

**Tim-ing** / *noun* 1: the capacity to choose for the utmost effect the exact moment for taking action.

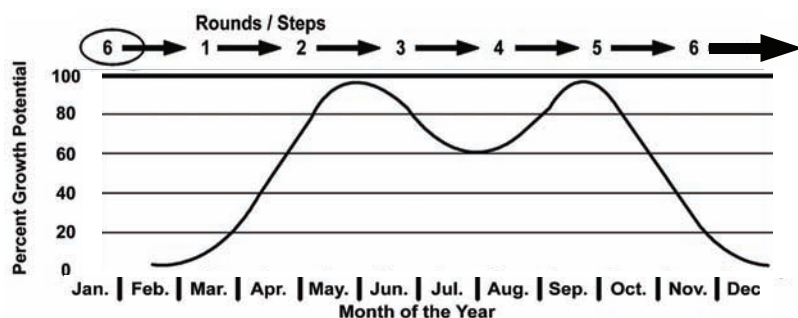
**Experts Agree-- Fall is the best time to make a positive and lasting impact.** The foundation of your lawn's long-term health will be maintained and enhanced with these services.

**Now is the time to repair and think about next year's lawn. Experts Agree--** The secret to a beautiful lawn and landscape is not only fixing existing problems, but also proactively maintaining the needs before problems arise. One of the most basic and important fall services is Core Aeration.

July	Aug.	Sep.	Oct.	Nov.	Dec.
Round 3	Round 4	Round 5	Round 6		
Core Aeration					
Soil Conditioners					
Seeding		Dormancy Seeding			
Vegetation Control			T/S Fertilization		
			Tree/Shrub Anti-Transpirant		

## FALL SERVICES

— WHY so important? — WHY is it such a good time?



the biggest jump-start in competing with summer/weed grasses like Crabgrass. When your lawn first comes out of dormancy, your Round 1 treatment may be anywhere from 6 - 8 weeks away, so fall treatments, **especially the last one, really could be called a springerizer.** In past years, many people that took these services for the first time made a point to tell us how it had made a noticeable difference with their early-spring color and rooting.

There is no better time to aerate, overseed, fertilize, and treat weeds and soil problems. In the fall, nutrients go toward root development more than any other time. Where there's roots, green grass follows. Perennial cool-season grasses (your lawn) have the best chance to overcome thin areas with two to three good feedings or root enhancing services like aeration in the fall. Next spring when your lawn comes out of dormancy, it will **build more root expansion and top growth off the roots that have expanded in the fall.** The spring and fall are when Bluegrass, Fine-Fescue and Ryegrass get

## Fall Discount Packages— **SAVE LOTS OF GREEN**

### Aeration Discounts

**Don't miss out on your discount on your aeration.**  
5 - 35% off with 4 or more fertilizer / weed control steps  
10% off aeration if set to be completed regularly.  
Pre-pay and save 5% more.  
\*Aeration discounts can be combined- Call for details!

**5 - 50% off Aeration**

### Fertilizer Upgrade + Aeration Package

Give your lawn the optimum care this fall. Target roots when they are growing the most with our Balance Upgrade for Round 5. Give your lawn an Organic humus bio-stimulant fertilizer for Round 6. Aeration will maximize the impact of fertilizer treatments with extra benefits all to itself.

**5% off services**

### Renovation Package *(Double-pass Aeration, Overseed, Organic and Balance Fertilizers, and Soil Conditioner)*

Make your lawn all it can be. Thicken new lawns and reinvigorate old lawns by aerating, overseeding and fertilizing with only the best upgraded fertilizer treatments to maximize results. First, we open up the lawn with a double-pass aeration, then overseed with highest quality seed, and fertilize with special starter and organic fertilizers. This seed is more resistant to insects and disease than the grass of yesterday. We can also amend pH with lime/sulfur and/or soften and condition the soil.

**10% off services**

———— Pre-pay and take an additional 5% off. ————

# Fall Lawn Services

EXPERTS AGREE —If you're fertilizing, now is the best time.

## FERTILIZER CHOICES

ONE SIZE DOES NOT FIT ALL

### STANDARD

#### Best Value in the Industry

Our standard fertilizer is always Granular with more Slow Release and Iron, applied at the optimal times of the year. This high quality product goes beyond the Industry Standard by giving more than just the basic macronutrients.

