



# Nursery Packages

Nursery-Trend.com

Presentation

## Nursery-Trend .com - The Green Platform description

Nursery-Trend.com understands that nursery inventory changes daily. For that reason, our site allows you to update Live your inventory listings and special offers.

Our state of the art application allows you to promote your business on a daily basis. No more waiting one month in order to show your new availability in a printed catalog. Just login to your account, update your availabilities and they are immediately live.

Nursery-Trend.com delivers professional grade solutions & services to the Green Industry.

Our site allows you to create a complete business profile with dynamic mapping on

GoogleMap giving your clients the possibility to locate your business easily. Your account comes with a complete business presentation module to give detailed information to potential clients.

**Our 3 Easy-Steps Inventory Listing module** gives you the possibility to feature and update your full inventory, **create a selection of Special Offers.**

Then, you can **email or fax over the internet through our platform this selection.** You can put on Auction your Inventory , Equipment, Real Estate ...

End of season, outgrown or overstocked plants can be **presented for auction on**

**our wholesale auction module.**

Our **Classifieds Ads Area** allows you to sell or search for used equipment.

**We promote our platform and customers both in the USA and Europe through monthly printed availability catalog and a CD-ROM or DVD.**

Powerful searches criterias allows visitors to quickly find plants they are looking for and identify the growers.

Your company is clearly presented and your inventory can be updated live everyday if you need to.

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## Interaction between our packages and Nursery-Trend.com

Packages developed by GrowersPro.com are tightly integrated with the Nursery-Trend.com platform to provide **easy updates , avoid multiple re-keying of the same information and maximum exposure of your company and availabilities.** We understand

that growers and landscapers do not have the time to be in front of a computer all day entering basic information about plants . We provide a user friendly interface and the access to a preloaded plant database. (plant encyclopedia and pictures)

All you have to do is select

your inventory from the plant list , enter your prices and optional information like quantity, certification, plant grade, plant height, spread...

Once you are done, this inventory is immediately live on the web site. We manage the promotion, the advertising.



## Modules available in our packages

But our platform does not stop here.

You have access to the following modules

- Wholesale plant auction module
- Company Presentation module
- Availability List Module
- Special Prices module
- Newsletter module
- Special Prices module
- Latest News module

### **“Live web site**

**update.  
illimited  
number of  
listings.  
Monthly  
inclusion in  
printed  
catalog”**

### **Package 1 description**

This package is for small nurseries , landscapers or companies not in need of a full company website.

This package allows you to have an account on Nursery-Trend.com,

This account allows you to enter and maintain your inventory directly online. Once it is updated, it is immediately live, you can ex-

port your availability list in Excel or Acrobat format, you can email it to your clients or person requesting your price list.

The availability list in acrobat format includes your company presentation and can be downloaded at any-time by a potential customer. It is updated in real time every time you change

a plant, price or quantity.

This package is very powerful, it gives you a single place to update your availability list, send your customer to our online company presentation.

**You plant listings are automatically included in our monthly printed catalog and CD-Rom.**

### **Package 2 description**

This package is for companies having already a domain name. We propose a full dynamic catalog pre-loaded with our complete master plant list. You just have to select the plants available in your nursery.

This package will allow you to present in detail your company on your own web site.

All the text on this web site is easily maintained through a web browser interface in order

to give you a very easy way to change text, upload pictures and modify your inventory.

As well , you can select from your complete inventory a special monthly price list where you can adjust prices for a specific month.

We added as well a very powerful Request for Quote module. This module allows visitors coming to your website to register and send you requests

based on your available inventory. All the requests are saved in your site and accessible through the admin area. Thus it automatically saves all exchanges between you and your potential clients

through a uniform interface. As well all the history is kept in one place for easy retrieval.

## Package 2 : Advantages

**You plant listings are automatically included in our monthly printed catalog and CD-Rom.**

**Price \$45/month unlimited number of plants listed on your web site and on the Nursery-Trend.com platform.**

**Advantages of this package:** Through a tight inte-

gration with Nursery-Trend.com, your website has the possibility to automatically send all updates done on your availability list to Nursery-Trend.com . In other words, as soon as you update a plant, quantity or price on your site, an XML feed automatically updates the Nursery-Trend.com site. You no longer have to update multiple lists or send email or faxes.

You only update your list in

one place and our platform does the rest.

We even pushed the luxury to have the option to export your plant listing in **Nursery-Report or Plantfinder** format and send it to them. No more paper to be faxed.

Those features are at present unmatched on other nursery promotion sites.



**“Cutting Edge web technology, XML updates, RSS feeds, Monthly Podcast , Interactive Flash plant listing gallery ”**

## Package 2 : Added functionalities

We went further in this package and we included a **newsletter module**. You have the possibility to write newsletters giving some news about your company . You can attach your plant availability or your **Special Offers list**.

