

SOTTOSANTI LAWN CARE

***WHERE SERVICE IS
ALWAYS IN SEASON!***



As every small business owner knows, long-term success requires overcoming and learning from a variety of challenges faced along the way.

When the news about the deadly COVID-19 virus first hit in the Spring of 2020, Sebastian Sottosanti was understandably concerned about the negative impact the ensuing public health restrictions could have on his business. Over the years, Sottosanti Lawn Care had built a stellar reputation for providing exceptional residential and commercial lawn care, hardscaping and landscaping services to residential and commercial clients in Berks, Western Montgomery and Northern Chester Counties. The home-grown business was started in 1978 by Sebastian's hard-working father who would cut lawns

and do yard work from 7:00 AM to 1:00 PM as a side job before heading to his full-time factory job each day in season. Since those humble beginnings, the business has steadily grown to currently include a fleet of seven trucks and 11 employees. Now, with a global health crisis looming, the future of Sottosanti's business, and all businesses, was uncertain.

"When the pandemic first hit and things were starting to go a bit crazy, we thought we would be shut down for the year," Sebastian explains. After spending his youth helping his dad every summer since the age of ten, he had returned to the family business after graduating from college, and he eventually took over and expanded the company when his father passed in 2002. As it turned out, this particular challenge had a silver lining.

"We were able to procure the necessary paperwork that deemed us essential, and we were able to continue working," Sebastian said. "With so many people working from home this past year, they had the opportunity to think about their lawns and their properties a lot more, and many more people decided to do a 'staycation' and put some money into their own properties, and that led to what at first looked to be a disaster into the best year of my career."

As a 10-year-old who sometimes butted heads with his father about having to help mow lawns during the summer months while other children played, Sebastian had no idea he was actually building the foundation for his future. "Instead of getting in trouble or wasting time, it developed my career path" he said, adding, "It also instilled some values in me, and a hard work ethic. You always say you're going to be different, and you turn out exactly like your parents."

Ironically, Sebastian's father would have preferred that his son had gone into the business world, wearing a suit and tie to work instead of engaging in the struggle of hard labor that he had himself endured his entire life. Sebastian saw it differently.





Upon graduating from LaSalle University in 1994 with a degree in Business Management, he decided to combine his knowledge of business with his innate love for the landscape work he grew up doing, and he decided to join forces and partner with his father in the family business.

"The way I saw it, and it's even worse now, many kids come out of college and they don't pursue the career path they majored in," Sebastian explains. "I'm really a proponent now for Trade School or Vocational Tech. I saw that a lot of my friends were inundated with student loans and they weren't necessarily doing the work that they thought they'd be doing anyway."



Although it turned out to be the right decision for Sebastian, there were, of course, challenges along the way, particularly with the passing of his father in 2002. "The business was thrust upon me by necessity," he said. "I would say there was a good five or six years of struggle. Working with my

dad, we were splitting profits basically. He was quite the efficient worker and when hiring workers as employees who were not as involved or invested in the business, the profits were not what they once were," he explains. As a result, Sebastian was determined to develop and expand his business skills. "You definitely sharpen your pencil on that. I've learned more professionalism, to under promise and over deliver, and generally do what you say you're going to do," he said.

Through Sebastian's persistent dedication to excellence, integrity and dependability, his business has steadily grown over the years. Today, Sottosanti Lawn Care provides a wide range of lawn care, hardscaping and landscaping services (see accompanying sidebar for a complete listing of services). In addition to a growing list of residential and commercial clients, Sottosanti Lawn Care has also expanded to include the Home-Owners Association market and the municipal market — providing services for townships and municipalities. The company is fully insured and provides FREE estimates and a one-year warranty on all hardscape and landscape materials installed, and a FREE consultation on all services except landscape design.

Sebastian Sottosanti clearly loves what he does for a living. "I love the business and I love making a difference in people's properties," he said. "We're all about property value enhancement. I take great pride especially in 'before' and 'after' photos. It's a great feeling of pride when you come into a property that's been neglected for a while and you turn that property around and get it to where it once was or should have been," he explains, adding, "I'm a strong proponent of supervised work. When we take on a job, we strive to service it as if it was our own property. . .

LIST OF SERVICES

EFFICIENT LAWN MOWING

- Full-Scale Lawn Mowing Services
- Commercial lawn mowing
- Residential lawn mowing
- Lawn maintenance
- Weekly contracts tailored to your project
- Maintenance contracts available

PRECISION LANDSCAPE DESIGN

- Professional Landscape Design Services
- Landscape installation
- Property face-lift
- Renovation services
- Rearrange or design a new layout for your landscape

HARDSCAPE DESIGN

- Hardscape installations
- Patio pavers
- Walkway pavers
- Retaining walls

PREMIUM SHRUB TRIMMING

- High-Quality Shrub Trimming Services.
- Scheduling options available to ensure that no shrub or hedge becomes overgrown.

PROFESSIONAL FERTILIZATION

- Preemergent crabgrass control
- Weed and feed
- Lawn aeration
- Seeding and lime application

MULCHING

- Mulch installation
- Refresh flower beds with defined edges
- Brown mulch installation
- Black mulch installation
- Red mulch installation
- Premium double-shredded hardwood

PROMPT SPRING & FALL CLEANUP

- Removal of all winter depress
- Prepare bed for planting
- Turning over existing mulch and garden
- Weekly schedule available

We provide a FREE consultation on all our services except landscape design. For a complete list of services. Please visit: www.sottosantilawncare.net.



If you do a good job for people, it's going to make a difference, and you make it a point to keep an open line of communication with clients as well. You don't want any mis-communication or misunderstandings getting in the way of a good client relationship."

For additional information, please call: 610.670.7639 or 610.370.1507, or email: Sebastiansottosanti0771@gmail.com, and visit: www.sottosantilawncare.net.

