



# We Plan – You Plant

*A Free Design Program*

- Is there a specific area of your landscape that needs a little ‘pizzazz’ or you would like your home to have more curb appeal?
- Do you love to garden, but need help making the right plant selections?
- Do you have a vision of what you want in your yard, but are having a difficult time putting it all together?

**The “We Plan–You Plant” design program is an ideal and economical solution for you. It is a professional and unique design program presented by Johnson’s Nursery and is the first step in creating a beautiful new garden space. “We Plan – You Plant” is not intended for designing your landscape on a large scale, or if you need hardscape or grading, but it is perfect if you are tackling the yard one area at a time. Let’s get started!**

## **STEP 1: What Johnson’s Needs from You**

- **Photos of the area you want to landscape**  
Include as much of the area as possible in a few shots taken at different angles. Then, take some closer shots for us to clearly understand the site. Include photos of the surrounding area to get a feel for the yard. You may e-mail, print and drop off, or save photos onto a CD or flash drive.
- **A simple scaled drawing of the area you want to landscape**  
On the graph paper included in the packet, draw the area you wish to transform. **Keep in mind, 1 square equals 1 foot (1 sq. = 1 ft.).** Draw the area as if you were looking down from a helicopter. Be sure to add anything that may be important to the design such as:

Doors	Windows (include height from ground	Downspouts
Steps	Large Trees (with canopy diameter)	Sidewalks
Walls	Underground Utility & Irrigation Lines	Gas Meter
Vents	House Overhangs	Well Head
Utility Poles	Water Faucet Spigots	Existing Plants
Old Stumps	Air Conditioner	Existing Beds

*\*Refer to the green example page in the We Plan – You Plant packet for guidance*

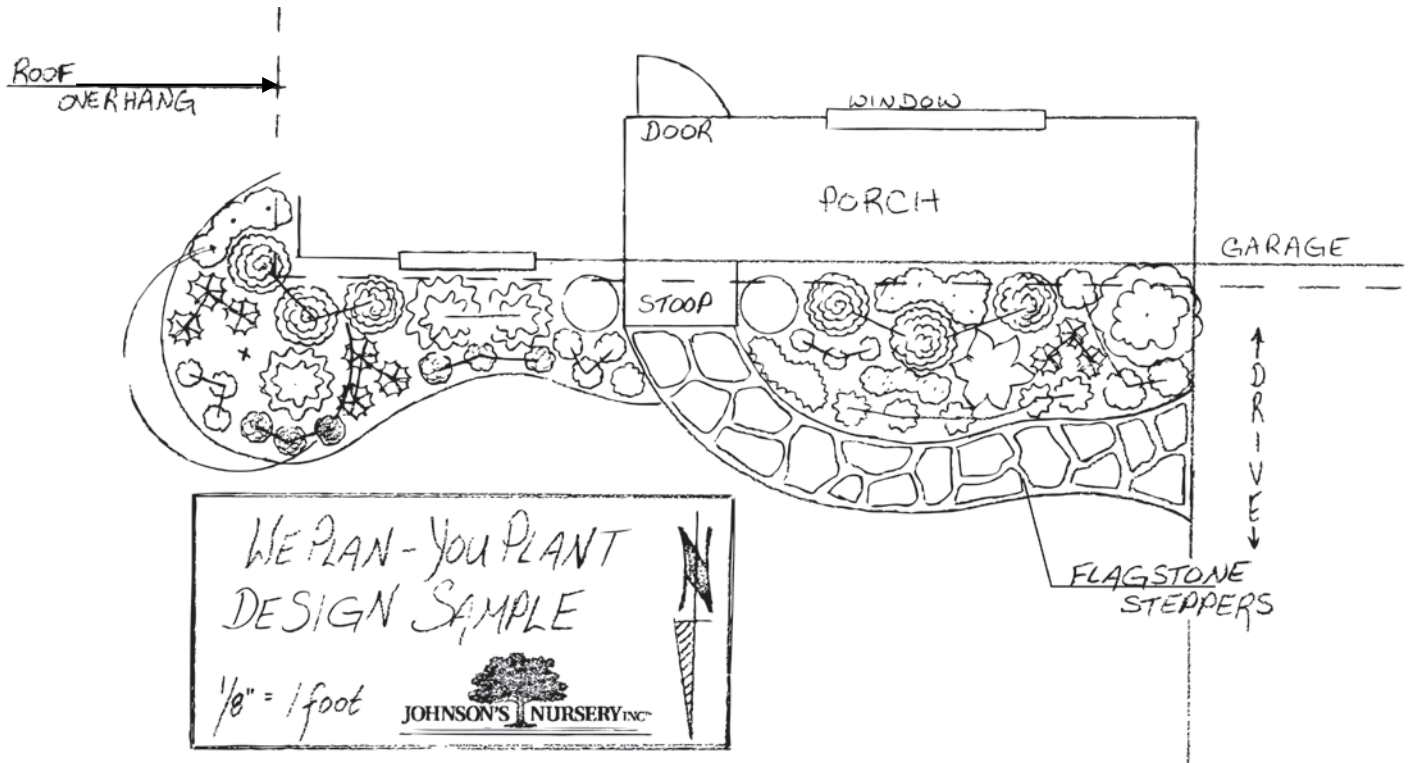
- **Completed questionnaire**  
In order to ensure the best and most professional design, it is important that the entire questionnaire is completed. These questions will allow us to make the right plant selections for your particular site.

