



GREEN THUMB GAZETTE

Our 35th Spring!



James, Jim and Tom Norton in 1998.
Photo by Chris Bernstein

This spring we are celebrating 35 years of providing our customers with the best lawn care service and expertise. What started out in 1988 as servicing a few towns on the South Shore now includes servicing the entire South Shore, as well as Boston, Cape Cod, and Metro West. Our company has grown to over 60 field technicians and office staff that serve our growing list of satisfied customers. We have stayed true to our values and continued to grow by putting our customers first, building genuine relationships and making community service and professional development a priority for our employees.

As I look back at our history and forward to this season, I'm incredibly thankful for our loyal customers and for our amazing team of professionals. We are committed to our mission of delivering high quality, valuable home services which enhance the lives of our customers and provide our team members with opportunities to achieve their personal and professional goals. We look forward to serving you and delivering you the best experience and results ever.

Tom Norton

President/Owner



Company photo March 17, 2023

Turf Talk: 5 Things To Know About Spring Lawn Care

Spring is the time to set your lawn up for year-round success! Here's some helpful information to get you started:

1. **Avoid seeding in the spring.** Spring seeding typically yields poor results and opens the door for weeds and crabgrass. Late summer/fall are the best times to seed.
2. **It's not as bad as you think!** Although your lawn may look like it's in rough shape, there is no need to do anything drastic. With sunshine, rain and proper care you lawn will thicken up and fill in.
3. **Why is there so much moss?** Moss doesn't go dormant, so it tends to be quite dominant and visible in the early spring. As your lawn starts to green up and flourish the moss will lose the battle and become much less noticeable.
4. **Spring Clean up?** A light raking is usually sufficient. Anything covering your lawn such as branches or leaves can hinder your lawn's resurgence. Lawn debris normally does not interfere with our treatments. However, the earlier debris is removed the better.
5. **Spring treatments are critical!** Each of our Lawn Care treatments are beneficial. However, when it comes to controlling weeds and crabgrass, our spring treatments are essential!



Spring seedings lead to crabgrass!



Moss will look better as the season goes on.

Service Spotlight: Tree And Shrub Care

Did you know that, according to several nationwide surveys, well-kept trees in your yard can increase your property value anywhere from 7-19 percent? While you await the return of your thick, green lawn for the season, take a look into Lawn Doctor's comprehensive, season-long **Tree and Shrub Plant Care Program**. It is meant to protect and enhance the health and beauty of your valuable plantings. Our program includes...

Step 1 Spring Fertilizer: A drench of our organic Tree and Shrub fertilizer will start your foliage and blooms off strong for the season.

Step 2 Spring Horticultural Oil: An early treatment with Horticultural Oil will coat insect eggs and reduce the hatch of insects that feed on plantings in the spring.

Step 3 - 5 Spring/Summer Insect and Disease: Treatment to control insects and disease that affect the appearance and health of trees and shrubs.

Step 6 Fall Dormant Oil: Another application of Horticultural Oil to control active insect eggs that would overwinter on your trees and shrubs.

Step 7 Anti-Desiccant: A spray that provides a protective waxy coating that reduces water loss from evergreen foliage.



Treat your ornamentals for a more beautiful bloom.



All plantings are closely inspected during every visit.

On The Lookout: Yes, Ticks Are Out Already

There are a few things you should know about ticks to protect your family and pets this season.

First, it's important to know that ticks are out and **looking for a host in temperatures as low as 40 degrees Fahrenheit**, meaning they're active right now. Early spring ticks are more likely to carry Lyme disease than those found later in the year. Ticks are more active and dangerous during the cool spring months than in the summer.

Next, inspect your property for areas of high activity. Because **ticks like shade**, keep an eye out for wooded parts of your yard. The CDC recommends having a tick-proof barrier like gravel or woodchips between those areas and where you spend the most time outside. Their distaste of heat and direct sunlight will keep them from crossing it. Another tip is to keep the lawn clean and free of leaf coverage and other debris so that they have less places to hide. Mowing the lawn frequently will also help with this.

Lastly, spray your yard with **tick control**. Some products can only be applied by a state-licensed applicator. Call our office today to learn more about our **LD Mosquito and Tick Control Program** and how our certified technicians can help protect you, your family and your pets all season long. We've recently updated this service to include a **Home Pest Barrier** application that protects your home from creepy crawlies as well. By spraying the exterior foundation of your home during this visit your property is free of ticks, mosquitoes and so much more!



Be on the lookout for small Deer Ticks.

LD Community: Giving Back

It's hiring season and with every new LD Team Member, Lawn Doctor has an opportunity to engage more in the community. Every new employee is encouraged to participate in our company activities such as blood drives, Toys For Tots drive, virtual food drives and much more! Giving back to the community and helping provide for locals in need are some of many rewarding aspects of working here.

Working at Lawn Doctor is more than just treating lawns and answering phones, it's loving what we do and the positive effect it has on the community around us. We're constantly striving to make a difference in our local neighborhoods and towns. This gives us pride in what we do and the company we work for. If you'd like to recommend a local charity for Lawn Doctor to connect with, please email info@lawndoctorma.com with your suggestion. We're always looking for new ways to get involved and we'd love to hear from you!

Here are some of our current charity partners:



Know Someone Looking For A Career? Our goal is to provide great opportunities and rewarding careers for local people looking to grow. Lawn Doctor currently has openings in two departments: Field Service Technicians and Customer Service. Spread the word and our contact information below!

Call: 781-826-2920

Email: careers@lawndoctorma.com

What's New With LD?

LD Mosquito and Tick *PLUS* Home Pest

LD Mosquito and Tick Control has been upgraded to include exterior home pest control. During our visit, we treat the perimeter of your property for mosquitoes and ticks as usual, then we apply product along the outside foundation of your home! This makes your property free of mosquitoes and ticks outside and prevents spiders, earwigs and ants from coming inside.

New Phone System

We know how much fast and clear communication matters to our customers. We've made a big upgrade that will help customers connect with us faster than ever! Our new, high-tech phone system allows for our local Customer Service Team to make calls to our customers with just a click of a button. This same system also allows us to easily text and email our customers—all in one place!

Employee Feedback Surveys

It's no secret that Lawn Doctor treats every employee like family. In doing so, we've launched a twice-annual employee feedback survey where we gauge employee satisfaction in different categories like organizational communication, training, growth opportunities and much more. Hearing the voice of our workforce ensures a happy and healthy work environment. Happy and healthy employees make for excellent customer service!





LAWN DOCTOR

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Lawn Doctor Newsletter

Volume 4 No. 1 Spring 2023

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\$25 OFF
LD MOSQUITO & TICK CONTROL

A Division of **LAWN DOCTOR**

\$25 OFF any new LD Mosquito & Tick Control Order. Protect your family from dangerous ticks and mosquitoes this season with LD Mosquito & Tick Control!

One time \$25 OFF coupon. Available for new 2023 order only. Cannot be combined with other discounts or coupons. Expires May 31, 2023. Other terms and conditions may apply.

ONE FREE TREATMENT
Tree & Shrub Program

Order Lawn Doctor's Tree & Shrub Program and get ONE TREATMENT FREE!

Expires May 31, 2023 and only applicable to new 2023 Tree & Shrub Program orders only. Cannot be combined with other offers or discounts. Other terms and conditions may apply.



\$50 Referral Credit

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**

Contact Us

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