



# Green Magic Landscape LLC: Creating Curb Appeal

*The husband and wife team of Carita and Larry Koen Jr., pictured at one of their many projects, where Green Magic Landscape LLC worked on the entrance for this newly developed community in Mobile.*

Green Magic Landscape LLC has carved out an interesting niche in the local lawn care and landscaping industry.

Aside from the usual mowing and hedge-trimming in the yards of homes and businesses in Mobile and Baldwin County, the three-year-old company specializes in maintenance and beautification of foreclosed or abandoned properties.

In a city that has taken great pains in its recent efforts to reduce the number of eyesores in its streets and neighborhoods, that's a niche that is in demand.

"Green Magic is committed to keeping the communities of our city beautiful," said owner **Larry Koen Jr.** "We take pride

in providing area beautification by creating curb appeal and lush outdoor spaces. It is our mission to eliminate the number of eyesores in the community and create a clean, green image."

Green Magic's work in this area helped the company land a contract with the City of Mobile's weed abatement project. It's helped those abandoned or foreclosed properties hold their value, reduced the risk of vandalism and has drawn praise from some neighbors of the neglected properties.

"We take pride that our efforts improve our neighborhoods and communities," Koen said. "It also brings joy to the neighbors of

the properties that we improve."

Green Magic Landscape is the Mobile Area Chamber's Small Business of the Month.

A Murphy High graduate, Koen developed a passion for landscaping at an early age under the tutelage of his grandfather. After working for several landscaping companies and expanding his knowledge of the industry, he and his wife Carita struck out on their own and founded Green Magic in 2016.

The company client list also includes a wide range of residential and commercial clients, particularly managed properties and those needing debris removal.

Koen hopes to expand the company to other regions along the Gulf Coast and in north Alabama. He's also looking for opportunities to mentor young people who are looking to pursue lawn and landscape maintenance as a career – possibly through local community colleges.

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