HOA LEADERSHIP NETWORK

By Board Leaders. For Board Leaders.

FEBRUARY 2026 SPRING STARTUP SERIES

ENTERPRISE SPONSOR

Gonzo Bros Landscape

HOA Landscaping and Snow Clearing



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Gonzo Bros Landscape

Chris Gonzalez
President + Co-founder

Our mission is simple: make our customers happy. As we grow, we remain committed to small-company values, building strong relationships and working closely with clients as one team toward shared goals.



About Gonzo Bros Landscape

- Founded in 2015 and celebrated a decade in business in 2025, now in our 12th season
- How Chris and Tyler started
- Family owned and operated
- Located in Prior Lake, MN
- Travel all throughout the metro area to service our HOA relationships



Today's Organization

Topics to Review Today

Pricing preparation (renewals, new bids)

Communication needs

Snow season conclusion

Irrigation startups

Spring cleanup processes

Turf preparation best practices

Landscape Bed Prep

Overall grounds spring to do list/spring walk (report + run software)



Pricing Preparation

- Get ahead of renewal process whether you're happy with provider or planning a switch
- Hiring a new provider is an investment.
- ***A new vendor and team need time to learn expectations and establish processes, so switching providers is not always a quick fix.***
- Be sure you've explored all options with your current provider before making a change.

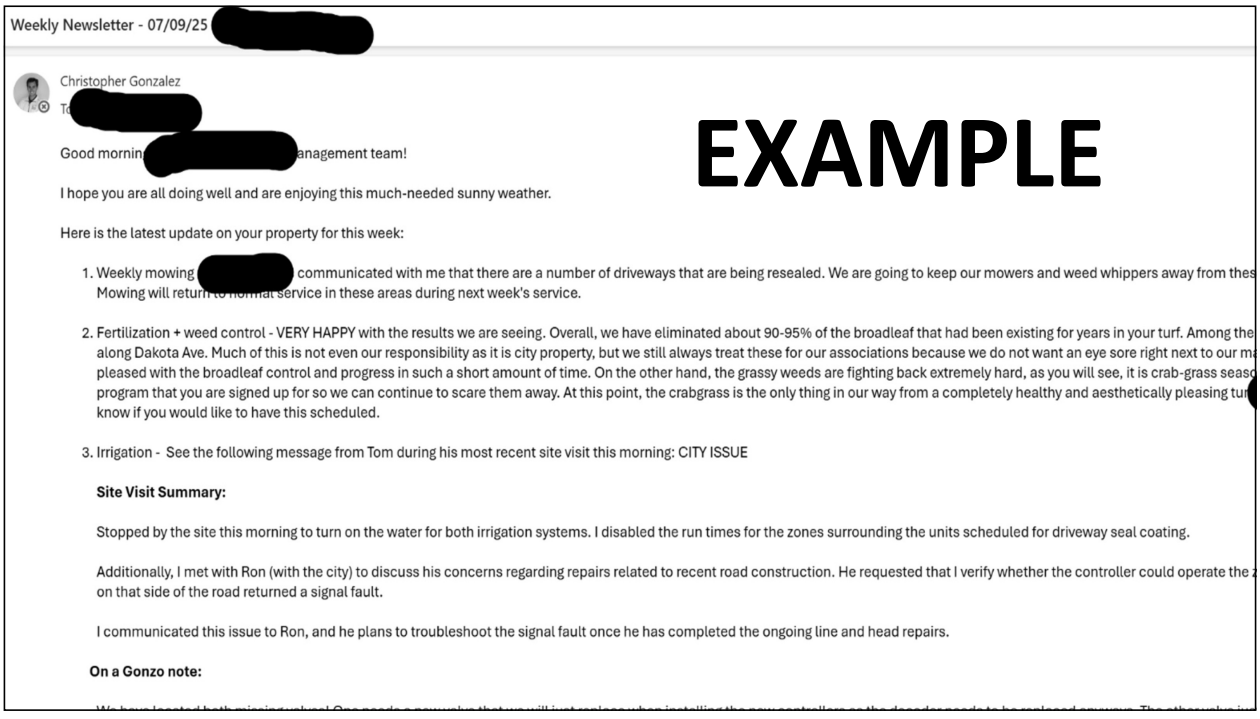


Pricing Preparation (continued)

- Not all bids are created equal
- Ask 10-companies for bids and they can all have different terms, regardless of an RFP description. Compare apples to apples.
- New: customized contract questionnaire. Ask your provider if they are willing to do. You may have something that is not important to you that is costing you a lot of money.

