



Simple & Quick Grass Estimate

prepared by Robert Mislán, owner rob@versatilegrass.com 416-621-8938 Monday, March 14, 2016

an example for our Web Browsing Client... learn!

You are considering Canada's most popular synthetic grass brand. This is 'cut-to-the-chase' honest costing guidance.

We supply your rectangular grass panel raw material cut from our larger inventory rolls... like carpeting!

Let's consider your likely need, and I want you excited as a grass makeover is fun and invigorating:

sqft

$$15 \text{ fixed roll width in ft} \times 20 \text{ your need in ft} = 300 \text{ square foot purchase} + \text{likely some safety?}$$

Perhaps questioning this? Please EMAIL to us dependable jobsite dimensions and a sketch, maybe some photos.

I'll do a computerized digital planning workup for you FREE. Make us smarter and more accurate!

We've been doing carpet installs since 1987 (wow) and pioneered grass since 2005... over 8,000 job experiences!

grass

Now, which Versatile grass style satisfies your expectations, makes you happiest?

Understand we always have roll ends or value specials at bargain \$3.97/sqft, \$4.47, \$4.67. Explore with us.

BUT we've shopped this big industry smartly for you and have literally filled our warehouse shelves with astutely 'pre-selected' state-of-the-art 2016 model year grasses. That's our job. Container loads. You'll love these!

FreshStart FRESHBLADE, best 'value grass' middle weight of engineered ribbed blades, 40mm, extreme dense \$4.97 sqft (stock!)

Grandeur FINEBLADE HYBRID, even heavier, a 'fresh mowed lawn look', two blended blade systems, 40mm, \$5.87 sqft (stock!)

GoldThatch ECLIPSE BOLD, a heftier taller 50mm more 'open' realistic visual, 3D tough aggressive blades, \$5.97 sqft (stock!)

Grandeur SportPUTT 55, think 18mm .71 inch, extreme slab dense grass surface, bent-grass-like top weight, \$6.37 sqft (stock!)

GoldThatch ANNIVERSARY, luxury weight beauty, 3D "M" shaped low lustre, \$6.97 sqft (special order about 1.5+ weeks)

GoldThatch ANNIVERSARY PRO, beefy & bold & best, 3D "M" shaped low lustre, \$7.47 sqft (special order about 1.5+ weeks)

[I personally shopped & selected this lineup, and invested behind it with confidence. Powerful testimony for you.]

And we show in **giant over-sized samples** to help you decide. *Come visit us in central Etobicoke (west Toronto)*

Now let's explore your raw material cost. For you today this estimate will use our **FINEBLADE HYBRID GRASS**:

$$300 \text{ sqft need} \times \text{unit cost/sqft} \text{ } \$5.87 = \$1,761.00 \text{ raw grass, before HST, our dock}$$

That's it! Come and pick up your grass roll. We'll email beautiful paperwork (always) and an easy driving map too.

help?

Do you perhaps need a tradesman to help with your grass install?

Many contractors don't. And many homeowners are entirely comfortable as a 'do-it-yourself' project.

But I can indeed broker our "for-hire" grass service as you may encourage. **Here's what you get:** truck to pickup, deliver, gas, insurance, WSIB, men and their skill talents, slugging the big roll into your yard, specialized grass tools, blades, carpet kickers to stretch, industry best legitimate seam tape and stadium rated specialty adhesive (yes, always), fit and edge trimming, finesse precise seams, perimeter anchor with 8" nylon spikes, and a final power grooming too.

My crew is good, broadly experienced with grass (FYI: they are also pro carpet installers... good synergy for you!)

Now, historically we can guesstimate this 'servicing bundle' to be likely as follows (but still much to learn of course):

$$300 \text{ sqft need} \times \text{service per sq/ft} \text{ } \$1.69 = \$507.00 \text{ grass specific install, HST extra}$$



Straight Talk "What we don't ever pretend to be or do":

*There is no 'earth-shaping' ground preparation or granular stone service or landscaping service ever suggested by our crew. We learned many many years ago that we should properly and always defer advance ground preparation to an accredited and 'equipment-outfitted' landscaping talent. Just makes unchallengeable sense. We never pretend at their skills, in fact **no grass contractor should ever 'pretend'** about proper drainage and technique and experience as a ruse to sell you grass, agree? We chase not a single penny off your prep. But we do precisely direct you and your landscaper with following guidance:*

How do I get my yard ready before my new Versatile Grass arrives ?

your final crush base always 1" lower at edges!



