



241 Deerhurst Drive,  
Brampton, ON L6T 5K3  
416-679-4172



(L to R) Gino Cervo, sales specialist for Bobcat of Toronto (Oaken Equipment), and Eduard Negodenko, owner of Avanti Landscaping.

At 16 years old, Eduard Negodenko started his journey in the landscaping industry working part-time summers. He saw an ad on Kijiji, and he was persistent until he got the job. For this company, all they had was one truck and a helper (Eduard). He learned a lot from that job. Including, that he wanted bigger things for both him and his customers. He has learned what to do and not do over the years. In 2006 Avanti Landscaping was established and it's still going strong. "At Avanti, we are all about serving our customers." The Avanti team of skilled and certified tradesmen take great pride and passion in their landscape construction design builds of beautiful outdoor spaces. From woodwork (decks, fences, patios, and gazebos) to pools/water features, stonework (walkway/driveway/patios), complete landscape and garden designs, lighting, sodding, grading, irrigation, concrete, demolition, underpinning, foundation waterproofing/repair, excavation and more all over the GTA! They lay out everything for their customers. No hidden surprises. "I am not going to say running a business is always

easy, but I have been one to take risks and so far, it has worked out for me. I have learned without risks, there is no reward."

"When I first started my business, I had a pickup truck and a Bobcat® MT52 mini track loader. Now, I have 15 Bobcat machines, 12 trucks and 15 other machines." When asked why he chose Bobcat machines, Eduard replied, "My first experience was with another brand track loader, which had very little manoeuvrability. The next machine was a Bobcat mini track loader, and it was an older machine but worked so much better. I really like the Bobcat MT mini track loaders. No other brand makes a walk-behind machine as well as Bobcat does. Cheaper doesn't mean better. Bobcat machines are easy to operate, plug and play, like running an Xbox. Very user friendly." Avanti uses the Bobcat machines for grading, trenching, levelling, hauling material, excavation, and loading trucks. "I also love the versatility of all the Bobcat attachments. We own breakers, augers, buckets, and forks, but can rent any from Bobcat of Toronto anytime. No other brand offers as many attachments as Bobcat does."

"Gino Cervo, my sales specialist from Bobcat of Toronto, gets things done for me. I am very happy to work with Gino. I was referred to Gino by a friend and have never been the same since then (he chuckled). Gino even sends me Bobcat videos to watch during breakfast. He also has my insurance set up on my new machine, so I am all set and ready to work. The mechanic from Bobcat of Toronto helps

us too. He will teach us the little things, so we don't have to pay to bring them in all the time for service and they have a huge availability of parts. Between Gino Cervo and the Bobcat of Toronto dealership as a whole, they have a great support system in place. That's what you get with a good brand. Bobcat was also willing to work with flexible financing options that suit my needs. Pay when I earn and skip the winter months. I find many people buy older equipment when first starting their business but then it breaks down all the time and they end up losing way more in the long run, whereas they could be buying brand new and end up costing them less at Bobcat. For example, it costs you say \$4000 a month for a labourer vs \$1200 a month for a brand-new machine."

"I wouldn't hesitate to recommend Gino Cervo and Bobcat of Toronto (Oaken Equipment) for your next purchase or lease of equipment and attachments."

Thank you, Eduard.

