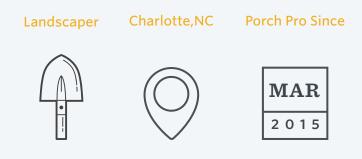
ROGER'S LANDSCAPES

Landscaper



ROGER'S LANDSCAPES Roger Caldwell



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.

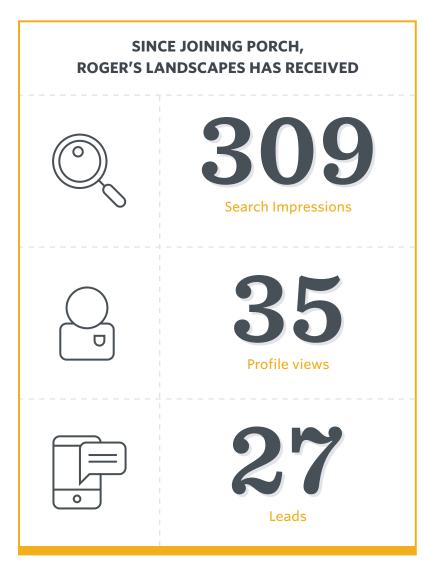
"I started when I was 12 years old...had a cousin that had a landscape business and a farm."

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 a 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."



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



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."



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."