



Ben Collinsworth



Native Land Design
Cedar Park, TX
www.nativelanddesign.com

TAB Member Since: 2008
Company Founded: 2001
Industry: Construction

Inc. List Rank: 4297
Company Size: 130

Native Land Design provides commercial landscape management and maintenance for HOAs, office complexes and retail centers.

“Networking with other business owners from outside of the Green Industry has really helped us raise the bar.”

Sometimes the best laid plans don't come to fruition, and that's especially true when starting a new business. When Landscape Designer Ben Collinsworth started Native Land Design in 2001, he began with what he knew, offering landscape design services in residential construction.

Along the way, the company picked up some estate maintenance work, and then landed a maintenance contract for a large home owner's association. Collinsworth soon realized that taking care of landscaping for commercial zones – HOAs, office complexes and retail centers – was a more attractive and safer business model. In 2005, Collinsworth decided to pursue commercial clients full-time, and his business took off.

Today, Native Land Design is a \$10 million company and boasts four locations in Texas, as well as a spot on the Inc. 5000/500 list of fastest growing private companies for both 2009 and 2010. Much of the company's growth occurred fortuitously, with Collinsworth turning large contracts into opportunities to expand to new cities.

The company now relies primarily on word of mouth referrals, as well as event marketing. Such a strategy is difficult to get away with unless the business excels at networking and relationship building, an approach that has worked well for Collinsworth. Native Land Designs prides itself on attracting and keeping talented people, and the company provides many training and advancement opportunities. The company also invests in unique marketing to existing customers, such as hosting barbecues for clients.

Collinsworth joined TAB in 2008, where he has formed valuable relationships with business owners from outside his industry. “Networking with other business owners from outside of the Green Industry has really helped us raise the bar,” Collinsworth explained in an article for “Green Industry Pro” magazine. “At first I was like, ‘I don't really have any big issues to deal with.’ But once you get in a group like this and start talking, you realize that, ‘Man, I've got a ton of issues.’ And it does absolutely no good to run from them.”