### BALANCE

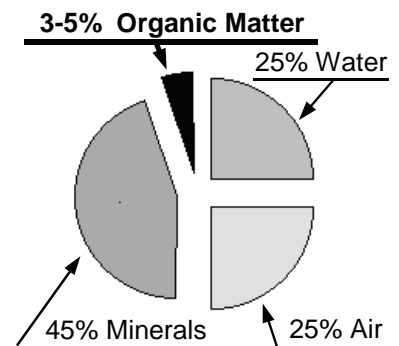
#### Build Roots / Thickens

Lower Nitrogen, more Potassium, and a slower release reduces stress and encourages a more consistent and healthy turf stand. This gives lawns the best possible synthetic elements and release. We recommend this product **if you are renovating, seeding, trying to thicken your existing grass, or trying to grow grass under trees.**

### ORGANIC

#### Healthy Soil = Beautiful Lawn

Soil is more important to the overall health of your lawn than any other variable. It has been proven time and again that **organics suppress fungus and stimulate healthy micro-organisms.** By accelerating and stimulating microbial life (the life blood of rich soil), you can **reduce thatch maintenance, increase drought tolerance, and insure better long-term health.** Getting your soil closer to the optimum organic state will make a lasting difference.



### HEALTHY SOIL

## OVERSEEDING / SLIT-SEEDING

Get things back in order and get the lawn you're looking for

We suggest over-seeding or slit-seeding a lawn if it is **thin or fatigued after years of use, thin from drought damage, or after fungus and / or insect damage has occurred**, or if it needs some help coming back from a tough year to prepare for the next. We only use premium high quality seed with the right mixture for shady and sunny areas. **This seed is more resistant to insects, disease, acidic soil, and other common problems than the grass seed of yesterday.** The best time is in the fall when soil temperatures stay warm and air temperatures and rain are more favorable for germination.

**Overseeding**—This is usually done after core aeration or raking and followed with a starter fertilizer. It will thicken and strengthen your existing lawn by giving it diversity to fill in where your existing lawn is having problems.

**Slit-seeding**—We use a machine that slits the ground with blades while simultaneously dropping the seed into the slits. Planting the seed at exactly the right depth gives a very high rate of germination. Please note—slit-seeding is not suitable for all areas.

**This lawn was thin, old and fatigued. A year later just look.**



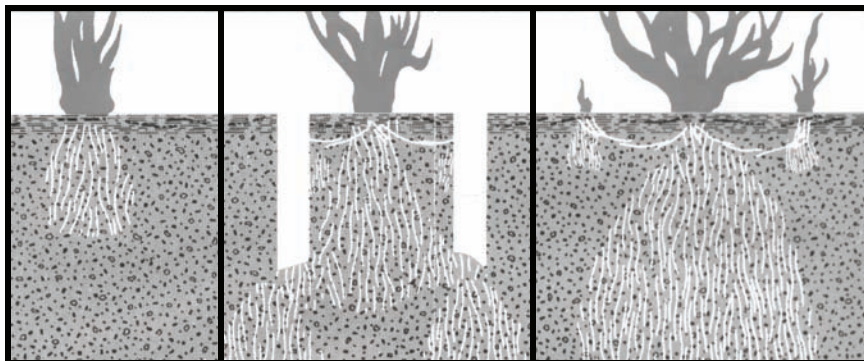
Another Satisfied Customer

*\*Fall is the best time to aerate!*

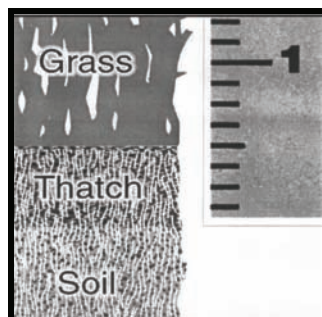
## **CORE AERATION**

### **MAKE / KEEP YOUR LAWN BEAUTIFUL**

**Core Aeration** should be done yearly. Lawns need to be done yearly if not both spring and fall. This will **establish and re-establish the root system** and break down thatch. Aeration will reduce compaction, improve air exchange between soil and atmosphere, enhance water intake, improve fertilizer use, make turf grass more resistant to fungus and disease, **stimulate turf grass rooting, enhance heat and drought resistance, and speed up thatch break down.** If nothing else is done to your lawn this year, aeration is one of the most beneficial. For optimum health, we recommend Core Aeration every year as a good maintenance practice.



