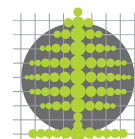


# Ballston Row Discovers a Different Kind of Landscaping Company

## HOA BOARD LEADS THE WAY

Ballston Row Henderson, a community in Arlington, VA, has undergone a remarkable transformation in its landscaping and environmental aesthetics, largely due to the dedicated efforts of its HOA Board President and Treasurer Mark Frei. Mark, a retired nuclear engineer and former senior executive at the Department of Energy, moved to Ballston Row Henderson in 2013. With a lifelong passion for gardening and a desire to improve the community's landscape, he joined the HOA Board in the fall of 2019.



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*Mark and his wife, Robin, moved to Ballston Row in 2013.*

**“...the principles of honesty and integrity, instilled under the leadership of Fred Peratt are evident throughout the entire company.”**

**– Mark Frei, Ballston Row Henderson Board President**

Before engaging Environmental Enhancements, the community’s experience with landscaping companies had been disappointing at best: builder-grade landscape installations, a lack of responsiveness, and marginal skills. “I was pretty disgusted with these companies’ ability to take care of the landscaping and the beds,” says Mark. “We moved from one company to another until the [then-board] stumbled upon Environmental Enhancements.”

Finally, Ballston Row Henderson was able to begin a ‘landscaping turnaround.’ According to Mark, Environmental Enhancement’s commitment to quality was clear from the start as they thoroughly evaluated the existing landscape and made recommendations for improvements.

“For instance, they removed invasive plants like *Liriope spicata* and replaced them with more suitable alternatives,” says Mark. “The builder-grade stuff that was originally installed was awful. I was so happy with the results, I hired EE to do the same for my yard.”



## COLLABORATION IS KEY

The collaboration between Ballston Row Henderson and Environmental Enhancements serves as a model for successful community management and environmental stewardship. In this partnership, the emphasis on skilled service, relationship building, and effective communication has transformed the landscape of Ballston Row into a vibrant and well-maintained environment.



## IT'S ABOUT RELATIONSHIP

A cornerstone of Environmental Enhancements' success at Ballston Row Henderson has been the company's strong relationship with the HOA Board. Mark emphasizes how the principles of honesty and integrity instilled under the leadership of Fred Peratt are evident throughout the entire company: "With the help of Kyle, Allen, Erika—the whole team—I feel great about our relationship with Environmental Enhancements and how they're making us look," he says.

The company's commitment to responsiveness is of particular importance to Mark. When issues arise—such as an incident involving a neighbor's damaged inflatable—prompt communications and resolution (Erika's next-day follow-up with a check) have only increased Mark's confidence in the company.

"What company does that?" Mark says. "Not many. But EE goes the distance. One time, we needed to replace some expensive shrubbery. Of their own volition, the EE team checked their records and discovered the shrubs were still under warranty and replaced them at no charge. Again—what company does that?"





## MARK SAYS...

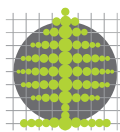
"Environmental Enhancements is a great company to work with," says Mark. "They always do what they say they'll do. I give them 5 stars out of 5!"

*– Mark Frei, Ballston Row  
Henderson Board President*

The EE crew also plays a vital role in maintaining the relationship. "The supervisor will often knock on the door to check in," says Mark. "He's always very respectful and willing to work with me on things that need to be done."

Using a phased approach, the Environmental Enhancements team is systematically improving the appearance of the community, ensuring that all four sides are well-maintained and beautiful to look at and enjoy.

Mark's vision extends beyond his yard; he genuinely cares about the community as a whole, which has been reflected in positive feedback from residents.



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