



Jason Smith, left, owner of Outdoor Impressions, helps Nelson Borges cut paving installations for a pool deck in Valrico. The pavers come in a variety of colors, sizes and shapes, which Smith has customized to each job.



Photos by PAUL CATALA

Outdoor Impressions owner Jason Smith supervises as pool walk installers Jonas da Luz, center, and Nelson Borges install pavers along the pool area. The crew also installed travertine stone on the home's outdoor patio.

## LANDSCAPE

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their homes, they're fixing them up to live in," he said.

Smith started his lawn-care company six years ago before graduating from Bloomingdale High School in 2002. Over the years, customers began asking him to do more than lawn work. In 2003, he sold his lawn business and began exclusively working on paver installations. Along with a former co-owner, Justin Stabler, Smith opened the Outdoor Impressions show-

room in May 2007 on Bloomingdale Avenue at Lithia-Pinecrest Road.

"We bought the showroom to have tangible, credible resources here that people can look at, see and touch," he said.

The focus of Outdoor Impressions, said Smith, is pool deck and driveway paver installations, in addition to retaining wall construction and landscape lighting. He said many customers are modifying and improving the aesthetics of their pool deck, outdoor deck or driveway.

Smith, who subcontracts much of the landscaping and paver instal-

lation work, said he has customers south to Riverview and east to Lakeland. The jobs, he said, range from \$1,500 for a small patio to \$60,000 for an outdoor kitchen and amenities.

On most jobs, Smith said, the emphasis is on what he calls "hardscaping," enhancing an exterior with pavers, brick and block.

Last February and March, Smith and his crews completed a complete lanai design and build-out for Chris and Nicole Witt in the Hickory Woods subdivision off John Moore Road. The Witts, who live with their children, Breanna, 6 and Eric, 4, had pavers installed, landscaping done and had a 120-square-foot circular fire pit-bar area

built.

Chris Witt said Smith's work was done promptly and carefully. He said that now his family can start enjoying the Florida weather since moving to the area from Atlanta. He and his wife grew up in the New York-New Jersey area.

"He's very detail oriented, so was the landscaper," he said. "They were as

close to perfection as I could find out there in the contracting world."

Outdoor Impressions is open Monday to Friday from 9 a.m. to 5 p.m. and Saturday from 10 a.m. to 4 p.m. For information, call (813) 684-6817 or see [outdoorimpressions.net](http://outdoorimpressions.net).

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