Success Story – Liberty Grounds Maintenance

2006 in Omaha, Nebraska

Kirby Clarke is the owner or 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
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.