



# GREEN THUMB GAZETTE

Lawn Doctor Newsletter

Volume 3 No. 1 Spring 2022

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## Spring To-Do List

The weather conditions are different every year, but here are some tasks you should complete every spring to get your property looking good after winter!



- ☐ **Yard Clean Up**  
Debris from winter storms can stunt grass growth.
- ☐ **Rake Or Dethatch**  
Raking dead grass and thatch prevents problems.
- ☐ **Manage The Moss**  
Detailed instructions on Page 2!
- ☐ **Fertilize Grass**  
Wake grass up from dormancy by feeding it.
- ☐ **Prevent Crabgrass**  
Pre-emergent product is applied in the spring.
- ☐ **Fertilize Trees and Shrubs**  
Ensure healthy and beautiful blooms!



## Pest of the Month: Ticks

### Where are they really hiding?

March and April are peak tick season! **Experts predict this year's population to be extremely heavy due to ideal tick conditions.** With an increase in ticks, you'll have to be extra vigilant on hikes, in parks, and even in your own backyard!

Ticks like to conceal themselves in inconspicuous areas of your property that are easy for them to jump or drop onto a target host.

Below are some secret tick hiding spots you may not have heard of before.

- 1. Yard features that may retain moisture**– We know that ticks thrive in the cool and moist areas of the property. Places like stone walls, bird baths, wells, and more can harbor moisture and provide the perfect place for ticks to lay low.
- 2. Perimeter of the lawn**– This area tends to be the shadiest and typically houses mulch beds and ornamental shrubbery. Ticks thrive in areas with little-to-no direct sunlight, making this portion of the lawn their prime real estate.
- 3. Bird Feeders**– Did you know that birds can carry ticks the same way other land animals can? If you consider this, plus all the other critters (deer, squirrels, etc.) that frequent bird feeders, it's only natural that ticks would be found around them as well.
- 4. Shady spots**– You'll be hard-pressed to find a tick out in direct sunlight. They almost never cross areas like this, as they probably wouldn't survive the journey. Any really shady areas of the yard are where they'll remain.
- 5. Low-Hanging Branches**– This spot shows just how predatory ticks can be. They hang out on low trees & branches so that they can drop onto any unsuspecting animal, pet, or person that happens to be passing by.

Be sure to consider these less-common places in your yard this season and don't forget to utilize Lawn Doctor's Yard Armour Tick & Mosquito Control Program!



## Managing Moss

As the spring rolls around and the snow melts away, many lawns may come out of dormancy with an abundance of moss.



Moss is a product of its environment and can grow almost anywhere, but **prefers moist, shady, acidic soil**. Moss thrives in cold temperatures and underneath snow whereas grass does not. However, the grass will soon spring back to life, cover the moss, and you'll forget it was ever there!



The simplest way to cure the spread of moss is to **balance the pH level of the soil with a lime application**. Fertilizing regularly keeps the grass fed and strong, leaving less room for moss. Aerating and overseeding helps break up moss patches while maintaining turf thickness throughout the seasons. In extreme cases, **raking the moss out and filling the areas in with grass seed** is the most straightforward option.



## The Skinny on Soil Enrichment

Our Soil Enrichment Plus Program went through a big enhancement last season and is now an integral part of our service line up. We adjusted the formula to include a proprietary blend of ingredients that will both help prevent and cure your lawn from a multitude of issues.

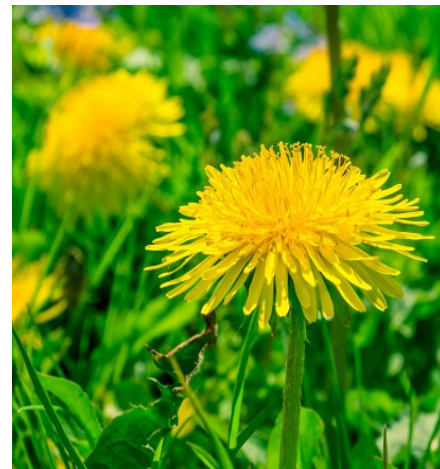
Our secret mixture enriches the soil's ecosystem and strengthens the grass' roots. But why is this important? These factors will help your lawn withstand a plethora of common problems, such as **drought**, turf damaging **insects**, **fungus** and **disease**, thick **thatch** layers that reduce growth, and more. On top of that, utilizing this program will transform the lawn to a deep green color that may not be as easy to achieve otherwise, and who doesn't want that?