Communication Needs

- **Organize** communication needs with vendor BEFORE the season
- **Treat** Spring, summer, and fall seasons the same; **Treat** winter as its own.
- What **frequency** of communications? What would your association appreciate?
- Do you want vendor to look for things **outside of normal responsibilities**? Depletion of decorative rock, mulch? Landscape edging is aging? Shrubs are dying?



Weekly Newsletter - 07/09/25 [redacted]

Christopher Gonzalez

To [redacted]

Good mornin[redacted]anagement team!

I hope you are all doing well and are enjoying this much-needed sunny weather.

Here is the latest update on your property for this week:

1. Weekly mowing [redacted] communicated with me that there are a number of driveways that are being resealed. We are going to keep our mowers and weed whippers away from thes
   Mowing will return to normal service in these areas during next week's service.

2. Fertilization + weed control - VERY HAPPY with the results we are seeing. Overall, we have eliminated about 90-95% of the broadleaf that had been existing for years in your turf. Among the
   along Dakota Ave. Much of this is not even our responsibility as it is city property, but we still always treat these for our associations because we do not want an eye sore right next to our ma
   pleased with the broadleaf control and progress in such a short amount of time. On the other hand, the grassy weeds are fighting back extremely hard, as you will see, it is crab-grass seaso
   program that you are signed up for so we can continue to scare them away. At this point, the crabgrass is the only thing in our way from a completely healthy and aesthetically pleasing tur
   know if you would like to have this scheduled.

3. Irrigation - See the following message from Tom during his most recent site visit this morning: CITY ISSUE

   Site Visit Summary:

   Stopped by the site this morning to turn on the water for both irrigation systems. I disabled the run times for the zones surrounding the units scheduled for driveway seal coating.

   Additionally, I met with Ron (with the city) to discuss his concerns regarding repairs related to recent road construction. He requested that I verify whether the controller could operate the z
   on that side of the road returned a signal fault.

   I communicated this issue to Ron, and he plans to troubleshoot the signal fault once he has completed the ongoing line and head repairs.

On a Gonzo note:

EXAMPLE



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Snow Season Conclusion

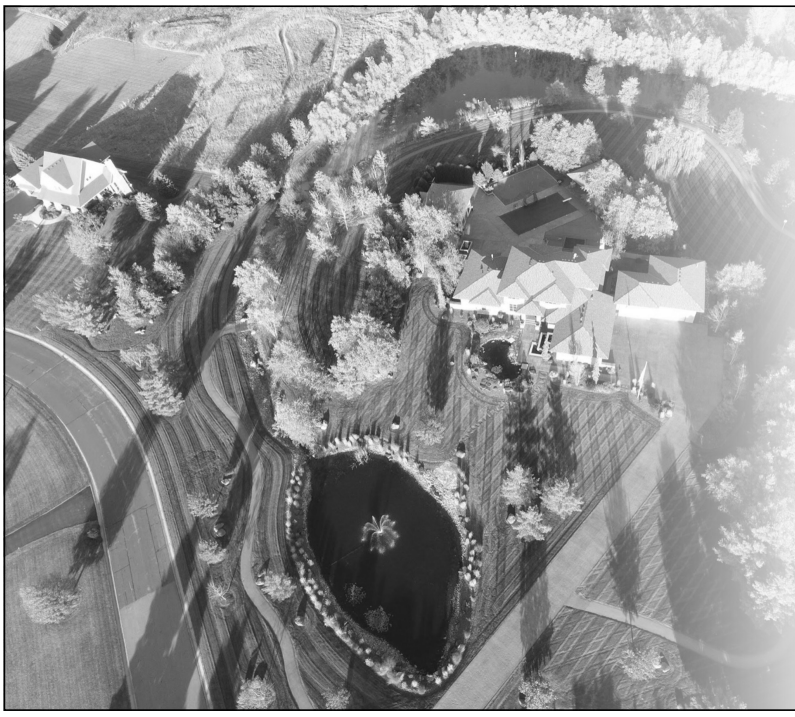
- Removal of snow stakes
- Placing rock, mulch back in position
- Repairing damaged turf with new sod (have to wait until mid-may usually) or dirt and seed, whatever is within contractual agreement
- Collection of salt/sand barrels
- Review performance with provider. What was good, was there any bad? Any areas for improvement?
- Fresh on the mind, have the conversation now for the next winter season.