Our Package allows visitors to register on your site and request to receive your availability list on a monthly

basis by email or fax.

Furthermore, an **RSS feed** of your plants is automatically registered in multiple web sites bringing you more exposure and visibility.

**Brand Awareness and Brand Recognition are key to the development of your company.**

**Monthly Podcast registered in iTunes.com** bring more visibility to the green industry members of our web site.

Those tools are at the cutting edge of web promotion and strategy and they are part of your package without any additional costs to you.

## Live Tools: Part of your package.

Our platform includes in your package live tools for easy communication with your clients or potential clients.

We added a **live chat server with webcam (optional)**

It means that you can schedule private and secure online conversations with clients directly on our

server.

If your client has specific questions and the communication needs more interactivity than exchanging email , you can use our platform to speak to your client at a fraction of a cost.

Very useful when communicating with foreign clients.

**“Monthly Interactive CD-ROM and printed catalog sent to subscribers.**

”



### Package 3 Presentation

Our third package is for companies interested in adding more control in the flow of Wholesale Requests for Pricing or Orders.

You will have the same modules available in our package 2 plus the following modules will be added to your account :

**Wholesale Auction module:** you can place excess inventory or end of season stock on our whole-

sale auctions. Wholesale auctions will allow you to get rid of inventory you might have to dump at the end of the season. Our platform only deals with wholesale auction of the green industry. Thus the visitors and bidders coming to the online auctions are professionals used to work at the wholesale level.

**Online Wholesale order module:** This module will allow your preferred clients

to have access to an online wholesale order management system. They will be able to place order from plants in your inventory. They will be able to review the status of their order and the shipping, or freight information.

On your side you will be able to create Sales Orders, Picking Lists, Invoices, Bill of Lading ....

**“Place plants on auctions. Online order management, Requests for Pricing ”**

### Other Advertising Choices

Our platform allows you to place **graphic banners or text ads** on our web site. From your account, you can review statistics on who visited your company profile and clicked on the banner. (number of clicks, state or country of origin...)

Our platform has a powerful statistic module available to clients with an account.

They can review a large array of statistics about visitors : Top 25 plants , visitor origin, keywords used in searches..... it gives our members a better understanding of what buyers are looking for when visiting Nursery-Trend.com

Furthermore, we have reserved spaces for ads in our **interactive CD-Rom and our Availability Catalog printed monthly**. Spaces for a color ad or B&w are available

### Advertising Rates

Printed catalog (monthly)	B&W	4 colour
1/4 page	\$45	\$70
1/2 page	\$75	\$135
Full page	\$125	\$235
Inside front cover		\$285
Inside back cover		\$285
Page 1		\$285
Back cover		\$375
Cover		\$450

## Packages Comparison

	Package 1	Package 2	Package 3
Promotion in Nursery-Trend.com network	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Live Tools : Flash Chat server, Fax over IP platform	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company web site with Domain Name		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Dynamic web catalog preloaded with 15000 plants encyclopedia customized for wholesale operation.		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
10 email addresses for your domain name		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Company presentation module	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Availability List module	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Special Offers Module	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Newsletter module		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Request for Quote Module	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Access to Auctions module on Nursery-Trend.com	10 auctions per month	25 auctions Per month	50 auctions per month
Order Management Module			<input checked="" type="checkbox"/>
Live update of your inventory on Nursery-Trend.com		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Illimited number of listings on Nursery-Trend.com	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Plant RSS Feed & Company latest news RSS feed		<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
GoogleMap Nursery Listing	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Free Inclusion on monthly CD-Rom sent to subscribers	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
25 plants included in Availability catalog: Printed Monthly	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Monthly Price	\$24.95	\$45*	\$65*



**“Complete  
Promotion  
program for the  
green industry.”**

- \* Hosting included in our packages price.
- Monthly registration in 1500 search engines

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**We're on the Web!**  
**www.GrowersPro.com**

## The Green Platform.

### Advertising Rates

Web Banners on Nursery-Trend.com and site network.	Graphic Banner	Text Ad
468x60 pixels	\$35/ month	\$30/ month
320 x 60 pixels	\$30/ month	\$25/ month
125x50 pixels	\$25/ month	\$20/ month

When you advertise on Nursery-Trend.com and its network of sites , you have access to a powerful online statistic package giving you complete information about your ad return. Statistics include: number of ads viewed, number of clicks, origin of visitors, keyword used.....)

**Let us manage your Google ad campaigns.**



### Online Demonstration of our packages

All our packages include **an online demonstration , Online Flash Tutorials, Direct Live Chat with our Technical support.**

Please contact us to receive the user login of the demo area.

If you have any questions or specific needs, let us know.

- Email: support@growerspro.com
- Phone: (305) 394-9652

We are located in Homestead, FL and can easily come to your office to present our platform if you are located in South Florida.