



Photo by PAUL CATALA

**Outdoor Impressions owner Jason Smith stands in front of his business off Bloomingdale Avenue. Pool deck and driveway paver installations are the main parts of his business.**

## Local home exterior company making big impressions

By PAUL CATALA  
THE FISHHAWKER

For Jason Smith, what started out to be small, simple lawn mowing and edging jobs while still in middle school and Bloomingdale High School blossomed into a full-time career, laying it all out, on the line.

From cutting grass as a sixth grader in 1996, Smith has grown his business into what is today Outdoor Impressions, an exterior enhancement business that provides a variety of services in and around FishHawk Ranch, including landscaping, paver installation, building water features, designing outdoor living rooms, putting in patios and driveways and designing natural stone lanai flooring.

Smith said he really never expected his business to keep growing the way it has, but he said with the continued development of areas like FishHawk Ranch, the work keeps coming in. He said up to 50 percent of his business is within the FishHawk Ranch zip code, which means between 18 and 20 jobs there per month, including FishHawk Fellowship Church.

“They (FishHawk) give us a lot of business and in return, we reflect that in our pricing,” said Smith, standing in the Outdoor Impressions showroom, 2224 Bloomingdale Ave. “FishHawk people are very loyal. Word-of-mouth is big there and we appreciate that.”

As homeowners become savvy to current

landscaping and exterior enhancement styles and terms, Smith said keeping up with trends is integral to business. Overseeing eight full-time employees, his focus is to make the best choices for color, sun and use of space when designing outside.

“We want people to make good decisions and to research us. We want them to know exactly what we can do to improve their homes,” he said.

In addition, Smith, a native of Birmingham, Ala., said business is up. He credits current economic factors along with people opting to invest and upgrade their current homes, rather than move into a new one.

“People aren’t selling

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