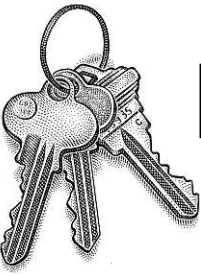


MANSION



SPREAD SHEET
HEDGING THEIR BETS

Homeowners looking for a sure thing in their landscaping turn to shrubs that have showy blooms and flower all season long

WHEN IT COMES to shrubbery, demanding homeowners are changing the landscaping landscape. “For years and years, evergreen shrubs were the most popular. But in the past few years, a lot of the homeowners are gravitating more toward flowering shrubs,” says Daryl Tilley, merchandise vice president for lawn and garden at home-improvement retailer Lowe’s. And homeowners want shrubs to work harder than ever: Blooms should be brightly colored, and they should flower all summer, changing hues throughout a season. Spread Sheet asked Lowe’s to name its top sellers among seven categories of shrubs. In the flowering and deciduous shrub group, azaleas are No. 1, accounting for 25% of sales. These typically bloom in spring and can last for weeks, depending on the variety and climate. Their showy petals can be hot pink or fire-engine red, and some varieties have leaves that are colorful in the fall.

In the container-rose category, the Knock Out roses—so named for their continuous blooms—make up 56% of all container-rose sales, the largest share of any category. Of course, a good-looking yard goes beyond the blooms. Boxwoods are the top-selling shrub in the broadleaf evergreens category, accounting for 23% of sales. And sales of fruits and berries are strong, with blueberry plants accounting for 44% of sales in the category. The majority of the Mooresville, N.C.-based company’s top-selling shrubs grow best in southern regions, though some, like boxwoods and emerald green arborvitae, thrive in the Northeast as well. Regardless of region, well-tended shrubs can add curb appeal to a home; they provide shade and can block drafts; and some people use shrubbery as living fences. Lowe’s introduced eight new shrub varieties last year. To select new offerings, the company hosts an annual

meeting with merchants and top breeders. Breeders present new varieties that have been developed and tested—a process that can take more than a decade. Lowe’s chooses types based on market trends and uniqueness of the varieties and then tests them for a year before they go on the shelves. The Forever and Ever hydrangea, for example, was introduced in 2005 and is now one of Lowe’s top-selling shrubs, since it blooms multiple times throughout the summer season. For the same reason, Lowe’s recently introduced the Bloomerang lilac and the Bombshell hydrangea. Shrub names indicate to the customer how the plant will perform, Mr. Tilley says. For instance, the Bloomerang lilac’s color keeps coming back throughout summer. The Forever and Ever hydrangea lasts...well, not quite forever and ever, but “the shrubs will bloom all spring and summer year after year,” he says.



Boxwood



Knock Out rose



Emerald green arborvitae

Bush Leagues

Blueberries and boxwoods: Some of the top-selling landscape plantings last year at home-improvement retailer Lowe’s

Type of shrub	Top seller	% of total sales in category	Popular regions
Container roses	Knock Out rose	56%	South
Vines	Star jasmine	15%	Southeast
Broadleaf evergreen shrubs	Boxwood	23%	South, Northeast
Coniferous/evergreen shrubs	Emerald green arborvitae	14%	Northeast
Fruits and berries	Blueberry	44%	Southeast
Flowering and deciduous shrubs	Azalea	25%	Southeast
Landscape and patio tropicals	Hibiscus	20%	South

Source: Lowe’s



Star jasmine



Blueberry



Azalea



Hibiscus

Clockwise from top left: Lowe’s (5); Zuma Press (2)

ADVERTISEMENT

Distinctive Properties & Estates

To advertise: 800-366-3975 or WSJ.com/classifieds

MULTI STATE OFFERINGS

FOUR DAYS ONLY!
LAND AUCTION

WATERFRONT | GOLF COURSE | PREMIUM HOMESITES
Exclusive Resort Communities in AZ, CO, CT, FL, GA, ID, NC, SC and WV.



FEATURED PROPERTIES

SEARCH CODE	CITY	STATE	ACRES	STARTING BID
1436120	Steamboat Springs	CO	35.94	\$60,000
1436117	Lake Worth	FL	5.00	\$100,000
1436118	Asheville	NC	.73	\$70,000
1436115	Salem	SC	1.98	\$250,000
1436116	Six Mile	SC	1.02	\$250,000

SIGN UP TODAY TO BID ONLINE MAY 1-4
WWW.AUCTION.COM/LAND



ENTER THE SEARCH CODE IN THE SEARCH BAR TO VIEW DETAILED PROPERTY INFORMATION, PHOTOS, MAPS AND MORE AT AUCTION.COM



BROKERS AND OWNERS, SELL YOUR COMMERCIAL OR RESIDENTIAL PROPERTY
Brokers retain your commission. No auction listing fees. Call 888-774-3852 or visit www.auction.com/sell

WWW.AUCTION.COM/LAND
THE NATION’S LEADING ONLINE REAL ESTATE MARKETPLACE.



