

A close-up, low-angle shot of a landscaper's legs and a trimmer head cutting grass. The trimmer is a dark, cylindrical head on a long, thin metal shaft. The grass is green and being cut, with small clumps of grass and dust being kicked up into the air. The background is a blurred green lawn and a concrete curb. The overall lighting is warm and golden, suggesting late afternoon or early morning.

ROGER'S LANDSCAPES

Landscaper



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Roger Caldwell

Landscaper

Charlotte, NC

Porch Pro Since



THE PRO

"A different day, a different year."

That's how Roger Caldwell, the man behind Roger's Landscapes, describes his 40 years as a landscaper.

"I started when I was 12 years old...had a cousin that had a landscape business and a farm."

Roger can do everything from moving dirt, building retaining walls and custom drains, planting trees, and just about anything else that has to do with keeping the land around

a home looking the best it can. If only equipment never broke and homeowners left it to the pros, life would be ideal.

"Getting equipment fixed and back in a timely manner is frustrating. I work so much I need my gear to be working. Then sometimes you get some people who put their finger in the bowl and get in the mix...I'd just as soon they'd just trust me with job, but that's how it goes. You gotta earn the trust, and I don't mind doing it."

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When I got out of high school in 1975, I went out on my own and have been working for myself ever since.”

**SINCE JOINING PORCH,
ROGER'S LANDSCAPES HAS RECEIVED**



309

Search Impressions



35

Profile views



27

Leads

THE PORCH / LOWE'S EFFECT

Having been burned by Yellowpages and gouged by Google, Roger knew he needed a marketing partner that offered not only the leads but a place for him on the web as well, so when Porch called offering both, he was on board.

And in the short two months Roger has been a premium pro, he's seen a lot of love. His profile has been viewed over 300 times, and he's had over 30 communications via either phone or email with homeowners looking for a quality pro they can trust. Roger is that man.

"I'll do just about any job. My talents take my work from

\$100 for something simple to a full blow out on a backyard or pool for \$60,000. Overall, the customers I get from Porch are real nice, and if for some reason I'm too busy to the job, I'll refer them to one of the other pros in the area that I trust."

Roger has been so impressed with the Porch Platform, he actually sponsored a friend's Porch Premium membership. It's one thing to believe in the product for yourself, and it's a whole other to pay for a friend's membership. It's pros like Roger that are the foundation Porch is built upon, and we couldn't be prouder to say, "Yeah, he's with us."

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I'm tickled to death with the leads. I know it's a Porch lead because it comes up in a text on my phone, which I love.”