



Executive Landscaping, Inc.
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Cultivating Success

Local landscapers create new industry buzzword by creating the first “green merger” in the area.

Just when you thought that every possible definition of “going green” had been expressed, two Gulf Coast area landscaping giants add one more example: Rene West and Todd King have put together a “Green Merger.” And who better than two guys who have over 50 years of combined experience keeping things green?

In January 2012, landscapers Rene L. West, owner of Executive Landscaping, Inc., and Todd King, owner of Pensacola Landscaping and Lawn Care, Inc. sat down and mutually decided to form a partnership that would allow them to compete on a broader regional level, all the while maintaining their standards of quality and increasing local job opportunities.

“We’ve been ‘going green’ for years,” says King. “When we realized that our merger was socially and economically responsible, we were thrilled. We hope that drawing attention to how we were able to work together to make a better opportunity for our businesses, employees and customers will open a dialogue between other business owners to do the same thing. We think we’ve made a smart move.”

Local businesses were used to structure and secure this merger, including: broker service by Gibson & Associates, Inc.; financing by ServisFirst Bank; and attorneys Stephen R. Moorhead and Stephen B. Shell. “This is a big deal for the Gulf Coast,” says Bill Gibson of Gibson and Associates. “The combination of Pensacola Landscaping and Executive Landscaping creates a business with over 100 employees and a fleet of more than 55 vehicles. Keeping the business owners in Pensacola not only saves jobs, but will also create local job opportunities.” By staying local, King and West were able to build on businesses relationships they have been fostering for years. “Todd has been banking with me for many years, and Rene has a great business reputation.” says Rex McKinney, President & C.E.O. of ServisFirst Bank, “that combined with such solid businesses, financing for this deal was a perfect fit for ServisFirst Bank. Being able to make a deal work between two strong companies that want to come together to do something this positive for the local economy is what ServisFirst Bank is all about.”

“Todd and I were competitors, yes, but we really have always had a lot of mutual respect for each other,” says West. “We’ve both been successful individually and have had outside companies vying for our businesses. Could we have followed the trend of our companies being bought out by larger national companies? Sure, but at the end of the day, we love it here. The Gulf Coast is our home, and we are committed to its success. We can help Pensacola succeed by working together and creating jobs. “



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“We have lots of business expansion and development occurring along the Gulf Coast, and out-of-market competitors are going to come to our area and bid on these jobs. We want to be able to win these bids and keep the jobs and money in Pensacola. We have some really dedicated people who work for us — approximately 100 individuals. Our folks work hard and provide a nice life for their families, so we felt that the merger was a great opportunity for us to work together so that we can give them added job security as well as create more opportunities for others in our area to have jobs,” says West.

The new company will be called Executive Landscaping Inc., and will continue to serve over 300 accounts along the Gulf Coast. “Our customers probably won’t realize a difference, because we are dedicated to providing the same level of service they have come to expect from us,” remarks King, “our prices will not increase, and our personnel and vendors will remain the same during the transition.” Rene West will act as the company’s principal while Todd King will act as an advisor, remaining active as a lead consultant during the transition. “This will allow me to spend more time with my wife and daughters,” says King, “and will allow me to focus more of my time on my tractor and equipment business, Kingline Equipment.”

More information regarding this corporate restructure can be found on the company’s new website: www.landscapingthegulfcoast.com.

Or by contacting Executive Landscaping directly at (850) 478-2312.

About Rene West and Executive Landscaping

Executive Landscaping was founded by Rene L. West in 1984. Rene got his start doing landscape maintenance with a mower in the back his car. He quickly realized the maintenance process was complicated by having to fix the original landscapers problems, so he expanded into landscape design services. Executive Landscaping is now the largest, most well respected landscape design firm on the Gulf Coast. As the business grew in the late 80’s and early 90’s, they expanded their service with contracts throughout the Southeast. After hurricane Ivan, the need for fair priced, quality work brought most of Executive’s crews back to the Gulf Coast. Today, their primary focus is landscape design for both commercial and residential customers along the Gulf Coast.

About Todd King and Pensacola Landscaping and Lawn Care, Inc.

Pensacola Landscaping was founded in 1989 by Todd King. Todd started his business with a borrowed mower as a summer job while attending college. As his business grew and became his primary focus, Todd partnered with Derreck Pearson until 1995, when Derreck left the company to help run his family business, Floral Tree Gardens. The



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acquisition of a lawn maintenance company in Fort Walton and a 5-year military maintenance contract in Panama City, helped Todd solidify his niche with large maintenance accounts, allowing his business to spread throughout the Gulf Coast. Building on his maintenance contract success, Todd fulfilled his larger vision for Pensacola Landscaping by developing a large customer base of landscape maintenance, right-of-way maintenance, design/ build landscaping, irrigation and chemical applications. In 2005, Todd purchased Pensacola Tractor's one location, renamed it Kingline Equipment. Kingline now has two locations, Cantonment, FL and Summerdale, AL.