

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

FALL SERVICES

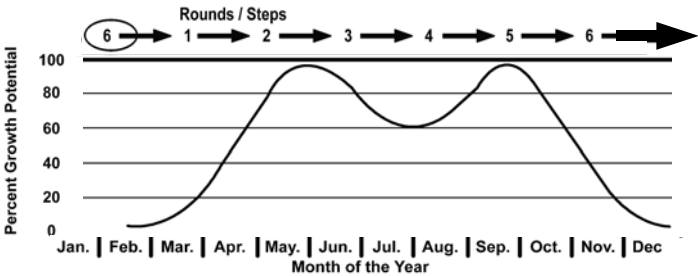
—WHY so important? —WHY is it such a good time?

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.

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	

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 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.



Fall Discount Packages— SAVE LOTS OF GREEN

You can combine a package/program discount with referral discounts to save even more green.

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. Weed control is also applied.

5% off services

Next Year's Fertilizer Program + Aeration

Set up now for next year's fertilizer and weed control program and you can save some real green now on your aeration. From a Basic 4 step, take 5% off, up to the Ultimate Organic Upgrade take 35% off, with several popular programs in between.

5 - 35% off Aeration

Renovation Package (Double-pass Aeration, Over-seed, Organic and Balance Fertilizers, and Soil Conditioner)

Make your lawn all it can be. Thicken new lawns and reinvigorate old lawns by aerating, over-seeding, and fertilizing with only the best upgraded fertilizer treatments to maximize results. First, we open up the lawn with a double-pass aeration, then over-seed 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 with gypsum.

10% - 15% off services

Pre-pay and take an additional 5% off.

YOU TAKE PRIDE IN YOUR



WE TAKE PRIDE IN OUR

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(8 1 5) 2 8 2 - 2 7 6 6

(8 1 5) 3 3 - L A W N S
(8 1 5) 3 3 5 - 2 9 6 7

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SOIL CONDITIONERS / AMENDMENTS

SOIL NEEDS MORE THAN JUST FERTILIZER

The ability to take in nutrients efficiently depends on many factors, including soil composition.

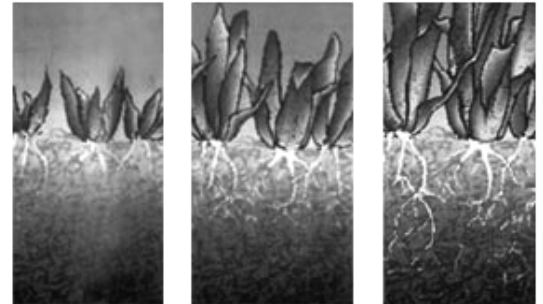
Most lawns need these, and most people don't realize the difference they can make.

GYPSUM

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.



GYPSUM HELPS GRASS MAKE THE MOST OUT OF EACH FERTILIZER APPLICATION BY CORRECTING MANY SOIL PROBLEMS

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 (O₂ and CO₂) 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 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.



**BE READY FOR NEXT YEAR BEETLS,
CALL NOW FOR YOUR ESTIMATE!**

Our website has a lot of information on our tree care services



Foliar spray applied OR



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Fall Lawn Services

EXPERTS AGREE —If you're fertilizing or killing weeds, 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 and Slow Release, with Iron and Micro-Nutrients applied at the optimal times. Slow-release (up to 75% slow) winterizing fertilizer releases nutrients in the spring with more Potassium than usually applied (up to 3 times more). This helps with root expansion and spring green-up.

BALANCE UPGRADE

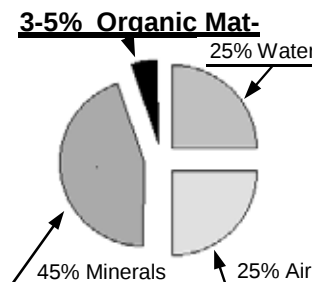
Build Roots / Thicken

Lower Nitrogen, more Potassium. 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

WEED CONTROL

***INCLUDED WITH FERTILIZER TREATMENTS**

Broadleaf Weed Control

Post-emergent broadleaf weed control is applied with any fertilizer program step and is guaranteed.

Our Systemic weed control kills the weed at both the top and the root; including Dandelion, Clover, Creeping Charlie, and 138 more. Our application process allows us to spray for weeds only when needed. Taking care of your lawn in a more environmentally-friendly way means that there is less chance of your children or pets being exposed to weed control. Because we only spray weeds when they are present and spot treat whenever possible your yard as a whole sees much less weed control.



OVER-SEEDING / 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.

Over-seeding—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.



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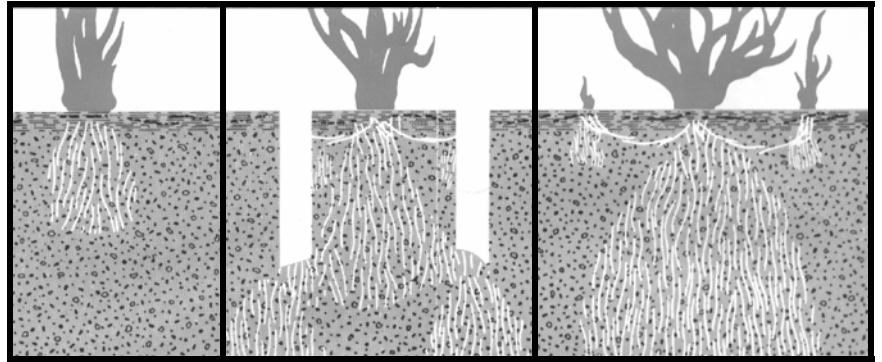
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**Fall is the best time to aerate!*

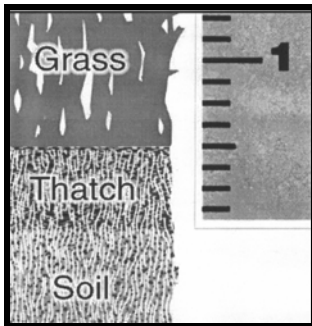
CORE AERATION

MAKE / KEEP YOUR LAWN BEAUTIFUL

Core Aeration should be done yearly, if not both spring and fall, or at least every 1-2 years. This will **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. Aeration is recommended every fall for optimum health and lawn maintenance.



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.** 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. Aeration will help fill thin, drought damaged areas if done consistently year-after-year. This makes the difference in keeping a lawn more consistently beautiful.

**10% OFF Aerations if you schedule a regular fall Aeration to be done yearly!*

Incorporate, Renovate, and Rejuvenate.

When you open up your lawn from aeration don't miss a great opportunity to incorporate seed, humus, organic material, regulate ph, and soften soil. While aeration's benefits are great, you can maximize the impact by incorporating soil amendments and targeting problems that need to be solved to better the lawn for years. (Products to incorporate are better explained on Pages 3 and 6.)

GIVE US A CALL
WE CAN ANSWER ANY QUESTIONS

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