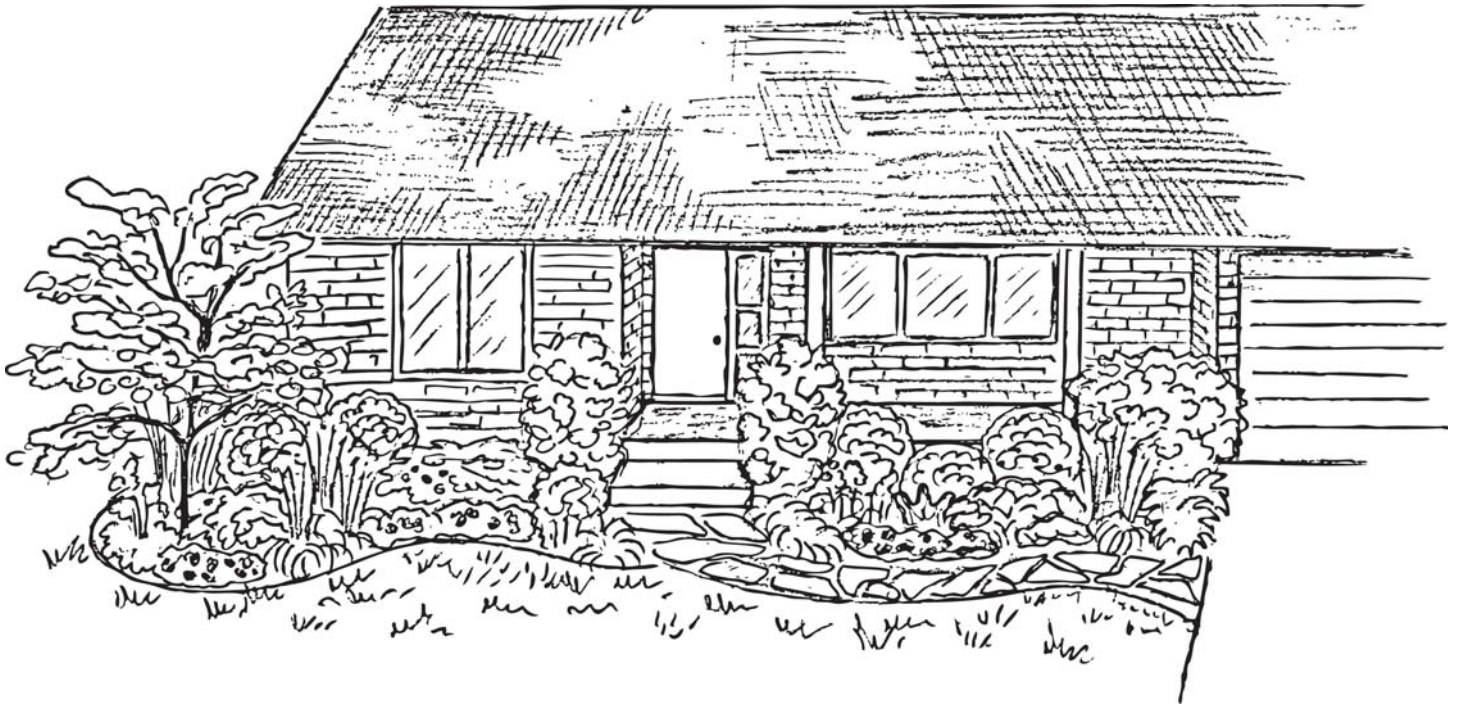


STEP 4: Selecting Your Plants

- ✿ Because you want the finest quality plants for your landscape project, there is no fee for the "We Plan - You Plant" design program, when the plants are purchased from Johnson's Gardens.
- ✿ When you are ready to begin your project, we will help you select your plants!
- ✿ We will hold the plan in our files until the plants are purchased (or until we have received a 50% down payment towards your order).

If you decide that the scope of the project is too large for you to tackle by yourself, we can also provide installation services. Many of our clients will choose to install the perennials, shrubs, and small trees and evergreens themselves and then elect to have us deliver or install the larger, heavier plants.

