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## Outdoor Pride Landscape & Snow Management named one of the best companies to work for in New Hampshire

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Manchester, NH Outdoor Pride Landscape & Snow Management, one of New England's leading commercial snow removal and landscape management companies, was named one of the "Best Companies to Work For" in New Hampshire by Business NH Magazine. Outdoor Pride, which employs more than 125 full-time, year-round employees and approximately 300 seasonal employees, was also recognized by Business NH Magazine as a top family-owned business for the second year in a row, as well as one of the fastest growing companies in New Hampshire.

"To be recognized by Business NH Magazine for our team-first culture and commitment to our employees here at Outdoor Pride is a tremendous honor," said Mark Aquilino, president, Outdoor Pride Landscape & Snow Management. "This recognition would not have been possible without the

hard work and dedication of our team members and serves as a testament to the strong company culture we have built over the past three decades. We are immensely proud to be named one of the best companies to work for in New Hampshire, as well as a top family-owned business.”

To be named one of the best companies to work for, companies from across the state completed employer applications detailing benefits, policies, and programs and at least half of the company’s New Hampshire-based workforce completed an engagement survey to gain insights on their views on company culture.

Business NH Magazine evaluated the results and identified the companies that received the highest scores.

In the competition’s employee survey, a key component of the selection process, nearly 90% of employees said they would recommend employment at Outdoor Pride. Nearly 95% of team members agreed they are encouraged to learn and develop new skills and supported with their personal development, and 95% said Outdoor Pride has a culture of diversity and inclusion and treats all employees fairly.

Outdoor Pride was also named one of the top family-owned businesses in New Hampshire by Business NH Magazine. Businesses were ranked by 2022 revenue and average annual revenue growth between 2021 and 2022. Out of 114 companies, Outdoor Pride was ranked #42 for its growth. Additionally, the commercial snow removal and landscape management company was recognized by Business NH Magazine as one of the fastest growing companies in New Hampshire. Outdoor Pride, which saw a three-year average growth rate of nearly 35%, was ranked #15 out of 20 companies on the list.

Outdoor Pride has established a strong company culture by investing in its employees, adding and strengthening employee benefits, and incorporating recognition and appreciation programs and practices. Since 2016, Outdoor Pride’s annual employee retention rate has grown from 45% to 85%, and its customer retention rate has remained in the 90th-percentile.

Helping to build its employee-centered culture, Outdoor Pride became the only landscape and snow removal company in New Hampshire to allow employees full access to its financials after implementing “open book management” in 2020. Through Open Book Management, Outdoor Pride invites a rotating cohort of its full-time employees to take part in weekly budget forecasting sessions, in which the team discusses budget projections, sales strategy, new business development and internal goals in a completely transparent setting. Employees see specific revenue figures, expenses, operational costs, giving them a direct buy-in to find ways to save costs and increase efficiencies and allowing them to track their bonuses.

For more than three decades, Outdoor Pride has maintained a constant commitment to delivering the highest quality results for its customers and that approach has allowed the company to grow into a regional powerhouse serving industrial facilities, regional distribution centers, hospital campuses, college and university campuses, Fortune 500 companies and multi-tenant class-A office parks

spanning 10 to 50 acres each. The company has experienced major growth in recent years, as Outdoor Pride has more than tripled its revenue over the past eight years with total revenue exceeding \$22 million in 2022.

Earlier this year, Outdoor Pride was also named one of the country's "Best Places to Work" in the snow and ice industry by the Snow & Ice Management Association for its demonstrated success in professional development, company culture, managerial effectiveness, personnel engagement and trust in leadership.

A family-owned, multi-million-dollar commercial management firm based in Manchester, Outdoor Pride Landscape & Snow Management is one of the leading landscape and snow management providers in New England. The company opened its Massachusetts headquarters in Chelmsford in January 2022. Outdoor Pride also has satellite locations throughout southern New Hampshire, northern and eastern Massachusetts, as well as Metro Boston. Outdoor Pride employs more than 125 full-time, year-round employees and approximately 300 seasonal employees. The company owns and maintains a fleet of more than 350 pieces of equipment to support all aspects of its year-round services.

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