

The 75 leading businesses in the snow and ice removal industry.

You may have noticed something a little different about this year's Top Contractor list.

Yes, there are more names.

The snow and ice removal industry is a growing and maturing entity, and as such, *Snow Magazine* believes it is time to boost our recognition of the top contractors from the traditional 50 to 75. Doing so provides a broader and more accurate slice of who's who in the industry, as well as provides appropriate recognition of excellence among more snow removal professionals.

So how did we compile this year's list?

Beginning in May, nomination forms were distributed to North American snow contractors via the pages of *Snow Magazine*, direct mail pieces, e-mail, through our bi-weekly e-newsletter and from direct requests. Once the nomination process closed in late August, the completed forms were entered into a database, the numbers crunched and contractors were organized according to their 2005 snow removal revenue. Likewise, Canadian revenues were converted to U.S. dollars.

This year, in order to ensure we were compiling the most accurate and comprehensive list available to the snow and ice removal industry, we sought the assistance of sister publication, *Lawn & Landscape*. For the past 10 years, *Lawn & Landscape* has compiled its own list of the top landscape contractors, and during that process it discerns snow removal revenue, along with other services, as a percent of a contractor's overall revenue. Those contractors adopted from *Lawn & Landscape* data are noted with an asterisk (*) on the list.

In the cases where two or more contractors reported the same snow removal revenue figure, contractors shared the same rank placement, but were listed alphabetically. Therefore, this year's ranking of the Top 75 snow and ice removal firms actually includes 821 contractors.

In addition, this year's list reflects a number of snow removal contractors who appear for the first time. Those firms are identified as "not listed" (NL) in the

2005 Rank column on the chart.

So whether you are among the Top 10, or were ranked in the final 15, everyone on this year's list receives a well-deserved round of applause. And for those who forwarded application forms but didn't make this year's list, keep reducing your expenses, improving your profits and managing smarter snow removal operations during the winter of 2006/07 and maybe we'll see your name on next year's Top Contractor list.



TOP CONTRACTOR

'06 RANK	'05 RANK	COMPANY	CITY	STATE	REVENUES
1	NL	The Brickman Group	Gathersburg	MD	\$65,202,000
2	2	U.S. Maintenance	Norristown	PA	\$31,500,000
3	NL	The TruGreen Companies*	Memphis	TN	\$14,779,630
4	NL	Lipinski Snow Services Inc.	Marlton	NJ	\$14,545,000
5	NL	Clintar Groundskeeping Services*	Markham	ONT	\$11,104,000
6	NL	Affordable Tree & Landscape Corp.	Norwood	MA	\$9,785,000
7	NL	Acres Group*	Wauconda	IL	\$9,495,880
8	3	ValleyCrest Cos.	Calabasas	CA	\$6,400,000
9	NL	Countryside Industries*	Wauconda	IL	\$6,298,895
10	NL	Mainscape*	Fishers	IN	\$4,600,000
11	NL	Groundmasters	Loveland	OH	\$4,200,000
12	7	Allied Snow Plowing, Removal & Sanding Serv. Corp.	Mystic	CT	\$3,805,700
13	NL	Control Environmental*	Edison	NJ	\$3,600,000
14	NL	Landscape Concepts Management	Grayslake	IL	\$3,500,000
15	NL	David J. Frank Landscape Contracting	Germantown	WI	\$3,400,000
16	NL	Autumn Landscaping*	Englewood	CO	\$3,100,000
16	13	Cenova Inc.	Philadelphia	PA	\$3,100,000
16	6	RBR/Melville Snow Contractors	Islandia	NY	\$3,100,000
17	10	Greenscape Inc.	Glenside	PA	\$3,050,000
18	NL	The Hittle Snow Co.	Westfield	IN	\$3,007,280
19	NL	Sebert Landscaping Co.*	Bartlett	IL	\$2,822,000
20	NL	American Civil Construction*	Littleton	CO	\$2,750,000
21	NL	U.S. Lawns*	Orlando	FL	\$2,720,000
22	NL	CoCal Landscape*	Denver	CO	\$2,603,700
23	NL	Superior Snow & Ice Management	Vincentown	NJ	\$2,600,000
24	25	Kujawa Enterprises Inc. (KEI)	Oak Creek	WI	\$2,532,000
25	NL	Du Brows Nurseries	Livingston	NJ	\$2,500,000
26	NL	Chapel Valley Landscape Co.*	Woodbine	MD	\$2,375,000
27	11	Troy Clogg Landscape Associates	Wixom	MI	\$2,326,000
28	9	Frederick Corp.	Blue Island	IL	\$2,300,000
29	NL	Realty Landscaping Corp.*	Newton	PA	\$2,200,000
30	33	McFall and Berry Landscape Management	McLean	VA	\$2,100,000
31	29	Michael Labriola Inc.	Armonk	NY	\$2,000,000
31	NL	RMC Enterprises Inc.	Park Ridge	IL	\$2,000,000
32	NL	The Bruce Co. of Wisconsin Inc.	Middleton	WI	\$1,985,000
33	8	Environmental Management	Plain City	OH	\$1,925,000
34	12	SnowFighters.US	Belten	MO	\$1,915,000
35	NL	Landscape Concepts Construction*	Richmond	IL	\$1,800,000
36	17	McDonnell Landscape Inc.	Brookeville	MD	\$1,610,000
37	NL	Arctic Management	Shrewsbury	NJ	\$1,587,000
38	NL	Grant & Power Landscaping	West Chicago	IL	\$1,570,000