Versatile Grass

Versatile Grass Advance Ground Preparation Guidance



fine crush 1/4 minus



sharp big or squishy



USE:

Natural Screenings
OR
Limestone Screenings
OR
Concrete Sand



Respect proper drainage slope always

ALWAYS REMEMBER!

YOU WANT YOUR FINISHED BASE ABOUT 1 inch to 1.25 INCH BELOW TOPS OF WALKWAYS OR STONE OR POOL OR PATIO EDGES

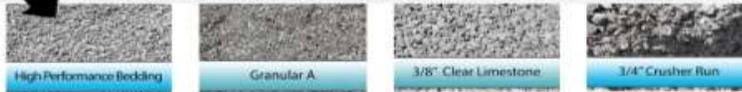
You want a final TOP SURFACE that is smooth, firmly compacted, load-bearing **NO BIG STONES OR SHARP GRANULAR** (you will feel them underfoot, like marbles under a carpet). Be sensitive to this!

Versatile Grass
Follow the rules!

Summary words...

"Versatile Grass will 'hug' intimately the ground underneath it, for better or worse. The finished Versatile Grass job will only be as good as the base preparation you deliver in advance. Good diligent prep is never a mistake.... follow the rules. No big stone, always compact, respect perimeter edge guidance" -ROB MISLAN

CAUTION: these larger angular granular stones (below) run real risk of "telegraphing" sharp bumps through our grass, or being too 'squishy' under foot traffic. Use effectively as a lower optional drainage level only, but then do top off with the much finer screening.



PLEASE DO SHARE WITH YOUR LANDSCAPE ARCHITECT + LANDSCAPING CONTRACTOR

Robert Mislán BEST INQUIRY rob@versatilegrass.com

Versatile Grass

Q: "How do I get my new grass to keep looking awesome?"

A: Our grass is akin to thick carpeting ... and it just loves to "get its hair combed". Seasonal or 'as required' good grooming and revitalizing of the grass blade pile is never a mistake. Whether you bought just a 'piece' from us or perhaps you have a brand new installed backyard, here are some simple effective grooming hints . Enjoy! -Rob Mislán, owner
rob@versatilegrass.com TORONTO CANADA



SUNSHINE & WARMTH Your new grass is polyethylene that 'friendlies-up' to direct sun. It goes buttery soft, pliable, and perfectly responsive with warmth ... a lovely time to groom!



Leaf Rake



Push Broom



Hand Brush



Sweep



Vacuum with
Beater Bar
Leaf Blower
Garden Hose
Power Washer

Email to me a sketch with dependably accurate dimensions of your yard or grass project or ideas. Then I can work up budget guidance and comment on proper layout and seam placements.

Diligent planning taken seriously
Now do get excited!
 - ROBERT MISLAN, President

Versatile Grass

Just to begin our discussions and to help your understanding, here is a classic simple residential backyard, kids & puppies ...

This example client needs our full 15ft grass width and a custom sized cut of 20 feet long.

15x20 equals 300sqft project, akin in many ways to a simple carpeting project.
 Let me workup your grass needs
 -Rob Mislan

Questions for Versatile Grass? Working notes? Planning Detail?

<i>Did I email dependable dimensions to Rob so he can build an accurate estimate?</i>	<i>Did I email a drawing or sketch and smartphone pictures so he understands my unique layout & purchase needs?</i>
<i>Do I need to see big grass samples in Central Etobicoke?</i>	<i>Did I email Rob for supply timing? and inventory check?</i>
<i>Did I share Rob's ground prep detail with my contractor?</i>	<i>Can I do all this work myself to save money? Ask Rob.</i>



TRY: Google Search

for landscaping contractors in your area **to help with prep for our grass**, and any other layout and design landscaping needs all before we arrive

We work with many dozens of contractors!



Canada411.ca

OR TRY:

(Find a business... online yellow pages)

for landscaping contractors in your area **to help with prep for our grass** and your layout needs

Here are just 3 to perhaps begin if you need:

<p>Jonathan Sommerville www.jgslandscaping.com <i>JGS Landscaping</i> 647 448 2990</p> <p>jgslandscaping@gmail.com (FYI: he was our top grass prep referral in 2015)</p>	<p>Vince Basso, VF Landscaping <i>(Vince and Frank are good, have serviced many broad west + big GTA for us, Etobicoke based)</i> vince@vflandscape.ca 416-688-6075</p>
	<p>Aram Lee, City Gardens <i>(likes Beaches and Danforth and Leaside)</i> <i>uses our grass and preps jobs too,</i> info@citygardens.ca 416-826-7495</p>