### **Thatch Build Up?**



Although a thin layer of thatch is beneficial, it should not exceed 1/2 inch. **Excess thatch blocks out air, light and water from reaching the root zones. This problem is typical of sodded lawns and helps cause fungus.** Core Aeration reduces thatch accumulation to healthy levels if done regularly.

### **Why Core Aerate?**

In most homes, the natural soil has been seriously disturbed by the building process. Fertile topsoil may have been removed or buried during excavation of the basement or footings, leaving subsoil that is more compact, higher in clay content and less desirable for healthy lawn growth. These lawns need aeration to improve the depth and extent of turf grass rooting and improve fertilizer and water use. Intensely-used lawns are exposed to stress from traffic injury. **Walking, playing, and mowing are forms of traffic that compact soil particles and reduce large air spaces where roots are ready to grow.**

### **Will Aeration Make a Difference?**

To get a beautiful garden, you must till the soil. **Aeration is how you till your lawn.** Many people don't think they need aeration until they see that their lawn is looking thin, or having other problems. **Yes, aeration will help fill thin, damaged areas, but a consistent, year-after-year aeration will make the difference in keeping a lawn at its best.**

\* 10% off aeration if you schedule a regular fall aeration to be done every year.

### **Incorporate, Renovate, and Rejuvenate**

When you open up your lawn from aeration don't miss a great opportunity to incorporate seed, organic material, regulate pH, soften soil and add SOILMASTER® Soil Conditioner. While aeration's benefits are great, you can maximize the impact by incorporating needed materials targeting problems that need to be solved to better the lawn for years (products to incorporate better explained on Page 2 and 4).

**GIVE US A CALL**  
**WE CAN ANSWER ANY QUESTIONS**

**AARON'S GREENSCAPE, INC.**  
**THE WAY IT SHOULD BE**

(815) **28-AARON**  
(815) 282-2766

(815) **33-LAWS**  
(815) 335-2967

[aaronsgreenscape.com](http://aaronsgreenscape.com) / [greenscape@aaronsgreenscape.com](mailto:greenscape@aaronsgreenscape.com)

# **SOIL CONDITIONERS / AMENDMENTS**

## **SOIL NEEDS MORE THAN JUST FERTILIZER**

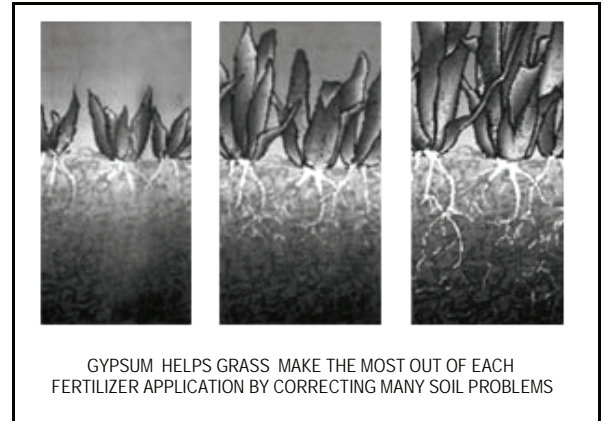
The ability to take in nutrients efficiently depends on many factors, including soil composition.  
**Most lawns need these, and most people don't realize the difference they can make.**

### **G Y P S U M**

Good soil structure is one of the most fundamental ingredients necessary to produce vibrant, healthy plants and lush velvety lawns. The use of gypsum as a soil conditioner is one of the surest ways of insuring good soil structure.

Gypsum is a natural soil conditioner that aids plant and lawn growth by loosening heavy, dense and water-impervious clay soils, increases nutrient availability from fertilizer treatments making soil more receptive, and helps plants get a better chance to expand their roots. It also gives your lawn vital nutrients like Calcium. If you have clay, this treatment will help it hold and release nutrients and water. Gypsum also adds calcium without increasing the pH.

