

N O R T H C A R O L I N A ' S

# High Country

M A G A Z I N E

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FREE



## **Colonial Revival**

Boone's PO Is Steeped in History

## **All Aboard!**

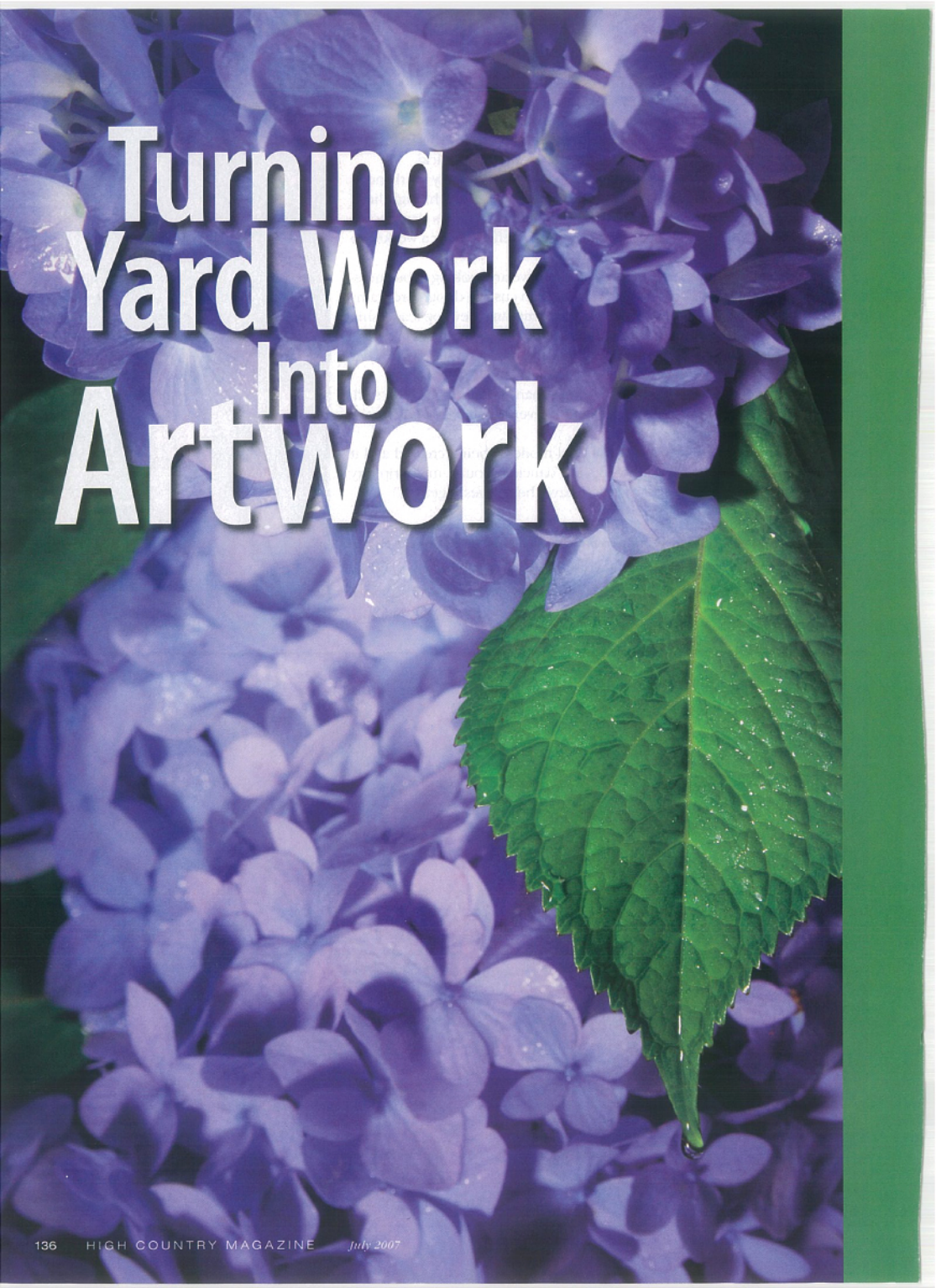
Reliving the Heyday of the ET&WNC

## **Great Scot!**

Harvey's Ritch Musical Influence

## **Celebrating Silver**

Linville Ridge—Looking Great at 25



# Turning Yard Work Into Artwork





# Linville's Greenleaf Services Makes High Country Lawns Come to Life

Story by David Brewer / Photography by Todd Bush

It's a safe bet that most people would prefer to simply cruise around on a riding lawn mower with a glass of lemonade rather than endure the often-backbreaking process of whipping their yard into shape. But for Greenleaf Services founder and operator Edward Snyder III, landscape design, construction and maintenance are passions he cultivates daily in many of the High Country's most breathtaking lawns.