THE COMMON DENOMINATOR

Where does greatness stem from? Most contractors point to stellar customer service and making sure they exceed every client need.

Ask any of the top snow contractors on this year's list what makes them great and the majority share the same response: customer service. *Snow Magazine* asked some of the industry's leading snow removal firms to define their own unique ideals for customer service and explain how this philosophy sets them apart from their competition? Please share your vision for customer service by posting it to our online message board at www.snowmagazineonline.com/messageboard.

DAVID FRANK

David J. Frank Landscape Contracting
Germantown, Wisc.

#15 "Our company views snow as an emergency service and puts our customers' needs first. For example, a few years ago at our company's holiday party, we received a call from a client requesting service. Mike Frank, who manages the snow program, was the one who took the call even though there were other volunteers. He wanted them to enjoy their company's holiday party. He left and got the salter in his three-piece suit and patent leather shoes, and went to provide the service for the client. That's how we really put our customers' needs first and the whole mentality the entire company has of doing whatever we can to satisfy clients, even if it is inconvenient for us at times."

MICHAEL RORIE
Groundmasters
Loveland, Ohio

#11 "With back-to-back snow, our ability to go over the work at a minimum of twice within that 24-hour cycle is how we build our routes and how much demand we put on our units. We achieve this through proper estimating. Our customers appreciate this because they know year in and year out, when things get tough, at all times of the day, we are prepared to service. And if you're oversold or you don't

know how much you've sold within a unit, you're going to fail. People have learned to trust us and know we're not going to oversell. We have a 6- to 8-hour window of getting the job done, 8 hours being the absolute maximum.

"Our customers know we will continue to deliver until the storm is over and through the next 24 hours. They know they can always get someone for any special need they may have. And I know they appreciate being able to call and us not telling them 'Sorry, everybody went home.'"

PETE HARAN

Lipinski Snow Services
Marlton, N.J.

#4 "We pride ourselves on customer service, that is a big boost to us and it's something we've always prided ourselves on. And I don't think everyone's doing that.

"It depends, obviously, on the size of the organization to what extent it is. The size that we are in servicing, 700-800 sites from Maine to Virginia, it's a pretty big task. So we basically split those sites up with the different internal account representatives and they're here to help service them.

Some of the bigger sites, some of the shopping malls or large corporate parks that we do, we have an on-site account manager during the storm. That's one of the things we make sure we can provide. We can't provide that for every site but for the larger sites there's somebody that will be there.

"We impress people every time it snows. But I think our ultimate goal is to reduce call-ins and we try to take a proactive stance. We have a series of clients where we do a lot of pre-salting to help avoid problems from taking place. That's one of the things that we feel we make good judgmental decisions – going in and pre-salting walkways and roadways, parking areas in advance of the storm to help eliminate call backs. So by taking that proactive approach, the clients know we're on top of the storm. And the first few flakes that fall, they know it's being treated right then and there and they're being taken care of."*



*Serving all of the
Northeast and
Mid-Atlantic States with*
**SNOW AND ICE
MANAGEMENT**

- *Certified Snow Experts*
- *Over 30 Years Experience*
- *Weather Forecasts and Alerts*
- *Risk Management*
- *24/7 Call Center*
- *Fully Insured*
- *State-of-the-Art Equipment*

LIPINSKI

❄️ **SNOW SERVICES, INC.** ❄️

Toll Free 888-220-2570
www.lipinskisnowremoval.com