We suggest you apply this after a double pass core aeration to enhance the ability of getting it into the soil. We apply at an amending rate. Softening the soil will help lawns breathe and root, making any lawn thicker and healthier.



### **SOILMASTER®-Topdressing**

Each irregularly-shaped granule creates air spaces in the soil and lasts for years. Creating space for roots to spread, resisting compaction problems for years. **This allows important soil exchange (O<sub>2</sub> and CO<sub>2</sub>) and stores water and nutrients for the roots, to name just a few benefits.**

The process for topdressing is incorporation into the soil. Double pass aeration, then Soilmaster application. This needs to be done for three to five applications, over two or three years in spring and fall, to get the amount needed for optimal results.

### **SOIL TEST**

We will take samples, and have tested in lab for pH, cation exchange rate and nutrient levels. Then we will professionally analyze the results and send them to you with our recommendations to correct any problems found.

### **LIME / SULFUR**

Soil pH is very important to all plants. Lawns like it between 6.5 and 7.5. Lime or Sulfur is added to correct or maintain a proper soil pH. If needed, we apply at an amending rate (a soil test is recommended to determine if needed and rate to apply). Coupled with a core aeration, you will maximize the impact on your lawn. Lime especially helps lawns that are shady, have a lot of pine plants, or high amounts of leaves or rooting plant material. Color and health are enhanced by maintaining the proper pH. We can start with a soil test and let you know from there what will help most.

## **VEGETATION CONTROL** **NON-SELECTIVE WEED CONTROL**

Lawns sometimes need some areas or spots killed to remove undesirable plants that will not die with selective weed control (kills the weeds not the grass), or be mechanically removed. This can include starting a lawn over or because of perennial grassy weeds like Quack or Zoysia for example. In these situations, we use a professional vegetation killer that will allow reseeding within just a few days. This service is usually done in August and early September so seeding can be done soon after.



# FALL TREE AND SHRUB CARE

## GIVE YOUR TREES AND SHRUBS WHAT THEY NEED

### Fall Deep Root Fertilization



Fertilization



Mycorrhizae

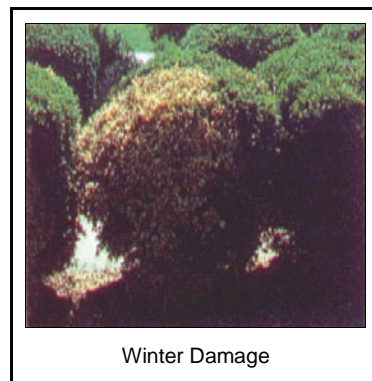
Balanced, Slow-Release Fertilizer with Chelated Iron, Micro-Nutrients, and Mycorrhizal Inoculum is injected into the root zone. A fall application is designed to release lower Nitrogen rates and increase Phosphorus and Potassium availability to stimulate root development and root zone nutrient storage. This helps the plants by giving nutrients for the transition into dormancy and the preparation for regeneration next year. A Mycorrhizal Inoculum is also a part of our fertilization service. This inoculum contains several million naturally occurring beneficial fungi spores. These spores attach to a tree or shrub's root system and form a symbiotic relationship with the host plant. The Mycorrhizal fungi benefit the host plant by creating an intricate web of hyphae that assimilates nutrients, absorb water for the host and provide

a pathogen barrier around the roots of the host plant. Recommended for the entire landscape. This is also strongly recommended for new plantings and trees and shrubs that are recovering from cultural and disease stress.

### Anti- Transpirant

Keep trees and shrubs from drying out (especially evergreens) while transferring from fall to frozen and winter conditions. Evergreens transpire water vapor throughout the year—this includes the winter months, when water is often frozen below the surface and inaccessible to the plant's root system.

**Broadleaf evergreens such as Azalea, Hollies and Rhododendrons**, and marginally hardy plants like **Japanese Maple**, have the hardest time in the winter. Anti-Transpirants help reduce the rate of evaporation by coating them with a wax emulsion that dissolves in the spring. Anti-Transpirants are also suggested for fresh spring and summer transplants to help reduce transplanting shock and increase survivability. Evergreens should be watered all the way though fall until the ground freezes.