From working with customers step by step to create innovative and colorful designs to making trips out of state to hand-select the stones for boulderscapes and water features, Ed and his dedicated staff have earned a sterling reputation for their quality and service among their extraordinarily loyal customers.

While attending Lees-McRae College in the late 1990s, Ed worked with a friend's landscaping maintenance business

and eventually became part owner of the company. Ed developed a fondness for the business of making yards look great and the seeds for Greenleaf Services were sown.

Upon the departure of his friend and business partner, Ed gathered his resources, hung on to a few lawn maintenance accounts and started Greenleaf Services out of a 10x20 storage unit behind Ski Country Sports in April 2000. Word spread among the new company's clientele, and Greenleaf's reputation soon brought steady work during the short but extremely busy growing season in the High Country.

Now based in Linville, Ed and the Greenleaf Services staff have worked relentlessly over the past seven years, often putting in between 60 to 90 hours a week while setting a new standard for excellence and versatility in their field.

"It's like that old saying: 'You've got to make hay while the sun is shining,'" said Ed matter of factly.

*"My utmost thing is providing personalized service with attention to detail. It's more than just going in and putting in two bushes and a rock. Each site is different and has its own challenges."*

*—Greenleaf Services owner Edward Snyder III*





Profusely blooming flowers of complementary hues border the lush and finely manicured yards that the Greenleaf crew designs and maintains. The company's custom outdoor lighting not only adds an element of security, but also accentuates both home and garden, displaying the colors of the landscape even after the sun sets.

Offering complete grounds maintenance; flower, shrub and tree installation; irrigation plans; stream restoration; custom lighting; stone walls and much more, there aren't many jobs that the company can't handle.

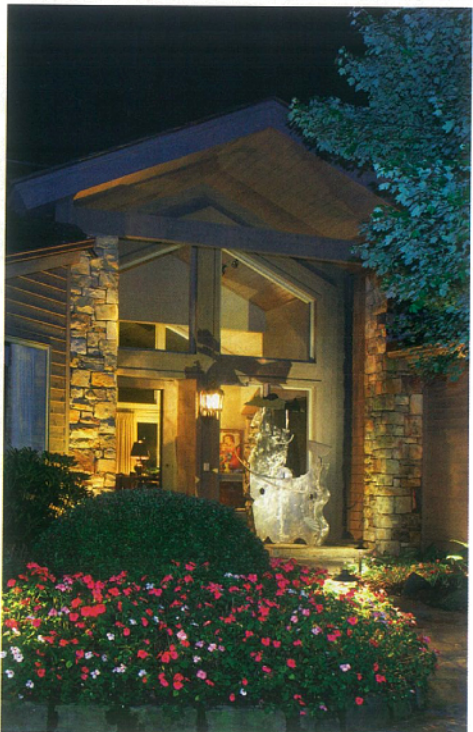
More than half of the company's work is landscape renovation. Working with customers from the beginning of the process, Ed and the pros at Greenleaf start by taking photographs of the property. After meeting with the customer, they draw conceptual plans with a computer-aided design program, creating a detailed map of how the yard will look—before they plant a single flower or move a rock. Sometimes, clients call Greenleaf to develop a landscaping plan even before the home is sited on the property.

"My utmost thing is providing personalized service with attention to detail," said Ed. "It's more than just going in and putting in two bushes and a rock. Each site is different and has its own challenges."

