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LiveTrends Breaks Top 500

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LiveTrends came in at Number 256 in this year's edition of the *Inc.* 5,000, the magazine's annual listing of the 5,000 fastest-growing private companies in America.

Yes, you read that correctly—256 out of 5,000. And breaking the 500 mark is a big deal! With a three-year growth rate of 1,662% and revenue over \$12 million for 2016, it's not surprising the Apopka, Florida-based, four-year-old company that "sells living plant sculptures for use as interior home décor" (as *Inc.* describes them) is doing so well.

Why do we think they're doing so great? They sell a skillfully and mindfully designed product that people want. Their timing into the market was perfect. People want succulents! Also, this guy right here, Bisser Georgiev, company founder and owner. He's thoughtful about his people and how the business is run. Pick his brain—he has a lot of great experience to share! Congratulations, Bisser! Well deserved, indeed. **GP**