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## Mosquito Tips

Here are a few small things you can do around your property to minimize mosquito activity and take back your yard this summer!



Remove all freestanding water from your property. Wheelbarrows, buckets, gutters, and tires laying around the yard can collect water and become mosquito breeding grounds. Also, fill in any ditches that form puddles, and change bird bath waters daily.



Keep your lawn mowed and shrubbery trimmed. When they're not actively hunting, mosquitos lay dormant away from direct sunlight and wind. They tend to hide in trees or tall grass.



Order a property mosquito control service. Home remedies are great for lessening activity, but a professional, state-licensed product application is best. Call us today for more information on our LD Mosquito and Tick Control Program.

## Turf Talk: The Ultimate Summer Survival Strategy

It's no secret that New England lawns have a hard time looking good through the summer. Our grass varieties are meant to thrive in our cool spring and fall temperatures. Homeowners in our area don't usually opt for warm weather grass types because otherwise they'd only have green lawns for 3 months of the year. As many towns in MA have water restrictions during hot summer months, many homeowners feel like their lawn stands no chance of surviving July-September. How can we keep our lawns from going dormant and brown in the extreme heat and relentless sun? The solution is as simple as having **proper mowing habits**.



Two neighbors with different mowing heights in summer

It all starts with letting your grass grow to 4 or even 4.5in in height. When grass is a little long, it creates shade for itself and the soil. This helps keep the soil temperatures lower than if the sun were beating down directly on it. Low soil temperatures means healthier roots, more water retention and less stress on the grass plant. If the soil stays cool, the grass is stronger and healthier. It is more resistant to drought and disease. Weeds are less likely to take over a thick, healthy lawn than a brown, wilted mess.

Long grass in the summer starts in the late spring. Once the grass gets stressed due to extreme weather, it will stop growing. It is important to let your grass grow while temps are still a little cool. If you wait until the peak of July's heat to change your mowing height, it may already be too late and your grass may already have stopped growing for the summer. Continued on page 2



4in mow and 3.5in mow side by side last summer



# Methods of Application

You may have seen your Lawn Doctor technicians using different equipment. Our machines apply the same products, but our formulation and methods of application may vary depending on service, season or weather. One thing will always stay the same: you are always getting the best, most effective products and treatments on the lawn care market.



Our liquid services are great for navigating small properties with a more targeted, precise application. We use this less bulky equipment for fertilizer, weed control, Soil Enrichment and LD Mosquito and Tick Control!



Equipment that we stand on can spread multiple products at once like fertilizer and lime, as well as spray weeds as our technicians ride by them. These are mostly used for larger lawns as they move fast and drop product at the perfect rate.



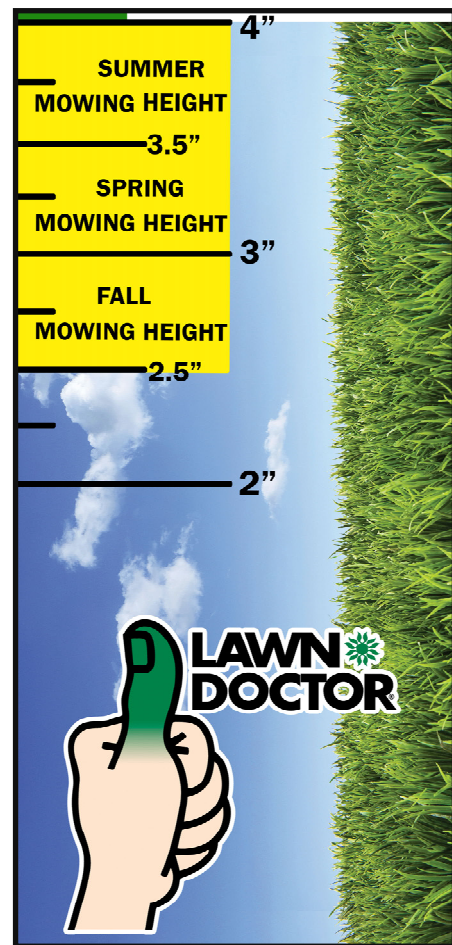
Push-spreaders are used when liquid and stand-on technicians can't get to an area of the property with their usual equipment. They can spread things like fertilizer, lime and even seed!

## Turf Talk continued

Do not let grass grow too much more than 4in because you should never mow a third or more of the blade at a time. Doing so can cause the grass plant to go into shock and consequently go dormant. This may mean having to mow more than once a week until the summer heat really sets in. Once the weather is consistently hot and sunny, the growing will slow and you will not need to mow nearly as often.

What happens when you mow short? Grass is stressed from the heat, sunlight and drought. It wilts and struggles to bounce back when stepped on or when any pressure is applied. It's more susceptible to insect damage and fungal diseases. After a while, it'll start turning brown and drying up, eventually going dormant or even dying. If grass is dead and dying, this leaves more room for weeds. In the fall when the weeds die off, you're left with bare, dead patches of lawn. All this can be minimized with proper mowing habits.

In short, we recommend mowing as high as possible right before and during the summer. This is the single most important thing you can do for your lawn to avoid browning if you have a watering restriction. Use the Ruler Magnet from the New Customer Welcome Packet for reference. Don't have one? Give us a call at 781-826-2920 and we'll send you one.



## Service Spotlight: Soil Enrichment *PLUS*

Early summer is the perfect time to treat your lawn to Lawn Doctor's Soil Enrichment Plus program to keep away pest, fungal, and weather-related issues that pop up this time of year. This is done by conditioning the soil, and controlling and preventing lawn fungi and insects on the surface. As a result, your lawn will be greener and fuller, for longer than before.

