



**LOWCOUNTRY
HOUSING TRUST**
making housing happen



the greenery, L.L.C.

Lowcountry Housing Trust and The Greenery, LLC: "Transforming a House into a Home"

For Immediate Release

March 21, 2008 - Charleston Tri-County

In line with the popular HGTV series, "*While You Were Out*" or ABC's "*Extreme Home Makeover*," today **The Greenery, LLC** in partnership with the **Lowcountry Housing Trust (LHT)**, landscaped the home of Michael and Taryn Richardson while the family is away on vacation in Florida. **Tim Marsac, Director of Marketing for the Greenery, LLC**, "*We are excited to have partnered with LHT for such a worthwhile cause. Landscaping is what we do so it is very easy for us to assist the homeowners! We look forward to building this relationship for a long time to come.*"



Before



After

2121 Amaker Street Charleston, SC 29405

The Richardson's were nominated for the program by Lenore McKenna, Executive Director of the Charleston Area Community Development Corporation (CACDC). In 2005, CACDC was awarded \$60,000 from the Lowcountry Housing Trust to assist with the development of three affordable houses in the Silver Hill Neighborhood in the City of Charleston which includes the Richardson's home.

However, recognizing that all too often those extra steps, such as landscaping that truly make a difference between a house and a home, are the first items cut from the budget when developers are cobbling together limited resources to complete affordable housing projects, LHT developed the **Plant a Tree Program** to create comfortable and attractive properties that are a source of pride to the owner, an asset to the community, and a catalyst for reinvestment in the neighborhood.

When no other source of funds is available, LHT will provide funding to plant at least one tree and some foundation shrubs at for-sale houses receiving **Gap Financing Program** subsidy. Upon occupancy, LHT will engage a local landscaping company to create a basic landscape plan, to select and install the plants, and to advise the new homeowner about long-term maintenance.

As part of this effort, LHT has partnered with The Greenery, LLC, an award winning landscape contracting and maintenance company, to provide landscape services for homes within the program in 2008. The Greenery has committed to provide at no cost to LHT all materials, labor, and maintenance education on installed plants for homes receiving funding subsidy from the Trust. **Michelle Mapp, Program Director for the Lowcountry Housing Trust**, "*We are delighted about the new partnership that we have forged with The Greenery, LLC. We thank them for their commitment to this worthy cause and applaud them for their outstanding work on a number of affordable housing projects throughout the tri-county.*"

The Greenery, founded in 1973, operates offices in Charleston, Bluffton and Hilton Head Island. The Greenery specializes in landscape contracting and comprehensive landscape maintenance programs for commercial clients. Their services include landscape planting, irrigation systems, masonry, custom wood construction, water features, fountains, landscape lighting and retaining walls.

To learn more about The Greenery, LLC log onto www.thegreeneryinc.com.

The Lowcountry Housing Trust, Inc. (LHT) is a 501(c) 3 non-profit organization developed to create a local source of dedicated funding to support the production of affordable homeownership, rental, and transitional housing opportunities and help reduce the growing gaps in financing non-profit and for-profit development.

To learn more about the Lowcountry Housing Trust log onto www.lowcountryhousingtrust.org

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