



1 Fairlawn property owners Kathy and Gary Kropko endured 21 years of backyard flooding.



2 The team at Nick's Landscaping installed over 100 EcoBlox to contain the water.

3 Nick's Landscaping founder Nick Roth (left) covered the EcoBlox matrix with stones to create an attractive dry creek bed in the Kropkos' backyard. The flooding has stopped.

# More Than MOWING

Copley High School graduate Nick Roth has grown his fledgling lawn care service into a top-rated, full-service commercial and residential landscaping firm. It's a grass-roots movement—literally.

by Mitch Allen

Nick Roth started his landscaping business when he was just 15 years old, pushing his lawn mower up and down the hills of Copley's Kingsbury subdivision because he was too young to drive a car. Today, just ten years later—after earning a degree in Business and Organizational Communications with a minor in Entrepreneurship from The University of Akron—the 25-year-old Roth has a fleet of trucks.

And he does a lot more than mow grass.

## Water, Water Everywhere

After enduring 21 years of backyard flooding at their Fairlawn home, property owners Gary and Kathy Kropko called Nick's Landscaping to take a look. For years the couple had been told by engineers and landscapers that there was nothing they could do (the closest storm drain to the their low-lying lot is actually uphill).

"Standing water would appear in our backyard even after a moderate rain shower," recalls Gary. "We started joking that our home value was increasing because we lived on waterfront property."

After fits and starts with standard solutions from French drains to earthen mounds, Nick realized that the runoff could not be redirected because it had nowhere to go.

"There was nowhere to run the water off the property without affecting the neighbors," explains Nick. "So we decided to embrace



the water through the use of the EcoBlox system."

EcoBlox is a plastic matrix system typically used for pondless waterfalls and fountains.

"Each block will hold 31.5 gallons of water and we installed 108 of them in the Kropkos' backyard," Nick continues. "The result is the look of an attractive dry creek bed yet it hides a containment system that will hold over 3,400 gallons of water, giving it time to permeate into the soil without leaving standing water even after a heavy rainfall."

"That's what we love about Nick—he didn't give up," insists Gary's wife Kathy. "He worked hard. He worked smart. Now we don't have to be stressed out every time it rains."

## A Full-service Firm

Solving complex drainage issues is just one niche service for Nick's Landscaping. The growing company refers to itself as a "design, build, maintain" firm. Nick and his team handle all residential and commercial landscaping needs, including seasonal maintenance like mowing, edging, mulching, trimming, fertilizing, etc., as well as the design and construction of complex landscape design projects, like patios, decks, outdoor kitchens, ponds, fountains, fire pits, retaining walls and more.

"We work hard to understand the homeowner's needs and do a true custom

design," Nick reveals. "No one wants a cookie cutter patio in their backyard. Every design should be a reflection of the homeowner's lifestyle and tastes—without spending a lot of money."

Many restaurants and hotels on "The Hill" in Montrose count on Nick to keep their parking lots clear of snow each winter.

In the winter, Nick shift gears to snow and ice management. In fact, many of the restaurants and hotels on "The Hill" in Montrose count on Nick's team to keep their parking lots clear for customers. "We do snow and ice management for businesses, shopping centers, office buildings, and condo and homeowners associations," Nick says. "We also plow residential driveways, but we do it with a separate team within our staff."

Nick says he never wants a residential customer to wait while a commercial client or other large customer receives service. By using two separate teams—one commercial and one residential—his drivers aren't forced to choose. "It's a win-win for all sized clients," he says.

Right now Nick is scheduling fall cleanup and snow and ice management services for the upcoming season. He and his team are in demand so if you want to count on his

reliability, you might want to go ahead and call now.

Nick has also introduced a company dubbed *Hang Time Lighting.com*, which installs holiday lighting for residential and commercial clients so you don't have set one foot on a ramshackle ladder.

Although Nick's Landscaping is still a small company, it has a growing reputation, serving as a subcontractor for the Brickman Group and many other landscaping and contractor firms. And many homeowners prefer dealing with a small, yet reliable company. "As former small business owners ourselves, Gary and I wanted to go with someone who was reliable and who was working hard to grow their own business," Kathy says. "We wanted to give someone a chance, but we weren't naïve enough not to get other estimates. Nick was the best, the most affordable and he got the job done when no one else could."

Nick Roth is a 2003 Copley High School graduate (I know because he was my daughter's date to a homecoming dance) and a 2008 graduate of The University of Akron where he was an active member of Students in Free Enterprise ([www.sife.org](http://www.sife.org)), a world-wide non-profit group dedicated to educating people on entrepreneurship and business ethics.

For a free estimate or to discuss your project or maintenance needs, call 330-666-7000. You may also visit [www.NicksLandscaping.net](http://www.NicksLandscaping.net) for photos, testimonials and planning tools.