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

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Manchester, NH Outdoor Pride Landscape & Snow Management, New England’s leading commercial snow removal and landscape management company, has once again been named one of the “Best Companies to Work For” in New Hampshire by Business NH Magazine. Outdoor Pride was also recognized by Business NH Magazine as a top family-owned business for the third year in a row, as well as one of the fastest-growing companies in the state.

“We take great pride in the company culture we have built here at Outdoor Pride, and to be acknowledged by Business NH Magazine as one of the best companies to work for in New Hampshire, as well as a top family-owned business, is a tremendous honor,” said Mark Aquilino, president, Outdoor Pride Landscape & Snow Management. “The success of our company lies within the passion, knowledge and dedication of our team members, and giving them the support they

need to excel not only unleashes their potential, but drives innovation and growth within our organization. Fostering a positive company culture that values integrity, collaboration and respect has allowed us to build a stronger business and team – and we are immensely proud to be recognized for our commitment to our employees.”

To be considered one of the best companies to work for, companies from across the state completed extensive 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 receiving the highest scores. Business NH Magazine honored 29 local companies as one of the “Best Companies to Work For,” including Outdoor Pride.

In the competition’s employee survey, a key component of the selection process, 92% of Outdoor Pride employees stated they are able to keep a reasonable balance between work and personal life. Additionally, nearly 95% of employees believe there are real opportunities at Outdoor Pride for meaningful career and professional advancement, and more than 90% of employees responded that positive relationships exist between employees and the management team.

Outdoor Pride was also recognized by Business NH Magazine as one of the top family-owned businesses in New Hampshire for the third year in a row. Out of 110 local companies, Outdoor Pride ranked #43 based on its 2023 revenue and average annual revenue growth between 2021 and 2023. Business NH Magazine also named the commercial snow and landscape provider one of the fastest-growing companies in the state, ranking #16 out of 20 companies on the list due to its three-year average annual growth rate of 25.6%.

The company has experienced major growth in recent years, as Outdoor Pride has more than quadrupled its revenue over the past nine years with total revenue exceeding \$23.4 million in 2023. Additionally, 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.

Outdoor Pride, which employs more than 145 full-time, year-round employees and approximately 170 seasonal employees, has continued to look for new ways to boost employee morale and strengthen its company culture over the past year. In addition to allowing employees full access to financials, prioritizing promoting existing employees and implementing a four-day work week, Outdoor Pride recognizes work anniversaries and spotlights hardworking team members through its Employee of the Month program by giving employees gift boxes filled with snacks, energy drinks, gift cards and branded swag. Outdoor Pride also recently began creating and sharing content on TikTok to showcase its employee recruitment and retention efforts and to share its approach to landscape and snow management.

Earlier this year, Outdoor Pride was named Business NH Magazine’s “Business of the Year” in the construction/engineering/real estate sector and was also recognized on Boston Business Journal’s 2024 Fast 50 list, which represents the 50 fastest-growing companies in Massachusetts. Additionally, Outdoor Pride was named one of the country’s “Best Places to Work” in the snow and

ice industry by the Snow & Ice Management Association for the third year in a row for its exceptional company culture and industry excellence. Outdoor Pride was also previously recognized by Forbes as one of the top small companies in America. Forbes honored the business as a “Forbes Small Giant,” one of only 25 companies nationwide to earn the distinction.

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