



# nerej

## **ValleyCrest Landscape Associates acquires Boston based Waverly Landscape Associates**

June 30, 2010 - Owners Developers & Managers

According to ValleyCrest Landscape Companies, one of the United State's leading integrated landscape services firm, Waverly Landscape Associates, Inc. is joining its family of companies via acquisition. The combined landscape operation, with sales of \$45 million, serves more than 300 commercial customers in metro Boston.

Waverly Landscape Associates was founded nearly 20 years ago and is one of the market leader in metro Boston. Based in Belmont, Waverly also operates locations in Billerica, Foxboro, Dorchester, and Lunenburg.

ValleyCrest was founded in 1949 by the Sperber family, who still manages the company today. Since 2001, ValleyCrest has operated a landscape construction and maintenance location in the city, and as a result of this acquisition has now become one of the largest landscape companys in the Northeast. The company has built numerous landscape projects at some of the area's most recognizable places such as the Central Artery/Tunnel Project/Big Dig, Massachusetts General Hospital, Boston Children's Museum, MIT, Eaton Vance Roof Garden, Blue Cross Blue Shield of Massachusetts and Patriot Place.

"This is a terrific opportunity for ValleyCrest to partner with the largest market leader who shares our vision for great landscapes, has a passion for outstanding customer service and seeks to drive value to customers through operational excellence," said Richard Sperber, president and CEO of ValleyCrest, who also notes that the addition compliments the company's existing operations in the city. "The Waverly team has built an enviable reputation in the market and we are confident that the acquisition will contribute toward our goal of providing companies in Boston the highest quality of landscape maintenance, installation and design services possible."

Two hundred members of the existing Waverly team and workforce, including founder Paul Tocci, are joining ValleyCrest Landscape Maintenance. According to Tocci, now vice president and regional manager for ValleyCrest Landscape Maintenance, "We are excited to be a part of a strong organization that matches up so well with our core values and mission. This new venture allows us to serve our Boston customers even better and provides our managers and property teams new opportunities to incorporate additional leading-edge, green industry expertise and knowledge into the array of landscape maintenance services we can deliver to customers."

Customers will be able to tap into a range of services and expertise through ValleyCrest's expanded operations in Boston including industry leading water management programs, sustainable landscape practices, tree care, landscape construction, design, and snow and ice services. The expertise, understanding and innovative landscape practices the company offers is becoming an increasingly critical component of a smart business plan for building owners and managers today.

"What attracted ValleyCrest most to Waverly is that it is just a good old-fashioned company - every

ounce of its culture exudes great customer service, hard work and doing the right thing," said Roger Zino, president of ValleyCrest Landscape Maintenance. The cultural fit with ValleyCrest is extraordinary and it has been fantastic getting to know all of the great people at Waverly. We are very excited about what we can accomplish working together to serve both our local and national customers with this great addition to our capabilities. In particular, our resources for snow services will be second to none and we are excited about the combined resources we have to help our customers with this most critical service."

ValleyCrest has been involved in completing some of the world's most recognized and popular places. These include: CityCenter, Wynn Encore and Wynn Las Vegas, Caesar's Place, and Bellagio Hotel & Casino in Las Vegas; Disney's Animal Kingdom in Lake Buena Vista, Fla.; Sea World Discovery Cove in Orlando; AT&T Park in San Francisco; Dallas Cowboys Stadium in Arlington, Tex., the Dallas Center for the Performing Arts' Winspear Opera House and Wyly Theater in Dallas; venues for the 1996 Atlanta Olympic Games and 1984 Los Angeles Olympic Games; the National Museum of the American Indian in Washington, D.C.; the Garden of Flowing Fragrance at the Huntington Gardens in San Marino, Calif.; Walt Disney Concert Hall, The Getty Center, and the Palm Collection at Los Angeles County Museum of Art in Los Angeles.

Founded in 1949, Calabasas, Calif.-based ValleyCrest Landscape Companies is the nation's largest integrated landscape services company with annual revenue of nearly \$940 million, 10,000 employees and more than 100 locations nationwide. ValleyCrest, which ranks on Forbes' list of America's 500 Largest Private Companies, is commissioned by architects, developers, commercial real estate owners, public agencies, property managers and luxury home builders to help create, build or maintain some of the world's extraordinary natural environments. ValleyCrest operates eight business units that deliver a full array of landscape services to a wide variety of commercial and residential customers across the globe. ValleyCrest Landscape Companies include: ValleyCrest Landscape Development, ValleyCrest Landscape Maintenance, ValleyCrest Design Group, ValleyCrest Middle East, ValleyCrest Golf Course Maintenance, Valley Crest Tree Company, ValleyCrest Residential and U.S. Lawns. For more information about ValleyCrest Landscape Companies, please visit [www.valleycrest.com](http://www.valleycrest.com). ValleyCrest is the Workforce of Nature.

New England Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540