DISCLAIMER: The information being provided in connection with the auction is for informational purposes only. No representations or warranties are being made as to the accuracy or completeness of any information provided. Documents and pictures may not represent the current condition of the property at the time of sale. All properties, notes and/or loan pools are being sold “AS IS, WHERE IS, WITH ALL FAULTS AND LIMITATIONS” and all sales are “FINAL.” Prospective bidders are encouraged to conduct their own due diligence and investigate all matters relating to the properties, notes and/or loan pool that they are interested in purchasing. No prospective bidder may trespass on any property, disturb the occupants, or contact the borrowers, if any. It is recommended that prospective bidders seek independent advice, including legal advice, to perform due diligence and to fully understand the auction process in general.

Equal Housing Opportunity. Auction.com, LLC and its affiliates maintain a firm commitment to the providing of professional services to any person, regardless of race, color, religion, sex, handicap, familial status, or national origin. The Company shall not knowingly be a party to any plan or agreement to discriminate against a person or persons on the basis of these or any similar prejudices or practices. This is not an offer for extension of credit or a commitment to lend. All loans must satisfy underwriting guidelines. Subject to auction terms and conditions. Auction.com, LLC, 11 Monthly Avenue, GA 30258, (800) 499-6199. AZ, REIDX, RE BRX, COS96378000, CO, RE BRX, 1110028410, CT, RE BRX, Mary C. Duella, RE BRX, 0788534, FL, Auction.com, RE BRX, No. CO1031187, Auctioneer Mark Bulezik, AU2448, Michael E. Carr, AU2913, GA, RE BRX, H-61904, Auctioneer Michael E. Carr, AU002162, Mark Bulezik, AU003653, HI, Auction.com, Inc. RE BRX, RB-20620, ID, RE BRX, LC38200, NC, Auction.com, RE BRX, C20400, Auction Firm Auction.com 8781, Auctioneer Mark Bulezik 8336, Michael E. Carr 8509, SC, RE BRX, T5690, Auction Firm 3933, Auctioneer Mark Bulezik 3992, Michael E. Carr 2652, WV, Auction.com, RE BRX, 004930-00, Auctioneer Michael E. Carr 1976;

AUCTIONS

AUCTIONS

tranzon auction



Bar Harbor Waterfront - To Sell Regardless of Price
• 330'± Frontage on Thomas Bay • 3,400± sf Colonial-Style Home
• 5.77± Acres • 4 BR • 3 BA • Kitchen • LR • DR • FR • Deck
• Attached 2-Car Garage • In-Law Apartment • Property to Sell
Regardless of Price
May 9 at 11am ET
Location: 1293 State Highway 3, Bar Harbor, ME

Tranzon Auction Properties | Thomas W. Satisfrey | ME RE Lic. #90600017 | ME AUC #57
10% Buyer's Premium. Sale subject to Terms & Conditions. Brokers welcome.

TRANZON.COM

866-503-1212

ONLINE ONLY REAL ESTATE AUCTION

Oceanfront Lot in Holden Beach & 17± Acre Water Front Tract in Hertford, NC

Selling Regardless of Price in Excess of \$399,000.00 on the Day of the Auction
Holden Beach, NC • Brunswick County
Hertford, NC • Perquimans County

Monday, April 29, 2013 - 8am Through

Thursday, May 9, 2013 - 3pm
IRON HORSE AUCTION CO., INC.
NCAI 3936 SCAL 1684 • 1.800.997.2248
www.ironhorseauction.com

SOUTH CAROLINA

SPORTSMAN'S RETREAT AUCTION
ORANGEBURG CO., SC • MAY 18
Exceptional 80± Acre Estate/Development
• 2 Trophy Bass Lakes • Homes Completely Furnished
• Equestrian Center • Underground Utilities
• Great Hunting • Custom Built Cedar Log Homes
• Ideal Location • Fenced and Gated
Mike Fisher Auctioneer #3895 / 3889
866-673-9270
www.redfieldgroup.com
Redfield Group Auctions
In Conjunction with
Fortress Realty, LLC

CALIFORNIA

SANTALUZ CUSTOM ESTATE
San Diego's Premier Gated
Luxury Golf Community



Built 2006
Modern Lux Spanish Hacienda!
Panoramic, Ocean Views: \$7.5M
www.HaciendaSantaluz.com
619-838-5646 • GOLF SPECIALISTS

CARIBBEAN

AUCTION



MAY 11
ORCHID BAY
DOMINICAN REPUBLIC
This elegant 5BR / 6BA masterpiece covering 7200 sq. ft. includes a private pool, tennis court and easy access to the famous Playa Grande Golf Course designed by Robert Trent Jones, Sr.

ALBERT BURNLEY
LUXURY REAL ESTATE AUCTIONEERS
albertburnley.com
256.543.1654