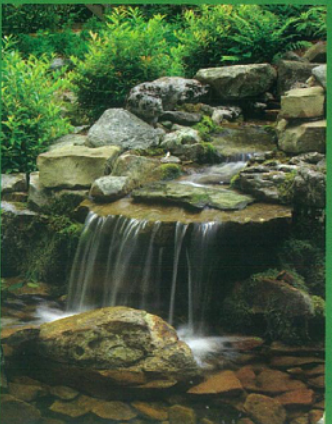
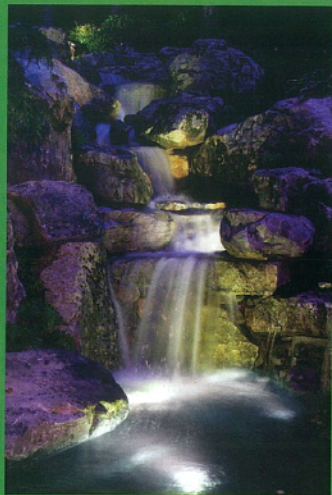
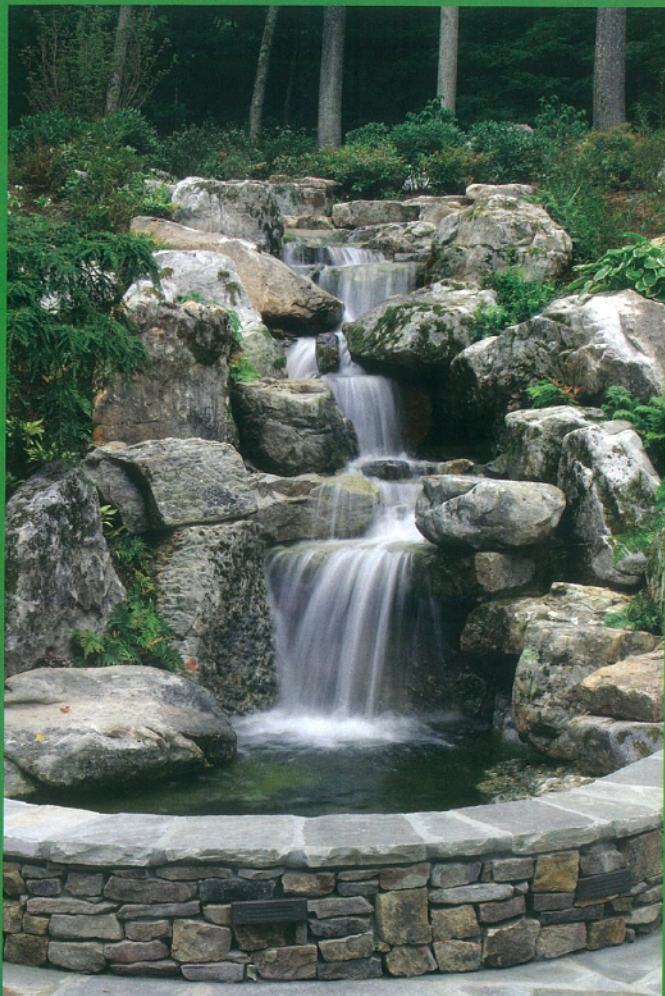
Ed believes that Greenleaf's attention to the design portion of jobs is what ultimately sets the company apart and makes for a satisfied clientele. Customers are able to visualize the finished product and add input during all phases of the project, often months in advance.

The lush and finely manicured yards designed and maintained by Greenleaf burst with flowers of all colors during the summer months. From flowerbeds and window boxes, perennials and seasonal flowers come to life in the hands of the experienced Greenleaf staff.

Finished jobs reveal landscapes that serve as living works of art that will impress for years to come. Yards are transformed into laurel-shrouded paradises for private relaxation or begonia-lined forums made for entertaining numerous guests.







Carefully planned and expertly installed, the cascading water features that the Greenleaf crew integrates into their designs add flowing beauty and serenity to the landscape. Owner Ed Snyder's eye for stone and the crew's ability to fit the features seamlessly into the terrain are second to none. "We want our water features to look like they are a part of the natural surroundings," Ed said.



"The whole key to this business is people—having people with the skill sets to do the work," said Ed, quickly pointing out that many of his employees, even seasonal workers, have been with him for several years.

Ed and company also know how to give High Country landscapes a dramatic flair with one-of-a-kind water features and custom outdoor lighting. With the aid of friends and specialists Johnny Massengale and Keith Forbes, Greenleaf has installed many cascading creeks and waterfalls for local customers. Ed's eye for stone and the company's ability to fit the features seamlessly into the landscape are second to none.

"We want our water features to look like they are a part of the natural surroundings," said Ed.

During the off season, Ed and Greenleaf perform limited snow removal duties while working for three months in the Charlotte area. Though the High Country growing season may not last very long, the job of planning and preparing is never finished.

Though Ed has entertained notions of growing the company, his main goal is to cultivate long-term, trusting relationships between his clients and staff through Greenleaf's personal touch. Being able to keep a close eye on his crews and their work has been the driving force behind the company's word-of-mouth growth. Maintaining nearly 100 percent of the jobs following their completion, Greenleaf's customer retention rate speaks volumes.

A drive through many of the area's finest developments reveals many fine examples of the Greenleaf touch. Currently, the company provides services for clients in the communities of Blowing Rock, Linville Ridge, Grandfather Country Club, Elk River and Diamond Creek, as well as in the Myers Park area of Charlotte and the community of Davidson.

"I've always been fortunate to be surrounded by talented people, and we've also had the best customers in the world," said Ed. "Our motto has always been 'Building relationships through great landscapes.' We live by that."



Custom jobs with no surprises!  
This completed outdoor fireplace is a perfect realization of the artist's rendering.



At the beginning of each job, Ed Snyder and the pros at Greenleaf take photographs of the property, and after meeting with the customer, use a combination of artists' renderings or computer-aided design program images to develop conceptual plans for the landscape design and custom features—such as walkways, arbors and outdoor fireplaces—down to the smallest detail. Ed believes that Greenleaf's attention to the design portion of their jobs is what ultimately sets the company apart and makes for a satisfied clientele. Customers are able to visualize the finished product and add input during all phases of the project.

*For information about Greenleaf Services, call 828-737-0308.*