Soil conditioning is done by applying a propriety blend of invigorating nutrients and a wetting agent onto the lawn. The wetting agent, or surfactant, releases tension in the soil, allowing water to reach deeper into the root zone. The nutrients include Kelp Seaweed Extracts and Humic Acid. These two stimulate the microbial life in the soil making it more rich and improving the exchange of nutrients between soil and plant. They also help the absorption and storage of water and plant food.

Treating and preventing insects and diseases is easier than it sounds. Also in our blend are top-of-the-line fungicide and insect control that target and eradicate most of the common summer issues like Red Thread, Dollar Spot or Sod Webworm.

Soil Enrichment Plus is the perfect conditioning treatment to act as either a preventative for lawn problems or a weapon to tackle them if they occur. With Lawn Doctor's powerful ingredients, summer stressors don't stand a chance in taking down your turf.



Grass roots with and without Soil Enrichment



# LD Community: Our Family Of Happy Customers

We pride ourselves in being the highest rated lawn care provider in our area. We couldn't do it without the support and positive reviews from our valued customers. Here is what some of them have had to say lately:

"My technician was extremely knowledgeable and answered all my questions (there were a lot)! Excited to be working with him and the company."

- Chris, Quincy

"Lawn Doctor has been great... The lawn has never looked more green. I can already see some of the weeds dying and moss being taken over by new grass. My technician was timely and has my lawn looking better than ever."

-Benjamin, Abington

"The technicians did a great job servicing my turf today. Followed instructions well and did an efficient, thorough job... top quality products and an overall easy process with great, proven, speak-for-themselves results."

-Mitchell, Abington

Leave us a positive review on Google, Yelp or recommend us to your friends and family on Facebook!



Customer Lawn in Canton, MA



Customer Lawn in W. Bridgewater, MA



Customer Lawn in Sandwich, MA

## On The Lookout: Spotted Lanternfly

The return of warm weather in Massachusetts means the return of the spotted lanternfly, a destructive plant-hopping insect that feeds on tree sap. The spotted lanternfly is an invasive insect in the United States, making it a threat to the natural ecosystem of our state. Spotted lanternflies are not harmful to humans or pets, but can be devastating to crops and native plants. At this time of year, spotted lanternflies are in the nymphal stage. You can identify a nymph as a black and red bug with long legs and white spots. An adult spotted lanternfly has distinct white and black spotted wings atop of a lower layer of bright red wings. Contrary to their name, spotted lanternflies are actually more similar to grasshoppers and cicadas than they are to flies, meaning they will likely be seen crawling on tree trunks, branches, or even directly on the ground.

The preferred host of spotted lanternflies is a tree of heaven, a non-native tree used mainly as an ornamental. Other popular host plants include grapes, hops, and lilacs. However, spotted lanternflies will feed on a wide range of plants, so it's important to keep your eyes out for any potential eggs, nymphs, or adults all year round before they cause permanent harm. Spotted lanternfly damage appears as a sticky substance covered in a dark colored fungus known as sooty mold, which gives the damaged plant the appearance of having been burned. If you see a spotted lanternfly or its damage in Massachusetts this summer, take the proper precautions by taking photos, preserving the insect if you can, and reporting the sighting to <https://massnrc.org/pests/slfreport.aspx>.



Nymphs on a tree of heaven



Adult (left) and nymphs (right)



Spotted lanternfly damage

# GREEN THUMB GAZETTE

Lawn Doctor Newsletter

Volume 4 No.2 Summer 2023

## What's New With LD?

### Progress Pics

Every technician has been asked to take photos of the lawns they service during each visit. This helps us document the progress of your lawn and watch it improve over time. These photos are reviewed and saved for future reference and aid us in making proper recommendations and changes to your lawn care program.

### Eco-Friendly Hydration

We've always emphasized the importance of staying hydrated on the job! Now that'll be even easier. We've given each employee a 32 oz insulated, metal water bottle. We've also installed 2 water-filling stations in our building for easy, chilled water! So far, we've already saved the earth from over 400 plastic water bottles!

### Employee Book Club

Our employee-run book club is our chance to get together every few weeks to discuss books on communication, professionalism, business and much more. Our goal is both to socialize and learn about how to grow personally and professionally!



## DID YOU KNOW?



**Lawn Doctor offers organic treatments!** That's right! Two of our most popular services have organic options. Both our Lawn Care and Mosquito and Tick Control programs can be performed without the use of herbicides or insecticides. Our Natural Lawn Care Program is comprised of season-long organic fertilizer applications. This way, your lawn remains fed, strong and more resilient against weeds and other issues. Our Natural Mosquito & Tick Control Program targets all the same high activity areas as our standard program. The organic product is a top-of-the-line cedar oil based spray that repels ticks and mosquitos naturally. Both of these programs are as effective as they are safe! Ask us about our organic options today!

## \$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 only for new orders as of June 21, 2023. Cannot be combined with other discounts or coupons. Expires July 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 July 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 **15% OFF** their lawn care services 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**

Limited time only. New Customer offer is subject to change and cannot be combined with other offers or discounts. Other terms and conditions apply.

## Contact Us

P.O. Box 1182 Hanover MA 02339 (781) 826-2920 [info@lawndoctorma.com](mailto:info@lawndoctorma.com) [www.lawndoctor.com](http://www.lawndoctor.com)