## **STEP 2: Consider Your Budget**

- No matter the budget, our designers strive to create a plan that blends your vision with our expertise. However, before handing in the completed packet, think about what you would like to spend on your project. Have a budget range in mind: Do you want to spend less than \$1,000? More than \$2,000? Just like the questions on the questionnaire, this information will help us design a landscape that coincides with your imagination and your yard’s potential.

### STEP 3: Return the Completed We Plan – You Plant Packet to Johnson’s Nursery

- Please allow up to two weeks for us to create your design. When it is completed, we will contact you and set up an appointment to review your design.
- We will also include a detailed price quote for the plants on the plan.

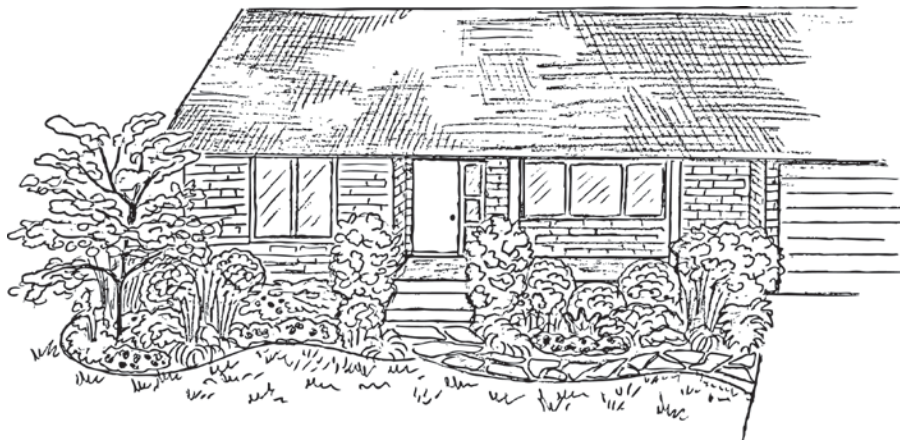


### STEP 4: Selecting Your Plants

- Because you want the finest quality plants for your landscape project, there is no fee for the We Plan – You Plant design program when you purchase the plants from Johnson’s Nursery.
- When you are ready to begin your project, we will help you select your plants!
- We will hold the plan in our files until you purchase the plants or until we have received a 50% down payment towards your order.

*If you decide that the scope of the project is too large for you to tackle by yourself, we can also provide installation services. Many of our clients will choose to install the perennials, shrubs, and small trees and evergreens themselves and then elect to have us deliver or install the larger, heavier plants.*

- If you decide to have us install your custom We Plan – You Plant design, it will be necessary to send one of our representatives to your home to gather information for the installation quote in order to ensure accuracy. The fee for the on-site consultation is \$75.00 per hour, including one-way driving time. There is a minimum charge of \$75.00 for this service.