Irrigation Startups

- As irrigation managers, we have two jobs
  1. To conserve the most amount of water;
  2. Make the property green and healthy
- Pulling RPZ's and meters out of heated storage and installing them back onto the water sources - contacting the city
- Pressurize the mainline and system overall. Checking for leaks.
- Running an assessment on whole system to ensure condition for growing season

Irrigation Startups, Continued

- Report issues that can wait for approval. In emergencies, repair onsite immediately.
- Set controllers for proper runtimes according to the upcoming weather forecast. Abide by city regulations.
- Install Wi-fi controller hotspots (if system ready). Highly recommend investing in this. Immediate return on investment (will use approximately 25% less water in the first year.)
- RPZ testing - after the system is up and running



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Spring Cleanup Processes

- Cleaning leaves and debris that have built up since fall
- Cutting back grasses and perennials if not cutback in fall
- De-thatching turf to remove thatch build-up and/or stand up the grass for optimal position to begin the growth process
- Shaping shrubbery that prefers spring pruning



Turf Preparation Best Practices (after spring cleanup service)

- **Early Spring:**
  - Apply preemergent fertilizer as soon as possible after spring cleanup (and in rare cases, before if conditions allow).
  - Earlier application increases effectiveness.
  - Preemergent creates invisible barrier that prevents germination of certain weeds, mainly grassy weeds (crabgrass and foxtail)
  - Prevents seedlings from growing, including grass seed: do not apply to newly seeded lawns or lawns aerated & over-seeded in late fall.



Turf Preparation Best Practices (after spring cleanup service)

- **Late Spring:**
  - Importance of capturing weed growth that has made it through the preemergent firewall
  - Blanket applications are the most effective, more expensive, but more effective.
  - Our visits are typically 4-5 weeks apart as the fertilizer digests



Landscape Bed Preparation

- Preemergent
- New mulch
- New decorative rock
- Early spring maximizes the investment, enjoy all season

- **Order of operation in the spring for the cleanest landscaping beds:**

- Shrub pruning/perennial/grass cutting
- Spring cleanup - leaves and debris
- Preemergent application in landscaping beds
- New mulch/new decorative rock

HOA Checklist

Spring & Fall Cleanups

When would you like your Spring Cleanup completed?	○ As soon as possible when conditions allow (first week) ○ Second week after conditions allow ○ Third week after conditions allow ○ No spring cleanup needed
When would you like your Fall Cleanup completed? (please note, this is a non-refundable service and any scheduling in November risks the chance of snowfall)	○ Second week of October ○ Third week of October ○ Fourth week of October ○ First week of November ○ Second week of November ○ Third week of November ○ No fall cleanup needed
What areas would you like to have cleaned of leaves and debris during your Spring & Fall Cleanup?	○ All areas within our property. Landscaping beds, driveways, streets, sidewalks, and turf areas. ○ We would just like the turf areas cleaned. Only a bagged mow.
If you have natural areas (i.e. marsh, woods), are we able to blow/dispose leaves into these areas? This saves significant time and will reduce cost. Please note - we do a thorough job of spreading leaves out, so it is hard to notice this was done.	○ Yes ○ No ○ We do not have any natural areas
Perennial Cutbacks (i.e. hosta, daylily, hydrangea, sedum, salvia, etc.)	○ We would like our perennials cutback in the spring ○ We would like our perennials cutback in the fall ○ We do not need this service ○ We do not have any perennials
Ornamental Grass Cutbacks (i.e. karl forester (feather reed grass), north wind (switch grass)	○ We would like our ornamental grasses cutback in the spring ○ We would like our ornamental grasses cutback in the fall ○ We do not need this service ○ We do not have any ornamental grasses
Spring Cleanup is a (1) time service. How many fall cleanup services would you like?	○ 1 (bulk 1-time visit) ○ 2 (split up the project into 2-visits to keep things clean throughout the fall)

Report & Run

Company: Gonzo Bros Landscape **Email:** chris@gonzobroslandscape.com **Created:** Tue, 1/27/2026
Contact: Chris Gonzalez **Title:** HOALN Example **No. Items:** 1
Phone: 612618317

(1)



Truck with snow plow
Created: Tue, 1/27/2026
Needs snow to plow

Contact Us

- **Chris helps directly with all HOA sales and happy to help on any questions.**
  - Chris' cell phone number - (612)618-3175
  - Chris's email - Chris@gonzobroslandscape.com
  - Gonzo Bros Landscape office phone number - (612)503-7621
  - Gonzo Bros Landscape general questions email - customerservice@gonzobroslandscape.com

QR code for service questionnaire

QR Code to our website