



## STORIES & INSIGHTS

# Meet Bryton Thieman

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Alright – so today we’ve got the honor of introducing you to Bryton Thieman. We think you’ll enjoy our conversation, we’ve shared it

## **Hi Bryton, thanks for joining us today. What's the backstory behind how you came up with the idea for your business?**

I worked in commercial landscaping for 5 years before deciding to start my own business.

While working in commercial landscaping, I had the realization: why settle for cookie-cutter designs when landscapes could be unique reflections of individuality?

Driven by frustration with the status quo and excitement for a new approach, I envisioned a business focused on crafting bespoke outdoor spaces. I saw a clear gap in the market where quality and personal touch were often sacrificed for efficiency. Our belief that homeowners and businesses craved distinctive landscapes, not mass-produced solutions, was validated by market research.

What excited me most was the opportunity to blend artistry with functionality, creating enduring environments that resonated with our clients' identities. This passion, combined with a pragmatic understanding of landscaping, convinced me that my business wasn't just a worthwhile endeavor but a necessary evolution in the landscape industry.

Thus, my journey began with a commitment to elevate landscapes into personalized masterpieces, one project at a time.

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**As always, we appreciate you sharing your insights and we've got a few more questions for you, but before we get to all of that can you take a minute to introduce yourself and give our readers some of your back background and context?**

I first got into this industry 5 years ago. I was simply looking for a starter job, however a passion for being outdoors and creating landscape designs was evoked. At BT Landscapes, we focus on creating unique, individualized designs and solutions for our customer's outdoor spaces. We do landscape design, which includes plant installation, as well as hardscaping, drainage solutions, and much more!

I am most proud of starting this business from the ground up. I pride myself and my business on focusing on what the customer is looking for their yard- rather than treating them as just another quota that the business is trying to meet.

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## **What else should we know about how you took your side hustle and scaled it up into what it is today?**

I first started adventuring into doing landscaping as side work while still working full-time at a commercial landscape company. I had dreams of opening my own business, however I did not know how to quite get there. During Fall of 2023, I finally decided that this was what I wanted to do full-time and decided to just go for it! I started researching how to turn the business into an LLC, creating the website and social media pages, and still balancing the customers that I already had.

Ever since starting my business, I have continued to put the work in day and day out to continue to grow it. I constantly look for new avenues to obtain more customers, while still maintaining a great relationship with my past customers.

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A lesson I had to unlearn was the industry norm of pushing generic landscape designs onto clients, rather than listening and creating uniquely tailored outdoor spaces.

In my early career at a commercial landscaping company, efficiency and standardization took precedence over client collaboration and creativity. Projects were often cookie-cutter, with little consideration for individual client preferences or property specifics. This approach troubled me as I saw clients settling for designs that didn't reflect their personalities or desires.

The turning point came when a frustrated client expressed their disappointment with the lack of personalization in proposals from various companies. They wanted a garden that spoke to their family's identity and lifestyle, not just a generic template. This experience made me realize the importance of truly understanding and incorporating client input into landscape design.

This prompted me to start my own business focused on personalized landscapes. I learned that success isn't just about efficiency but about crafting meaningful spaces that resonate with clients on a personal level. Today, my approach prioritizes communication, creativity, and client collaboration to create landscapes that are not only beautiful but also deeply meaningful.

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