



Bill Burnett: In The Green

Two Words: Friendship and Integrity

While speaking with Bill Burnett, it doesn't take long to realize that he is steadfastly loyal to Cahaba Tractor. As owner of *In The Green*, a landscape installation and excavation company that has been in business for 28 years, Bill sums up his commitment to Cahaba Tractor with two words: "friendship" and "integrity."

It was his longtime friendship with Cahaba Tractor employee Dale Gamble that brought him to the store when he purchased his first tractor. The integrity of the Cahaba Tractor family has kept him coming back ever since. "Their integrity and honesty are the best," Bill said. "You can't find anyone better to do business with."

Good business, to Bill, is more about establishing the relationship. "I'd rather have a relationship with the people I do business with," he said. "I like to deal with people who do what they say they're going to do. At Cahaba Tractor they do, all the time. They will never tell you something that is not true." He added, "It can't always be about the money. If the service isn't there and the integrity isn't there, then I'd rather not work with them."

He applies this ethic to his own business, as well. It has been what has made him successful and kept him in business all these years. "What I do is hard work, but I'd rather do it right the first time and keep your business," he said. "Cahaba Tractor is the same way. You won't beat their prices with the service that they offer."

Bill's first Cahaba Tractor purchase was a skid steer loader. As his business has grown over the years to include the greater Birmingham residential and commercial area, he's purchased many more, along with other equipment, including a 50 hp tractor and RTV. With a business that does everything from sod and seeding to grade work and retaining walls, Bill now has his sights on the new model Kubota Skid Steer. "I could definitely use that for my business," he stated. And with more than twenty attachments that he already owns, Bill thinks the new machine would fit just fine.

Until then, Bill will keep diligently raising walls and digging holes knowing, like Cahaba Tractor, friendship and integrity will keep *his* customers coming back, too.