



GREEN THUMB GAZETTE

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5 Spring Tips for a Better Lawn This Year

1. **Clean-up.** A general clean-up will benefit your lawn in many ways. Too much debris can suffocate the lawn and prevent the emergence of new growth. Raking up even just a few sticks and leaves not only helps get the lawn looking better instantly but it gives you the opportunity to inspect your lawn thoroughly and assess any issues.



Raking thatch

2. **Rake.** Raking to clean up is great, but if you have a thick layer of thatch, you may have to rake a little more thoroughly. Thatch is the layer of decomposing plant material that sits on the surface of the soil. When it accumulates and gets compacted it can prevent the roots of your grass from getting water, fertilizer, oxygen and other nutrients.

3. **Manage the moss.** Every winter your lawn will stop growing and go into winter dormancy. Meanwhile, moss continues to grow. In the early spring, moss often looks worse than it is. Once the turf starts to grow moss will become less noticeable.

Under some conditions, such as heavy shade or habitually moist areas, moss will naturally grow thick and dense. In this case, moss can only be handled by removing it manually with a rake or dethatcher. To help prevent moss and control the spread of it, we recommend a heavy calcitic lime application in the spring and, depending on the soil pH, sometimes again in the fall. Seeding in the fall and proper nutritional care and maintenance can keep the moss from coming back.

4. **Fertilize.** In the early spring, you'll notice that your grass is pale green, gray or even yellow, depending on the variety of grass you have. As it comes out of dormancy, it will naturally green up. To bring it back to life faster and see it grow greener you should have our Lawn Care Program. Our first service consists of a high-nitrogen fertilizer with other essential nutrients as well as weed control and crabgrass preventative. This service will wake your grass right up and make it look like winter never happened!



Crabgrass

5. **Prevent crabgrass.** It may seem too soon to be thinking about crabgrass but it is imperative to get this pre-emergent onto your lawn ASAP. The secret to LD's Lawn Care Program is TWO applications of pre-emergent. Two applications means double prevention and longer lasting effects. Do not underestimate the importance of pre-emergent!

Meet our Employee of the Year: Danielle Doherty

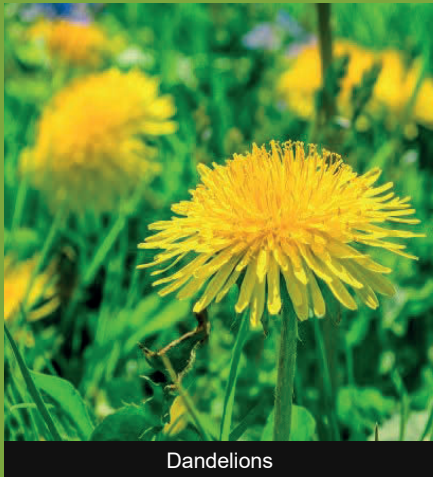


Lawn Doctor's 2023 Employee of the Year Award went to Danielle Doherty, our Director of Customer Experience. When Danielle joined the Lawn Doctor team in 2017, she hit the ground running. Danielle has experience in almost every department Lawn Doctor has to offer and is always challenging herself and her team to reach new heights with confidence, respect and customer satisfaction. Danielle's positive attitude and friendly nature make her the well-rounded manager she is, and the Lawn Doctor team is lucky to have her in charge of our customer experience. Thank you, Danielle!

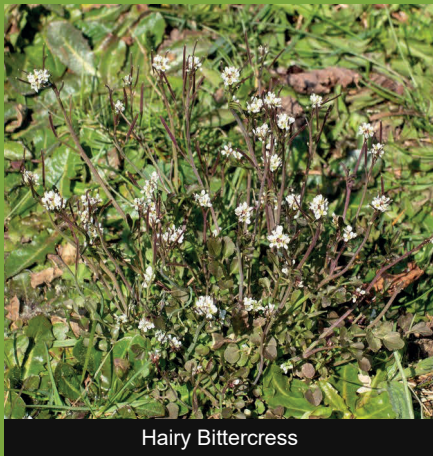
On The Lookout:

Common Spring Weeds

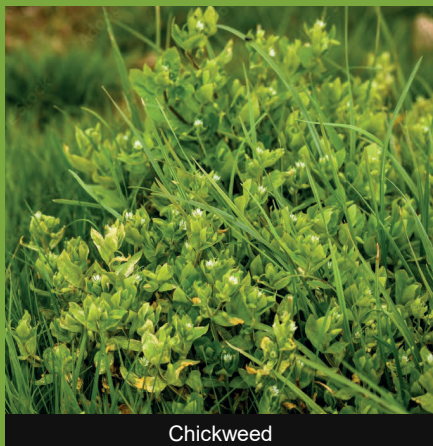
Over the last 30 years, we've tested and experimented with different blends of weeding products to perfect the ultimate spring weed control plan! Not only does Lawn Doctor apply a double-dose of crabgrass preventative, but we've managed to decrease the population of broad-leaf weeds in our client's lawns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



Dandelions



Hairy Bittercress



Chickweed

Ticks are Here!

