



GREEN THUMB GAZETTE

Lawn Doctor Newsletter

Volume 2 No. 3 Fall 2021

Power Seeding VS Core Aeration and Overseeding

It's no secret that the fall is the best time to seed your New England lawn. Lawn Doctor offers the two most effective ways to seed lawns with varying needs: Power Seeding and Core Aeration & Overseeding. Give us a call to help find out which seeding is best for your lawn!

POWER SEEDING



Our patented "Turf Tamer Power Seeder" prepares the soil and plants the right amount of seed just beneath the surface of the soil. It injects seed into the soil without damaging the existing, healthy turf which increases the seed-to-soil contact and ensures a 90% germination rate. Power Seeding is recommended for lawns that are generally thin or

bare. Its full-coverage seed injection has more restorative properties than aerating and overseeding.

Features Of Power Seeding:

- Mixes seed with soil
- Premium blend of turf-type tall fescue
- Takes 1-3 weeks to germinate
- Drought resistant grass type
- Blends with existing turf
- Guaranteed for 1 year

We guarantee Power Seeding results for 1 year as long as you remain on our Annual Lawn Care Program. If any bare areas persist after the first attempt, we will re-do the service during the next appropriate season.

Before



After



CORE AERATION & OVERSEEDING

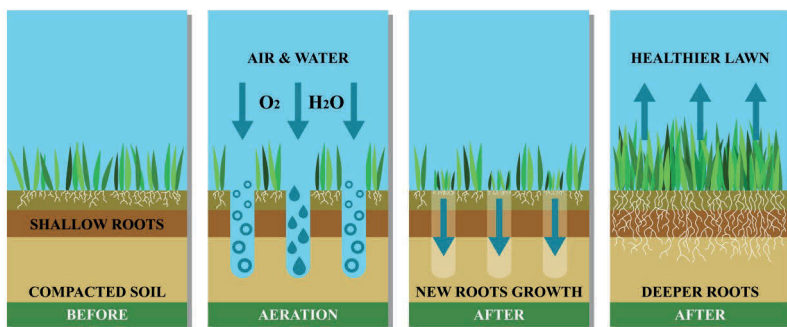
Core aeration will improve your lawn by reducing compaction and thatch. Our Core Aerator machines pull plugs from the lawn creating more room for root development, water and oxygen by



physically removing compacted soil material. Extremely compacted soil can be as hard as concrete and makes it almost impossible to cultivate a healthy lawn.

Benefits of Core Aeration

- Reduced thatch and compaction
- Improved drainage and water absorption
- Increased fertilizer and oxygen intake
- Deeper roots and denser turf



Overseeding is a bonus to our Core Aeration service and is meant to help thicken the lawn with new growth. Grass is a plant and there are many factors that affect its health and lifespan. Supplementing an already established lawn with grass seed will help maintain color, thickness and overall life as time goes on. Regularly aerating and overseeding is the perfect combination for maintaining an already generally healthy lawn.

Meet Our Customer Service Team

We take pride in our efficient, friendly Customer Service Reps.! Whether they're answering hundreds of phone calls a day, writing back to customer emails or folding letters welcoming new patrons, our CSRs are always working diligently to ensure that the client experience is as seamless and pleasant as possible! Not only are they all helpful and dedicated, but they're also local people who live just down the street from you. What's better than a Customer Service Rep. who is familiar with your area?

A brand is defined by the customer experience. The experience is delivered by the employees.

-Shep Hyken

Taylor L.



Title: Customer Service Supervisor

Time with LD: 2 years

From: Rockland

LD Duties: All things Customer Service! I guide and support the team, coordinate between departments to make sure our communication to customers stays accurate and current, and much more!

Free time activities: I like watching sports and indulging in retail therapy at TJMaxx and Target!

Gabby



Title: Lead Customer Service Rep.

Time with LD: 1 year

From: Abington

LD Duties: Answering calls/emails, educating customers on the lawn care process, advocating for their needs and delegating tasks to other CSRs

Fun Fact: My family owns a restaurant in Randolph!