On the flip side, if you find that your lawn does wind up infected with a damaging insect, disease, or fungus, our Soil Enrichment Program is designed to tackle the issue at the root. Our mixture contains insect and fungus controls, amongst other powerful ingredients, that will rid the lawn of the pest before they devastate your landscape.

## On The Lookout: Common Spring Weeds

Over the last 30 years, we've tested and experimented with different blends of weeding products to perfect the ultimate spring weed control plan! Not only does Lawn Doctor apply a double-dose of crabgrass preventative, but we've managed to decrease the population of broad-leaf weeds in our client's lawns with our scientific treatment. Here are some of the most common spring weeds that we take care of for you!



Dandelions



Hairy Bittercress



Chickweed

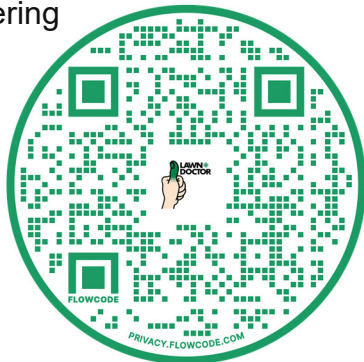


## We Want Your Feedback!

Love our newsletters? Have any suggestions? We'd love to hear from you! Lawn Doctor is always working on optimizing and streamlining our communication to our customers and employees.

Scan the code below and fill out our digital questionnaire. Participants will get a free rain gauge to thank you for your feedback. Rain gauges measure how much water your lawn is getting to make sure you're watering properly!

1. Scan the code.
2. Fill out the survey.
3. Get a free rain gauge!



### Don't Forget About Your Ornamentals!

Keeping your Trees & Shrubs fertilized improves their health and bloom! Ask us about our \$99 Tree & Shrub Spring Booster!



## 2021 Lawn Doctor Employee Award Winners

CSR of the Year:  
Gabby



Sales Rep of the Year:  
Robertho



Technician of the Year:  
Jessielee



Rookie of the Year:  
Jim



Employee of the Year:  
Jose



Lifetime Achievement:  
Bob



## What's New With LD?

### Tip your Tech Program

We're aiming to provide even better service than before! Lawn Doctor is giving you the opportunity to show service technicians your appreciation for their stellar service. Simply mention them by name in a Google or Facebook review and we'll reward them with \$25!

### Welcome Packets

Many people don't know what to expect when signing up for a lawn care service. Our new Welcome Packet gets sent out upon account activation and contains the information we've found to be the most important to you, such as FAQs, details on our services, our company history and much more!

### Customer System Upgrade

Our customer and operations information have been upgraded to a new, high-speed, more user-friendly interface! This new system makes helping our customers even easier than before. We're now quicker and more efficient in so many ways!

### Pest of the Month

It's hard to keep track of what to look out for and when. Let us do the work for you! Follow us on Instagram and Facebook to know what kinds of weeds, insects, or diseases are prevalent during different months of the year as well as their causes and remedies!





# LAWN DOCTOR®

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Happy Spring 2022!

We hope you find this spring newsletter helpful and informative.

I want to personally thank you for choosing Lawn Doctor. We are committed to providing you with the highest quality service that will improve the health and beauty of your property. Our goal is to enhance your life with great service, care and excellent results.

Best wishes,

*Tom Norton*



LAWN DOCTOR

### \$50 Referral Credit

Lawn Doctor wants to help your family and friends!

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!

Call or text our Referral Hotline: **781-243-3025**

### \$25 OFF



YARD  
ARMOUR®



LAWN DOCTOR

### TICK CONTROL

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

One time \$25 OFF coupon. Available for new orders made as of April 1, 2022 only. Cannot be applied to existing Yard Armour Programs nor combined with other discounts or coupons. Expires May 31, 2022. Other terms and conditions may apply.

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