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First Choice Landscaping LLC, a facility maintenance provider located in Washington, Missouri, today announced a rebranding and name update to reflect the company's evolution into an all-encompassing, national facility maintenance business.

Logan Diebal, Founder and Chief Executive Officer at First Choice, said, "First Choice Landscaping will now do business as First Choice Facilities. This update helps reflect the internal and external change First Choice Landscaping has been experiencing over the past few years. From focusing mostly on servicing local commercial customers to now handling all exterior maintenance for multi-location national companies, we have experienced many changes. We felt it was necessary to have our name and brand reflect this change."

"First Choice is known locally as a landscaping and snow removal company. This rebranding is essential to the growth we have forecasted. While this does change our name, it will not affect the top-quality service we hand deliver to each of our customers every day" says Aaron Price, General Manager of First Choice.

In addition to the rebranding, First Choice Landscaping LLC DBA First Choice Facilities now houses a secondary service location in the Chicago, Illinois area.

The rebranding includes a top-to-bottom redesign of the company's website, logo, graphics, communications and correspondence. First Choice Facilities new brand assets include a simplified logo utilizing the signature red combined with new, sleek but bold black-and-white text. The rebranding should help convey the fact that First Choice Facilities focuses on all areas of exterior maintenance including but not limited to: landscaping, snow management, window washing, parking lot striping and repair, power washing, parking lot sweeping, roofing, and hardscape installs.

All major changes will take affect over the next 2-3 weeks.

For any questions, please contact:  
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