

Sullivan Creative Landscaping

Owner - Lyndsea Sullivan

Success Magazine: How long has Sullivan Creative Landscape been in business?
 Lyndsea Sullivan: Since 2005.

SM: Why was it important to you to start your own business?

LS: I knew that I wanted to open my own business when I realized that the company I was working for was mismanaged. I felt that I was capable of doing a better job, and this motivated me.

SM: When did you become interested in landscaping?

LS: I have always been around landscaping—from working in my parent's yard as an adolescent to my first job in a nursery. When it was time to start a career, I went back to my basics—what I loved to do.

SM: Did you have a business plan? How were you able to get funding for your start-up?

LS: I didn't have one at first. Truthfully, I decided to just wing it. I attempted to get funding, but was unable to so I started with \$1,520 that

“ The current economy is just another obstacle. ”

I saved. I bought a POS truck and some basic tools, and took it one job at a time.

SM: Who has been your mentor or role model through this start-up phase?

LS: I took a little from each of my previous employers. I also listened to any sound advice I could get and applied it to my work.



SM: How has the economy affected your business model?

LS: The current economy is just another obstacle. Last year it was the exorbitant fuel costs. I have had to be lean with my expenses, focus on customer relationships, and keep producing high-quality work at a fair price.

SM: What quality is the most important for success in your opinion?

LS: Perseverance. If you keep going and continue striving for excellence, it always works out.

SM: What areas of work do you specialize in?

LS: We are a well-rounded landscape company. We design and install custom landscapes and maintain them to protect our customers' investment.

SM: What makes Sullivan Creative Landscaping unique in this industry?

LS: Our designs are tailored to each customer. We lay out to-scale drawings that allow our customers to see, in color, what the job will look like.

SM: What is your five-year plan?

LS: Our plan is to continue to grow at a moderate pace. I would also like to purchase a small nursery.



Sullivan's Creative Landscape



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