

Outdoor Living Is In

By JOY BOISSELLE

How many times have you enviously flipped through a home and garden magazine or watched an HGTV outdoor design show? Admit it...there is something magical about watching a team of experts transform an outdoor area into a backyard paradise. And, with Spring less than three weeks away, there is no time like the present to explore the possibilities of outdoor living and turning your dreams into reality.

Jason Smith, owner of Outdoor Impressions, is ready to help with a wide variety of services and products.

While still a student at Bloomingdale High School, Smith began a simple lawn care and landscaping business. After graduating in 2002, he changed his business from landscape to hardscape, which encompasses any non-plant elements of landscape, including, stone, concrete, masonry, fire pits, lighting and pool decking. However, while his focus is hardscaping, Smith does coordinate with other businesses to give clients a one-stop design experience.

"I really like the rewards of hardscape as it allows me to show artistic ability and design as well," he explained, adding, "We are full-service, in that we work with other businesses that

we trust to help complete a project."

Hot outdoor trends are patio additions and renovations, outdoor living areas and kitchens, fireplaces and pits. "With the economy the way it is, it is tough for people to move. Instead, people are sprucing up their homes and adding livable square footage outdoors," Smith said, "When the economy does turn around, the people who have kept up with home trends will sell faster."

Design plans can be tailored to fit any pocket-book and any fantasy. Prices range from a simple fountain under \$1,000 to a gourmet kitchen and living area at \$15,000 to the sky's the limit. Various examples of Smith's work and available products can be seen at the Outdoor Impressions show room and design center located at 2224 Bloomingdale Ave. just west of Lithia-Pinecrest Rd. Or, visit the company website at www.outdoorimpressions.net or call (813) 684-6817. At Outdoor Impressions, estimates are free.

Customer service and his faith are number one for Smith, who studied for a time at seminary school. "Customer service is the main reason you should call me. I may be young, but I was brought up right and I am honest and have integrity. We do good work, we do call, we do show up, and my goal is 100 percent positive references."



Outdoor Impressions owner, Jason Smith, checks out the water feature at his store's new design center with his son, Andrew, age 4.