

## Transforming Beauty Master's Landscape with VegClear Solutions

**Background:** Beauty Master, a prominent [multi-site retailer](#) headquartered in Atlanta, manages a portfolio of owned and NNN leased storefront locations across the Southeastern US. Faced with dated 2<sup>nd</sup> & 3<sup>rd</sup> generation big box conversions, neglected parking lots, and minimal turf on their sites, Beauty Master sought a comprehensive solution to enhance their property aesthetics and reduce maintenance costs.



### Challenges

- Dated big box conversions with neglected overgrown grounds.
- Parking lots in disrepair despite regular mowing services.
- Limited turf, making weekly maintenance economically impractical.

### Solution

VegClear engaged with Beauty Master to address their challenges effectively. Employing a consultative approach involving discussions with property owners, a tailored plan focusing on four annual treatments was developed. These treatments included post and [pre-emergent](#) herbicide applications, strategically scheduled outside of business hours to minimize disruption.

### Implementation

- **Pavement Vegetation Control:** Precision crack and crevice applications targeted unsightly [pavement](#) cracks.
- **Consistent [Portfolio Service](#):** A uniform approach applied across all Beauty Master locations for a cohesive and streamlined solution.
- **[Bare Ground](#) Industrial Vegetation Control:** Targeting areas with minimal turf, ensuring cost-effective maintenance.
- **Wide Area Gravel Total Vegetation Control:** Maintaining vegetation-free gravel areas, enhancing the overall appearance.

## Environmental Benefits

- **Healthier Environment:** Elimination of gas-powered trimmers and mowers reduces environmental impact.
- **Improved Drainage:** Enhanced drainage systems contribute to a healthier landscape.
- **Pest Control:** Fewer hideouts for pests, minimizing potential issues for Beauty Master and neighboring establishments.
- **Weed Pressure Reduction:** Minimized [cross-contamination](#) from hard surface weed infestations results in reduced weed pressure on turf areas.

VegClear's strategic approach not only transformed Beauty Master's properties but also contributed to a healthier, cost-effective, and aesthetically pleasing environment. This solution underscores the effectiveness of targeted vegetation control in improving overall [property maintenance](#) and community satisfaction.



## Additional Services

- **Commercial Landscaped Bed Weed Control:** Tackling weed growth in landscaped beds to improve aesthetics.
- **Free Touch-Up Applications:** Between scheduled visits, ensuring continuous property enhancement.



## Outcome

The VegClear solution yielded significant improvements:

- **Enhanced Aesthetics:** Beauty Master properties now boast a cleaner and more visually appealing atmosphere.
- **Cost Savings:** Reduced maintenance costs through a targeted and [efficient vegetation control](#) strategy.
- **Positive Community Impact:** Happier neighboring retailers and shared parking lot patrons.