

# Lamorinda OUR HOMES

Lamorinda Weekly Volume 11 Issue 16 Wednesday, Oct. 4, 2017



October Gardening Guide with Cynthia Brian ...read on page D12

## Why D.I.Y.?

By Cathy Dausman



Seasonal plants and flowers by FrontDoor Treatment adorn this front entry area.

Photo courtesy Erica Bradley-Pacheco

When it comes to keeping up appearances outside their home, Lamorindans with limited free time and more discretionary income sometimes opt to employ someone else's elbow grease. Lawn services, window washing, gutter cleaning—these are the usual suspects when it comes to outsourcing exterior work, but here are two new companies to add to your “why D.I.Y.?” list.

Erica Bradley-Pacheco is betting that her “totally unique idea” of adding seasonal plants and décor to her customer's front doorstep will catch on. Her company, FrontDoor Treatment, launched in May, took in its first subscribers in June and already has an annual client base of 40 in the East Bay, the bulk of which (Bradley-Pacheco says “at least 30”) are in Lamorinda.

Obsessed with design, nature, plants and flowers, Bradley-Pacheco first consulted with a landscape architect, then used her marketing and public relations skills to bring her idea to life.

Joanne McKinlay of Orinda knew the entryway of her brand-new farm house needed a “not too shiny” planter box. Bradley-Pacheco found what McKinlay calls a “perfectly weathered” chest, which Bradley-Pacheco lined and planted with an olive tree and lavender plants. McKinlay, who admits to having spent “hundreds of dollars” on short-lived plants and decorations, is delighted to finally have a “thoughtful, well-picked” arrangement on her porch – especially one she only has to water to maintain.

FrontDoor Treatment refreshes its customers' front porch decorations quarterly, offering service sizes of small, medium, large and custom. Quarterly fees range from \$90 to \$200. Bradley-Pacheco offers her services to home stagers and realtors as well as individual residents.

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