

## Dare Living Associates - 1980 to Present

### Dare Living Associates now services over 140 shopping centers in the Mid-Atlantic region

**S**tarted in 1980 as a small town landscape company, Dare Living Associates has become a leader in commercial services. Doug Dare, who started the company, worked in the nursery industry in the late 1970's. He offered landscape installation to homeowners in the growing suburb of Washington Township, NJ - outside of Philadelphia.

By the early 1980's, commercial growth around Southern New Jersey was at a fever pitch. Doug established Dare Landscape Service to keep pace with this economic boom. Some of his first commercial clients were McDonalds, Jones Inter-cable (later Comcast), and Burger King.

During the mid 1980's, clients asked Doug if he would consider maintaining their tropical plants. Susan Dare, Doug's wife, had experience maintaining tropical plants from the garden center industry and developed this new service. She created "Living Interiors" to complement their exterior landscape service. The client base was similar at the beginning, but Susan expanded the company to handle a wide range of clients. Office buildings, Whitehall Laboratories and law offices were just some of the new client base.

The early 1990's brought the second wave of growth for Living Interiors. Large interior accounts followed. Malls owned by Kravco, The O'Connor Group, General



*Susan and Doug Dare*

Growth Properties and others were a linchpin for the company's success. During this same period, exterior landscaping grew from handling small & mid-size accounts to providing services



*Shopping Center Interior — After Installation*



*Equipment*

for shopping centers, hospitals, and other large facilities.

Just like ten years earlier, clients requested if Dare would consider cleaning their parking lots as a new service. Dare Parking Lot Sweeping was created. Some of their current clients from that first year are American Continental Properties, Wal-Mart and Home

Depot. Services such as daytime portering and hot water power washing were added to accommodate the clients' growing needs.

According to Doug, marketing the services of these separate companies (Dare Landscape Service, Living Interiors and Dare Parking Lot Sweeping) was a monumental challenge. Clients who knew them as an inte-

rior plant company didn't know about their exterior landscaping services and vice versa. "And how could a parking lot sweeping company take care of my ficus trees in my office?" So in 2001, all three companies were combined into one corporation.

Dare Living Associates was born. Dare now provides maintenance for over 140 shopping centers in NJ, Eastern PA and DE. Clients range from Campbell Soups, Trammell Crow, RD Management, Kravco-Simon, The Rouse Company, Edens & Advant, Konover, and Acadia Realty. They now offer general contracting services for building repairs and maintenance. Services offered include plumbing, electrical, HVAC, asphalt, roofing and demolition.

**Dare Living Associate is located in Franklinville, NJ.**