

Preventing Common Lawn Problems

From The Fundamentals of Turfgrass Management by N. E. Christians

- Successful prevention of any lawn pest or disease depends primarily on the health of the lawn. Successful prevention lowers the overall cost of lawn maintenance.
- Some problems occur (and reoccur) multiple times due to inconsistent lawn care, or even due to consistent but improper lawn care.
- The primary responsibility of a good lawn service provider is to ensure the total and lasting health of your lawn. This prevents more diseases, and saves owners thousands of dollars.

**Your Logo
Here**

Call now to schedule an estimate with our expert lawn service providers.

Call us right now at **123.456.7890**

A good lawn service provider must have:

1. Good judgement--common sense.
2. Fine attention to detail. Your lawn is one of the most important pieces of your property. Like an artist with a paint brush, a good lawn service provider will carefully sculpt every inch of your lawn.
3. An expertise with professional-grade equipment. Certain specialized tools are not available to the average consumer. These tools require an expert's touch to handle.
4. The ability to work well in all conditions - extreme heat, slick or wet days, high humidities - without losing any quality.
5. A thorough understanding of the relationship between the soil and the grass. Is the soil properly drained? Is it well aerated? Does it hold enough moisture? Is it fertile?
6. The utmost **respect** for your property.

Extensive practice and years of field experience are necessary before one can really qualify as an expert lawn service provider.

NOTICE: Money-saving news from
[Company Name Here]

You may not even know it, but...

Your lawn may be **IN DANGER!** Due to Upcoming Extreme Temperatures

Extreme heat and irregular precipitation will cause YOUR LAWN To be susceptible to most of the following:

- Pythium blight (moldy pathogens during warm weather)
- Invasive weeds such as bermuda grass, annual bluegrass
- Damping off (dead, decaying seeds)
- Bentgrass and Crabgrass • Brown blight
- Dollar spots, brown spots and fairy rings
- Copper Spots • White patches (powdery mildew)
- Slime mold or gray snow mold • Yellow patches
- Rust fungus (pests LOVE this disease)
- Spring dead spots

Infrequent mowing (less than once a week) will also increase the chances that your lawn will become infested with local pests and invasive species.

Grubs, beetles, and other unwanted insects will do serious, irreparable damage to an unhealthy lawn.

That's why it's so important to have a professional check-up and take care of your lawn.

And now you-and your lawn-can benefit from this important service at a very modest cost



Announcing our new High-satisfaction Lawn Care Services... Get Your **3rd Mow Free!**

We provide 100% Satisfaction Guaranteed
(or get 100% of your money back)!

- Lawn Mowing & Edging
- Flower Bed Maintenance

- Fertilization and Weed Control
- Shrub Trimming and More...

How to save your grass from “a slow death...”

Grass is a living, transpiring organism. At various times, your grass may grow ill or become ‘injured’... and you may not even know it!

All too often, we receive the call too late:

“Help! There are patches of dead grass all over my lawn!”

...if your grass is not properly maintained, and you don’t take the correct preventative actions, your lawn might not be able to bounce back. In some cases, it might even die.

That’s why it’s so important for your lawn to have a lawn care professional come out and look at your lawn. Not any amateur can build out a full-service plan to deal with any number of seasonal problems your lawn might be suffering from.

You need an expert - a specially-trained, highly-experienced individual who can:

1. Perform an on-site visual inspection of each

“problem area”, looking for any obvious-and not so obvious- health problems or other damage.

2. Diagnose the problems that are found.
3. Determine the possible cause(s).
4. Prescribe any necessary remedies or treatments.
5. Take the appropriate action immediately, or as soon as possible.

Just like health care for humans, finding and diagnosing problems with your lawn at an early stage is far, far better than overlooking or ignoring the problems until it’s too late for an effective treatment.

Because when your lawn gets sick, it can spread quickly, rapidly destroying your grass and even infecting your neighbors’ lawns. This can become one of the most expensive problems a homeowner can deal with.

If you notice a problem, or you anticipate there could be trouble in certain areas of your lawn, it’s best to get it looked at immediately. We are entering a period of extreme temperatures, and your lawn will not be able to fix itself.

Experts agree...

A poorly- or infrequently-maintained lawn is at greater risk for harmful pests and permanent damage!

“Good mowing practices are perhaps the most important single factor contributing to a well-groomed appearance and the longevity of any turfgrass area [including your yard].”

- John C Harper, II, Agronomist.

“A dense, lush lawn is more tolerant to infrequent watering and drought stress because there are increased moisture reserves in the leaf tissue and root system. Your lawn will need to be mowed once a week during the growing season. Weeds can be drastically reduced when the lawn is maintained [regularly] at a higher cut.”

- Kelly Burke, The Spruce

Our lawn care experts will revitalize the health and look of your lawn.

But please note: availability is limited. Our schedule is filling up fast. Call today and lock in your special rate:

Call us right now at **123.456.7890**