



Violet Crow Fine Horticulture

Contractor Information Package

About Violet Crow

Violet Crow is led by **Janine Williams**, a horticulture and design professional with over 15 years of experience across maintenance, design, installation, and plant sourcing. The practice was founded to bring expertise, precision, and horticultural integrity to landscape projects, with a strong focus on long-term performance and site-appropriate solutions.

Our work is grounded in science and practical application. From plant selection for challenging microclimates to supporting successful installations, Violet Crow provides clear, informed guidance at every stage of the project lifecycle.

We collaborate with project teams, contractors, designers, and landscape professionals to support efficient execution and consistent, high-quality outcomes. Projects benefit from our technical expertise, attention to detail, and established relationships with trusted growers, helping teams deliver landscapes that are both functional and visually refined.

The name Violet Crow reflects a practice rooted in observation, care, and respect for the natural systems that shape successful landscapes. This philosophy informs our approach to horticulture, with decisions guided by plant health, longevity, and environmental context.

At Violet Crow, horticulture is viewed as a balance of science, craftsmanship, and stewardship. Our role is to support landscape professionals in creating resilient, well-executed, and enduring outdoor environments.

Our Services

Horticultural Consulting

We provide expert horticultural guidance at every stage — from concept through installation and maintenance. Our consulting services help identify potential issues before they arise, ensuring planting decisions are informed by soil science, microclimate, and long-term plant performance. By clarifying technical details early, we help project teams avoid costly mistakes, streamline workflows, and ensure plants thrive for years to come.

Plant Sourcing & Quality Control

Through our established network of trusted growers and nurseries, Violet Crow provides direct access to exceptional plant material. Each specimen is carefully selected for health, structure, and proven origin, giving your team confidence in installation success. From large-scale orders to specialty specimens, we handle inspection, logistics coordination, and quality verification, saving contractors time and reducing risk on site.

Design Collaboration

We work alongside landscape architects, designers, and contractors to complement the design process with horticultural expertise. Our guidance focuses on plant selection, installation strategies, and long-term performance, helping teams achieve resilient, thriving landscapes that meet both aesthetic and functional goals.

Site Evaluation & Aftercare

Successful landscapes start with a thorough understanding of the site. We provide detailed assessments — including soil composition, drainage, exposure, and existing plant health — to guide planting and sourcing decisions. After installation, tailored aftercare recommendations and on-site reviews ensure plants establish successfully, reducing follow-up issues and protecting the project investment.

Specialized Services

- **Restoration & Rejuvenation:** Enhancing and revitalizing existing gardens and landscapes with expert planning, pruning, and planting.
- **Plant Performance Audits & Long-Term Maintenance Planning:** Evaluation of existing plantings for vigor, health, and design alignment, with written guidance to

support ongoing maintenance and landscape longevity.

- **Training & Education:** On-site workshops for contractor teams covering plant handling, soil health, installation best practices, and seasonal care strategies.
- **Botanical Procurement for Designers:** Sourcing rare or hard-to-find species to support signature design elements.
- **Specialty Plant Cultivation & Care:** Growing and nurturing specific plants or seeds on request, including propagation from existing gardens or temporary care for plants removed during construction. This ensures delicate or unique specimens survive and thrive.
- **Soil & Ecosystem Consulting:** Site-specific analysis of soil composition, drainage, microclimates, and plant performance risks to inform planting and installation strategies.

Value to Landscape Professionals

Violet Crow strengthens the work of landscape professionals through precision, expertise, and collaboration. We act as a trusted extension of your team — bringing horticultural depth to every project, ensuring plant quality, and upholding design intent from planning through establishment.

Our value lies not only in what we supply, but in how we think. Every consultation, plant selection, and site review is guided by horticultural science and informed by design. We anticipate challenges, streamline communication, and protect your reputation by helping every planting succeed from the ground up.