Mild winters seem to be the new normal here in Massachusetts, and with them come our least favorite spring yard pest: ticks. Ticks are unfortunately a year-round threat, but they peak twice during the year: early spring and early fall. And because ticks can survive and look for hosts in temperatures as low as 40 degrees Fahrenheit, winter tick activity hardly has a chance to die down before spring tick activity begins, making for an overall dangerous lawn environment if left untreated.

There are two main kinds of ticks to be aware of: the deer tick and the dog tick. The deer tick is often the smaller of the two and is the carrier of Lyme disease. Distinct from the dog tick, the deer tick has a reddish color on the outer part of its body. Dog ticks are not known to carry Lyme disease, but can transmit other deadly diseases such as Rocky Mountain Spotted Fever. So, it's important to remain vigilant of any and all tick activity in outdoor areas you spend time in this spring.

Lawn Doctor offers a Tick and Mosquito Control program to keep ticks at bay. Our Tick and Mosquito program targets high breeding and activity areas of your lawn, particularly the lawn perimeter where there is typically more shade, as ticks do not like areas of direct sun. In addition, be sure to use bug repellent containing deet and check yourself, loved ones and pets for ticks when returning indoors. Ticks are a yearly threat, but with proper precautions and knowledge, you can still safely enjoy your lawn as it comes back to life this spring!



Deer Tick



Dog Tick

Ask the Almanac: This Year's Spring 2024 Weather Predictions

This past Groundhog Day, Pennsylvania's resident Prognosticator of Prognosticators Punxsutawney Phil predicted the emergence of an early spring, which is particularly hopeful news for those of us in some of the coldest winter climates. Though not entirely reliable in this day and age, but most definitely an entertaining tradition, we decided to take a look at another one of the country's oldest weather-predicting practices, The Farmers' Almanac, to see what kind of weather we might be in store for this spring. The Almanac uses elements of math, astronomy and even astrology to come to their weather conclusions every year. So what did they have to say this year, and what might it mean for lawns?

According to the Farmers' Almanac spring weather prediction for the Northeast, we are in for a "cool, wet, and thundery" time here in Massachusetts. If this turns out to be the case, the rain may put a damper on spring plans, but will be great for your grass! One of the most important parts of lawn care is ensuring the lawn receives enough water during growing season, and rainfall certainly helps take care of that. Cool, wet temperatures also ensure grass doesn't brown, burn out or experience too much water loss while trying to establish itself above and below ground. All in all, not a bad spring condition for a lawn!



Could we be in for a rainy Spring in Massachusetts?

2023: A Year in Review

We had a busy, productive year at Lawn Doctor! As we head into our 36th year in business, we want to take a second to appreciate a few of the accomplishments and celebrations from last year. Take a look at the timeline of some of our most memorable moments of 2023!

May: We got together and celebrated our season being off to a good start with sweet treats and a raffle.



December: We closed out the year with food, fun and awards at our annual Lawn Doctor Holiday Party!



March: The whole company attended our annual Spring training sessions and we kicked off the season with a group photo.



August: We partnered with Kraft Family Blood Donor Center and Brigham and Women's for a rainy, successful blood drive.



January 2024: We hosted some of our fellow Lawn Doctor dealers from across the country to exchange ideas and best practices.

What's New With LD?

We'll Tip Your Tech!

Our Tip Your Tech Program is a fun way to reward your lawn technicians for a job well done. If you leave a 5 Star Google review through our text link after a lawn service, your review will automatically be associated with your lawn technician and we will award them instantly!



New 'Super Trucks'

Keep an eye out this season for our new supersized Lawn Doctor vehicles on the road! Our 'super trucks' can carry liquid and granular product, and service multiple different lines like Lawn Care, Mosquito and Tick, and Tree Care all in one visit!



Text Ratings

Your satisfaction is our biggest priority. To better guarantee it, we will send a text message after each visit asking you to rate the quality of the service on a scale from 1-10. The more feedback we get, the more we'll keep improving as the best lawn care provider in the area.





LAWN DOCTOR

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- Referral Program Updates

We're Upgrading Our Referral Program!

Lawn Doctor now offers a customer-driven referral program. Current customers are given a unique referral link to share to social media, via email, text and however else possible. This link sends friends and family to our website where the referring customer gets cash for influencing the new customer to sign up with Lawn Doctor! It's a win-win!

REFER A FRIEND OR FAMILY MEMBER AND GET \$50

Visit ReferLawnDoctor.com to start!

Share Link ● Refer Friends ● Get Paid

Contact Us