

CONTRACTOR'S CORNER: WORKING WITH THE SOUTHERN LIVING IDEA HOUSE



Landscape contractor, John Saunders, proudly stands in front of the 2016 Southern Living Idea House, which opened to the public on June 25th.

Belgard Authorized Contractor, John Saunders, was the natural choice to install all of the landscaping and outdoor living areas of the prestigious 2016 Southern Living Idea House, which was unveiled in June in the Birmingham community of Mt. Laurel, Alabama. A lifelong resident of Birmingham, John has 23 years of experience in the landscaping industry and 15 years as owner of Nature's Edge, LLC.

“It was exciting as a company to have our name associated with such a high-profile project,” John said. “It was a great opportunity to work with new builders and landscape architects and showcase Belgard products in this way. It’s been a fun project to be involved with.”

A Belgard Authorized Contractor for nearly a decade, John states that his relationship with the Belgard brand helped make the project possible for him. “Belgard recommended me and was very instrumental in helping me get the job done. My representative, Will Dowlen, was quick to respond to any of my needs and made sure that we had what we needed quickly. It was a very fast turnaround. We had to make sure the house was ready for viewing and that everything was done correctly to ICPI standards.”

A full-service landscaping company that handles design, installation and maintenance, Nature's Edge handled the installation of all of the softscapes, hardscapes and irrigation at the Idea House. John says that his favorite part of the hardscape design is the Old York™ paver driveway, which was installed in a herringbone pattern with a Lafitt™ paver border.

“Old York was easy to install and gives the driveway that classic cobblestone look from back in the day,” John said. “The Lafitt pavers created a picture-frame type of border that added a modern feel, combining the old with the new.”

Overall, John states that he has never been disappointed with a Belgard installation. “I absolutely love the product. I have installed every Belgard paver and like them all. About 95% of our installations these days are Belgard. Their customer service is bar none, and others just don't have the product quality and consistency,” he said.

John adds that he also enjoys the perks of being a Belgard Authorized Contractor, including the added credibility, which he says gives him a leg-up on the competition and access to the Belgard Design Studio, which offers free 3-D design renderings for authorized contractors.

“The Design Studio is awesome,” John said. “It helps the homeowner feel like they're standing on their own patio. We can visualize things before they happen, but getting the homeowner to visualize it is another story. 2-D drawings are great, but, 3-D is better.”



John Saunders

Nature's Edge L.L.C.