Our Promise to You

- **Expert Collaboration:** We speak the language of landscape construction, design, and maintenance — enabling seamless communication and efficient execution.
- **Assured Plant Quality:** Every plant is inspected for health, structure, and provenance before arriving on site.
- **Technical Precision:** Detailed assessments grounded in horticultural science reduce installation risk and ensure long-term performance.
- **Design Integrity:** Our support preserves the visual and ecological intent of your projects, ensuring the finished landscape reflects the original vision.
- **Professional Reliability:** Every engagement is managed with discretion, consistency, and respect for your client relationships.

At Violet Crow, we view horticulture as both science and stewardship. Our purpose is to help landscape professionals deliver work that not only looks exceptional on day one — but endures beautifully over time.

Our Process

1. Discovery & Consultation

Each engagement begins with understanding — of your project, your vision, and the site conditions that define it. We start with a detailed consultation to clarify objectives, timelines, and desired outcomes. This stage can be conducted remotely for efficiency, though an on-site visit is always recommended to gain a full understanding of context and potential challenges.

2. Site Evaluation

A site tells its own story — through soil, light, and microclimate. During evaluation, we assess these conditions carefully to determine their impact on plant health and long-term performance. These observations form the scientific and aesthetic foundation for all subsequent recommendations.

3. Plant Selection & Sourcing

Leveraging established relationships with growers and suppliers, we identify and secure the finest plant material suited to your site and design intent. Every specimen is reviewed for quality, structure, and suitability prior to delivery. For complex or phased projects, we coordinate timing, logistics, and inspections to ensure installations proceed smoothly.

4. Collaboration & Implementation Support

We remain closely involved during installation, providing on-site or remote support as needed. Our horticultural oversight helps preserve design integrity, optimize plant placement, and ensure proper handling from delivery to planting. This partnership approach minimizes on-site friction and upholds the highest standards of quality.

5. Quality Review & Aftercare Guidance

Following installation, we conduct a thorough review and provide tailored aftercare recommendations. From establishment watering schedules to seasonal maintenance notes, our guidance ensures lasting health and cohesion across the landscape. Ongoing consultation is available as projects mature and evolve. At Violet Crow, our process is rooted in precision and respect — for the craft, the landscape, and the professionals who shape it. Every project is approached not simply as a job, but as a living system that deserves care, understanding, and expertise at every stage.

Engagement & Rates

Violet Crow works with landscape professionals on a project-by-project basis, tailoring support to the scope, scale, and complexity of each assignment. Our pricing reflects the depth of expertise, precision, and care we bring to every engagement. Take advantage of our **introductory engagement rates** for a limited time as we establish professional partnerships.

Why Our Rates Reflect Value

Violet Crow's rates are based on specialized horticultural expertise, technical precision, and hands-on experience that ensures every project succeeds from the ground up. By investing in professional guidance, landscape teams reduce the risk of plant failure, avoid costly mistakes, and save time on sourcing, installation, and maintenance planning. Our pricing reflects not only the work performed, but the **long-term benefits and reliability** we bring to every project, making our services a cost-effective investment in quality, performance, and peace of mind.

Standard Hourly Rates (Introductory)

- **Consultation & Site Evaluation:** \$150/hr
Includes up to 2 hours onsite or remote consultation, plus a summary of recommendations.
- **Plant Sourcing & Coordination, Site Work:** \$65/hr
Includes plant identification, grower liaison, inspection, delivery coordination, and on-site time.
- **Design Collaboration & Advisory:** \$125/hr
Professional input on planting plans, species selection, composition, and site-specific considerations. Design options available.

Notes & Flexibility

- **Materials & Plants:** billed at cost + 15% (20% for specialty sourcing)
- **Travel Time:** 50% hourly rate outside Vancouver, West Vancouver, and North Vancouver city limits
- **Weekend or Emergency Site Visits:** available by request and may incur additional fees

- **Final Billing:** based on time and materials used; may differ from estimate
- **Payment Terms:** Net 14 days; 5% GST applies, 7% PST when applicable; e-transfer or cheque preferred

Every project begins with a consultation to define scope, deliverables, and timelines.

Contact Information

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