

10/20/03

COLLINS LANDSCAPING
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DEAR JOHN,

TIME AGAIN TO PURCHASE TREES FOR MY VARIOUS LANDSCAPING PROJECTS AND OTHER CLIENTS. I ANTICIPATE I'LL REQUIRE BETWEEN 50 AND 100 TREES OF VARIOUS TYPES. THE SPECIFIC QUANTITY/TYPE WILL BE FINALIZED BY 1 NOVEMBER. I'LL CONTACT YOU AT THAT TIME.

LAST YEAR'S TREES DID VERY WELL DESPITE THE DRY WEATHER CONDITIONS. OF THE FIFTY TREES PURCHASED ONLY THREE DIED. I CONSIDER THAT A GREAT SUCCESS RATE, ESPECIALLY DUE TO THE LARGE SIZE OF THE TREES I SELECTED. I APPRECIATE YOUR OFFER TO REPLACE THESE DEAD TREES EVEN THOUGH THE WEATHER HAD FAR MORE CAUSE AND EFFECT THAN YOUR TREE CONDITION. THIS SHOWS YOUR COMMITMENT TO YOUR GUARANTEE OF SATISFIED CUSTOMERS.

SOME OF MY CLIENTS FIND IT HARD TO BELIEVE THE LOW COST OF THESE TREES COMPARED TO NURSERY STOCK TREES. IT IS HARD TO CONVINCEN THEM UNTIL THEY SEE THAT YOUR TREES ARE ALSO NURSERY TYPE STOCK TREES. THEY QUICKLY BECOME CONVINCED THEY ARE RECEIVING A GREAT BARGAIN.

ENCLOSED IS A DISK CONTAINING JPEGS OF SOME OF LAST YEAR'S TREES. YOU CAN SEE THE TREES ARE GOOD SHAPE. I HOPE YOUR CUSTOMERS CAN SEE THESE PICTURES OF HEALTHY GROWING TREES.

SEE YOU AFTER CHRISTMAS.

YOURS TRULY,



D. J. COLLINS