**Need More Time to Think About It?**

Not a problem! If you wish to take your design home, but are not ready to commit to ordering plants, **your designer will quote a purchase price based on the time and difficulty that went into creating your original design. When you come back to buy the plants, we offer a one-time retail discount of 10% (up to the cost of your design).** Ask your designer for more details.

Thank you for choosing Johnson's Nursery's We Plan - You Plant design program to help create your vision. We believe every great project should begin with a great design, and great plants! We look forward to working with you,

**Johnson's Nursery, Inc.™**

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# We Plan – You Plant

## Design Questionnaire

Received on: \_\_\_\_\_

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip \_\_\_\_\_

Phone: \_\_\_\_\_ Cell: \_\_\_\_\_ E-mail: \_\_\_\_\_

Please answer all the questions and check off as many items as possible in this packet. The more we know about your yard, the better we can design a plan to fit your needs. Accuracy in measuring is also very important, resulting in a more accurate design, which inevitably will be easier for you to install.

Tell us about your project. What would you like to accomplish?

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### Design preference:

- Formal
- Informal
- Natural
- Structured (straight lines)
- Curved bed lines

### You enjoy working in the garden:

- Everyday
- As much as possible
- A few weekends a month
- One weekend a month
- Absolute minimum

### Installation preference:

- Installing yourself
- Johnson's Nursery install
- Combination of both

### Soil conditions in area:

- Always wet     Wet only in spring
- Very dry
- Compacted soil
- Clay soil
- Sandy soil
- Rocky
- Loamy soil

### Light conditions in area:

- Full sun (6+ hours of sun)
- Full shade (less than 4 hours of sun)
- Part sun (4-6 hours of sun)
- Avg. hours of morning sun?
- Avg. hours of afternoon sun?

### Direction area faces:

- North
- South
- East
- West

### Plant preferences (check all that apply):

- Evergreens
- Deciduous shrubs
- Perennials
- Annuals
- Natives

### Landscape should provide:

- Privacy (screen)
- Shade
- Noise filter
- Wind barrier
- Attract butterflies
- Attract birds

### Wildlife browsing:

- Yes
- No
- Deer
- Rabbits

### Favorite season (check all that apply):

- Spring
- Summer
- Autumn
- Winter

### Location specifics:

- Very windy
- Protected
- Sloped
- Drainage problems
- Walnut trees in vicinity
- Many roots

### Mulch preference:

- Natural shredded bark
- Dyed bark mulch
- Cedar mulch
- Stone mulch
- Weed barrier

Are there plants that need to be removed? **Yes/No** | Are there plants that need to be transplanted elsewhere?  
**Yes/No**

Are there plants that need to be pruned? **Yes/No** Please describe \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Are there views of the yard you wish to preserve or frame? \_\_\_\_\_  
\_\_\_\_\_

What is the color and material of your home? \_\_\_\_\_  
\_\_\_\_\_

**Plant & Color Preferences**

*A walk through our nursery will give you an opportunity to note which plant appeal to you.*

<b>Favorite perennials</b>	<b>Favorite trees</b>	<b>Favorite shrubs</b>	<b>Favorite evergreens</b>	<b>Color preferences</b>	<b>Color/plant dislikes</b>

Are you a new client? **Yes/No**

How did you hear about the We Plan - You Plant program? \_\_\_\_\_

How did to receive the We Plan - You Plant packet of materials?

- Johnson's Nursery website       Johnson's Nursery - Menomonee Falls       Johnson's Gardens - Cedarburg  
 Johnson's Gardens website       Packet was sent to me       Given as a gift

Would you like to receive our monthly e-newsletter, *The Leaf in Brief*?      **Yes**      **No**

*Remember, if you decide to have your plants installed by Johnson's Nursery, it will be necessary to send one of our representatives to your home to gather information for the installation quote (in order to ensure accuracy). The fee for the on-site consultation is \$75.00 per hour, including one-way driving time. There is a minimum charge of \$75.00 for this service.*