- ✿ If you decide to have us install your custom "We Plan - You Plant" design, it will be necessary to send one of our representatives to your home to gather information for the installation quote, in order to ensure accuracy. The fee for the on-site consultation is \$75.00 per hour, including one-way driving time. There is a minimum charge of \$75.00 for this service.



Need More Time to Think About It?

Not a problem! If you wish to take your design home, but are not ready to commit to ordering plants, you may **purchase the design for a flat rate of \$179.00**. When you come back to buy the plants, we offer a **one-time retail discount of 10% (up to \$179)**. Ask your designer for more details.

Thank you for choosing Johnson's Gardens "We Plan - You Plant" design program to help create your vision. We believe every great project should begin with a great design, and great plants!

We look forward to working with you,

Carrie Hennessy - Retail Design Manager

Johnson's Nursery, Inc.
W180 N6275 Marcy Road
Menomonee Falls, WI 53051
(262) 252-4988
chennessy@johnsonsnursery.com

Jillian Zetting - Landscape Designer

Johnson's Gardens
8504 Hwy 60
Cedarburg, WI 53012
(262) 377-2500
jill@johnsonsnursery.com



Received on: _____

We Plan – You Plant

Design Questionnaire

Name: _____

Address: _____

City: _____ State _____ Zip _____

Phone: (Home) _____ (Cell) _____

Email: _____

Please answer all the questions and check off as many items as possible in this packet. The more we know about your yard, the better we can design a plan to fit your needs. Accuracy in measuring is also very important, resulting in a more accurate design, which inevitably will be easier for you to install.

Tell us about your project. What would you like to accomplish?

What is your design preference:

- Formal
- Informal
- Natural
- Structured (straight lines)
- Curved Bed Lines

Amount of time you like working in the garden:

- Every Day
- As much as possible
- A few weekends a month
- One weekend a month
- Absolute minimum

Will you Be:

- Installing yourself
- Johnson's Gardens Install
- Combination of Both

Soil Conditions in area

- Always wet Wet only in spring
- Very Dry
- Compacted Soil
- Clay Soil
- Sandy Soil
- Rocky
- Loamy Soil

Light Conditions in area

- Full Sun – 6+ hours of sun
- Full Shade – less than 4 hours of sun
- Part Sun – 4-6 hours of sun
- How many hours of sun in the morning?
- How many hours of sun in the afternoon?

Direction area faces?

- North
- South
- East
- West

Plant Preferences

- Evergreens
- Deciduous Shrubs
- Perennials
- Annuals
- Natives
- Combination of Above

Landscape Should Provide

- Privacy (Screen)
- Shade
- Noise Filter
- Wind Barrier
- Attract Butterflies
- Attract Birds

Wildlife Browsing?

- Yes
- No
- Mostly Deer
- Mostly Rabbits

What is your favorite season?

- Spring
- Summer
- Autumn
- Winter
- All of Them

Location Specifics

- Very windy
- Protected
- Sloped
- Drainage Problems
- Walnut Trees in Vicinity
- Many Roots

Mulch Preference

- Natural Shredded Bark
- Dyed Bark Mulch
- Cedar Mulch
- Stone Mulch

Are there plants that need to be removed? ___ Are there plants that need to be transplanted elsewhere? ___

Are there plants that need to be pruned? ___ Please describe _____

Are there views of the yard you wish to preserve or frame? _____

What is the color and material of your home? _____

Plant and Color Preferences:

(A walk through our garden center will give you an opportunity to note which plants appeal to you.)

Favorite Perennials	Favorite Trees	Favorite Shrubs	Favorite Evergreens	Color Preferences	Color/Plant Dislikes

Are you a new client? ___ Yes ___ No

How did you hear about the We Plan – You Plant program? _____

How did you receive the We Plan – You Plant packet of materials?

___ Downloaded from Website ___ Johnson’s Nursery – Menomonee Falls ___ Johnson’s Gardens – Cedarburg

___ Packet was sent to me ___ Given as a gift

Remember, if you decide to have your plants installed by Johnson’s Gardens, it will be necessary to send one of our representatives to your home to gather information for the installation quote (in order to ensure accuracy). The fee for the on-site consultation is \$75.00 per hour, including one-way driving time. There is a minimum charge of \$75.00 for this service.