

# Releasing a wider source of income

Due to launch early 2009, Plant Concierge is a new on line project that will benefit the horticulture industry by increasing levels of gardening activity in the homes of non-gardeners.



The current economic climate is pulling consumer spending closer to home, with an emphasis on smaller purchases that provide a feel-good factor. It's a golden opportunity to sell gardening products to a broader market if we can break down the barriers that keep non-gardeners away.

Plant Concierge is designed to do just that by bridging the gap between those who do and don't garden, utilising the experience of gardening experts to provide practical, affordable services to those whose fingers and thumbs aren't so green.

## *Please help by spreading the word*

To make this all possible, Plant Concierge needs gardeners, landscapers and garden designers to get involved by registering themselves as service providers at [www.plantconcierge.com](http://www.plantconcierge.com). Your business will ultimately benefit from the success of this project, so I hope you'll help spread the word...

## *About Plant Concierge*

There are a myriad of websites and blogs giving advice on gardening, but a much bigger demographic of people who don't read them.

People who enjoy having plant life in their homes but don't have the time, knowledge or inclination to be active gardeners. People who are increasingly aware of the benefits of plants to the environment and grow-your-own food.

People who will probably spend a lot more money on gardening products if somebody else does the thinking and / or the work for them.

Plant Concierge will make it really easy for non-gardeners to find gardening and plant care services, such as

- advice sessions
- plant care and garden maintenance
- design (from individual containers to complete landscapes)
- planting
- installation of complete landscaping projects

Plant Concierge will cover every aspect of plant life, including

- houseplants
- edibles
- ornamental outdoor plants
- water gardens
- lawns
- trees

### ***Why Plant Concierge is different***

While there are many landscaping and lawn care companies to be found by trawling local guides and internet search engines, Plant Concierge will provide localised at-a-glance access to both individuals and companies who are willing to offer a broader range of tailored services.

Non-gardeners will quickly and easily be able to find help at every level, without having to navigate the confusing world of gardening speak.

Knowledgeable gardeners (the people who do have the time to read and write those other websites) will be able to put their expertise to good use within local communities.

### ***How this will benefit the horticulture industry***

More gardening activity within the homes of non-gardeners means more demand for products from a largely untapped market.

More income for the gardeners who offer services via Plant Concierge means more money for them to spend on their own gardening activities.

### ***What this means for your business***

The individuals and companies providing the services will no doubt be making plenty of purchase recommendations, and Plant Concierge will offer plant and product suppliers the opportunity to influence these recommendations. But more about that later...

### ***How you can help***

Right now Plant Concierge is building the database of service providers who will make this all possible.

**Do you know any individuals and organisations who are willing and, of course, suitably qualified to offer any or all of the services described?**

If so, please ask them to take a look at [www.plantconcierge.com](http://www.plantconcierge.com) and pre-register their interest.

Plant Concierge will be operational in multiple countries.