Winter Damage

### Dormant Oil

We apply a Superior Horticultural Oil that controls Scale and other insects, getting rid of pests before they can get started. This application is a good start for an effective insect-control program. Dormant Oil is 98% pure, environmentally safe petroleum oil that is applied shortly after bud break in the spring. It coats developing leaves with a microfilm that controls scale, mites, pine sawfly, and other chewing insects. Recommended for Evergreens, Burning Bush, Magnolia, and fruit trees.

### Pruning, Thinning and Shaping

Trees and shrubs require pruning for various reasons, including for shape or appearance, for plant health, thinning, or safety. Each of these reasons can have varying effects on structure, air and light penetration, growth, and flower production. Pruning for shape or appearance is different than sheering or topping. Shape pruning keeps the natural architecture of the plant material in mind. Pruning for health removes dead and diseased wood. Thinning removes excess branch structure that may be blocking light penetration or air flow through the plant. Most pruning should take place in the winter months to prevent the removal of actively growing stems and to reduce the chance of infection. Crabapples and fruit trees should be kept free of suckers and excess inner growth. Many shrubs are rejuvenated by regular fall thinning of the older branches.



BE READY FOR THE BEETLES NEXT  
YEAR, CALL NOW FOR YOUR ESTIMATE!

Our website has a lot of information



Japanese Beetles Feed-

Foliar spray applied OR



Wedge  
Direct-Inject



**AARON'S GREENSCAPE, INC.**  
THE WAY IT SHOULD BE

(815) 28-AARON  
(815) 282-2766

(815) 33-LAWS  
(815) 335-2967

[aaronsgreenscape.com](http://aaronsgreenscape.com) / [greenscape@aaronsgreenscape.com](mailto:greenscape@aaronsgreenscape.com)

## Lawn care update– keep up to date with your lawn and lawn service

Experts Agree- Fall is the best time to make a positive and lasting impact on a lawn. **The secret** to a beautiful lawn and landscape is not only fixing existing problems, but also proactively maintaining the needs before problems arise. **Now is the time to think about next year's lawn.** Fall is the best time to aerate. Roots do most of their growing in the fall and early spring, leading to a thicker lawn next year. Fall is also the best time for seeding with no conflicts with standard weed control techniques. By incorporating newer breeds of grass, a lawn will be more drought, insect and disease resistant. Balance Upgrade Fertilizer will push root growth and Organic Upgrade Fertilizer will stimulate microbial life in the soil for a thicker, healthier, more disease resistant lawn next year. **Aeration will help your lawn be its best, and stay its best.** Together these services build your lawn for the long term and stop problems before they start.

**Don't forget about your trees and shrubs.** Their value can increase the worth of your property by 7-15%, and large trees are invaluable, they cannot be easily replaced.

I'm sure you have noticed we don't pester you with lots of sales calls, so give us a call even if you just have a question, we would love to hear from you. **If you would like to invite us out to go over your lawn please let us know, we will be more than happy to do so.** Every day we deliver the best value in products and services. We keep detailed records on your lawn. We only make recommendations to help achieve the results we both desire. If you have any questions, please call and **we can help you decide which services are the most essential for your lawn.**

- **You will find prices and discounts on fall services on the last page (the back of the cover wrap page with your mailing address).** The outer sheet details pre-set packages, as well as individually priced services.
- **If you have a question or want to get service set up, please call, email, or request through our website. We can contact you with a 5% pre-pay discounted amount to return in the pre-addressed envelope, otherwise you can pay as you go when invoiced at time of service.**

Thank you for letting us show you lawn care the way it should be!

*Aaron Fulrath, President*

*P.S.*

Make sure to **check your mower height with a ruler.** It should be 3-3 1/2 inches and sharpened several times a year. Mowers rarely display the height accurately. As always, working with plants is a work in progress; and Mother Nature means every year gives a different set of challenges, and this year was no different. If you are experiencing any problems, please let us know, you always have free service

**There are many ways to save some green this fall. Many discounts can be combined.**

5% off all fall services when pre-paid

10% off aeration if set up to repeat every fall

15% off aeration if your friend or neighbor sets up for any service

5% - 35% off fall aeration for fertilization packages (you may already have one)

5% off Fall Fertilizer Upgrades and Aeration Package

10% off Lawn Renovation Package

- **Outer wrap page has packages and priced services**