Favorite thing about LD: The people

Brett



Title: Customer Service Representative

Favorite Food: Grilled Cheese

From: East Bridgewater

Favorite thing about LD: My inspiring and supportive team

Fun Fact: I can quote whole episodes of SpongeBob.

Favorite quote: Don't go through life, GROW through life.

Hannah



Title: Customer Service Representative

Favorite thing about LD: I love helping people to the best of my ability and I enjoy working with my fellow CSRs

Pets: Beagle Mix named Bagel

Fun Fact: I perform at princess parties and am a dance teacher on the side!

Favorite quote: You are enough, you are so enough, it is unbelievable how enough you are. -Sierra Boggess

Will



Title: Customer Service Representative

Childhood Dream Job: Casino Owner

From: Born and raised in Weymouth

Favorite thing about LD: I love working for a local family business that loves their employees as well as customers!

Free Time Activities: Watching trash TV and scary movies!

Astrological Sign: Leo

Fall Yard Improvement Checklist

It can be difficult to keep track of what to do with your lawn during each season. To make things easier for you, we've compiled a checklist of what you should focus on this fall.

☐ Aerate Lawn



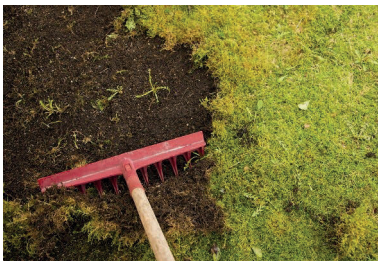
Aerating gives your grass roots a chance to breathe and intake more water and nutrients. Over time grass will get stronger and greener!

☐ Fertilize Trees



Just like grass, trees and shrubs need food too! Fall fertilizing helps them recover from spring and summer, and prepare for winter.

☐ Rake Moss



Pesky moss can be hard to control. Rake it up in the fall when grass roots are strong and won't be damaged during the process.

☐ Tick Control



Ticks are just as active during the fall as they are in the spring. They are active in temperatures as low as 40 degrees. Protect yourself!

☐ Seed As Needed



Seeding works best in the fall. Now is the time to seed thin or bare areas throughout the lawn, like where you just raked up the moss!

☐ Clean Up



Too many leaves can suffocate your lawn. Depending on how many trees are around, you may have to clean up more than once.

Grass Facts

There is more to grass than meets the eye. Here are a few fun facts about the plant you care most about!

1

An attractive lawn and landscape can increase a home's value by up to 20%.

2

The largest grass type is actually Giant Bamboo, which grows up to 100 feet tall.

3

A healthy, 2,500 square foot lawn can produce enough oxygen for 4 people.

4

Grasses make up 26% of all plant life.

5

Grass is green because of a natural compound in it called chlorophyll that reflects green light.

6

Grass first appeared on our planet between 55 and 129 million years ago, making it one of the oldest organisms on earth!

LD Gives Back

Whether we're organizing a virtual food drive, hosting a blood drive, or sponsoring charity golf tournaments, Lawn Doctor is always looking for ways to help our community in any way we can.

This year we're hosting a blood drive at our Hanson office! To get involved, call or text us at 781-826-2920 for the details!

Our current charity partners



Dana-Farber
Cancer Institute



BRIGHAM AND WOMEN'S HOSPITAL



LAWN DOCTOR®

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LAWN DOCTOR

\$50 Referral Credit

As a trusted, family-owned lawn care company,

Lawn Doctor wants to help your family and friends as well!

New customers get a FREE Grub Proofing Application and you get a \$50 credit on your account for every friend or neighbor that you refer!

\$25 OFF



YARD ARMOUR®

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\$25 OFF any new Yard Armour Program Order. Protect your family for dangerous ticks and mosquitoes this summer with Yard Armour!

One time \$25 OFF coupon. Available for new orders made as of Sept. 20, 2021 only. Cannot be applied to existing Yard Armour Programs nor combined with other discounts or coupons. Expires December 31, 2021

Contact Us

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