

## Success Story – Liberty Grounds Maintenance

2006 in Omaha, Nebraska

Kirby Clarke is the owner of Liberty Grounds Maintenance. Kirby contacted SCORE Omaha looking for some answers in a down year. SCORE Omaha used the “Listening to your Business” format and developed a new business plan for the company. The company was broken into “profit centers” and started a “rock division” and “waterfall” department and a “nursery” division. They have developed a new website and obtained some “individual home” business. The company is now back in the “black” and moving in those new directions.



Owner: Kirby Clarke

Phone: 402-330-0991

Fax: (402) 330-7081

Business: Liberty Grounds Maintenance

Address: 2520 F Plaza

Web: <http://www.libertygrounds.com/>

Email: [kirby@libertygroundsmaintenance.com](mailto:kirby@libertygroundsmaintenance.com)

Number of Employees: 42

Business Structure: LLC

SCORE Omaha engagement period: 2009-2009

Type of Client: In business

Workshops attended: Listening to your business

Learned about SCORE: PSA ad

Kirby bought a small lawn company in 2006 and by 2008 he had increased sales by 300%. He then bought a large building and a great deal of equipment. He now owns 32 riding lawn mowers, 21 trucks and other support equipment. 2009 was his first “down” year and he contacted SCORE Omaha looking for some answers. SCORE Omaha used the “Listening to your Business” format and developed a new business plan for the company. The company was broken into “profit centers” and started a “rock division” and “waterfall” department and a “nursery” division. They have developed a new website and obtained some “individual home” business. The company is now back in the “black” and moving in those new directions.

