



## FALL 2024

### Lawn Doctor Service Expectations-Fall

The weather this year has been unusual. The summer actually was not that bad, we got some rain through the traditionally hot part of the summer (July/August) that kept lawns hydrated when we normally see a lot of drought stress. This month, however, has been the worst September we have experienced since we started in business more than 20 years ago. Normally the temperatures have cooled off and we are getting regular rainfall, neither has happened. We are now seeing lawns that have been without water for too long but are still being mowed (if you're not watering, please stop mowing!!!) and will not recover and will need seeding work done.

On top of the drought stress we are seeing on lawns, we have also had unusually high insect damage in lawns this fall. Grubs and fungus damage have been rampant which is why it is important for us to not skip services, even if your lawn is dry. Insect damage and drought stress are difficult to tell apart unless you know what you are looking for, and our technicians are trained to do these inspections. With all of these issues in lawns right now, if you have damage to your lawn fall is the best time to do a seeding!

We look at our customer relationships as partnerships, we absolutely cannot get the best out of your lawn without your help. We want to hear from you and answer your questions and concerns. We are very responsive to our customers and we cannot help if we are not aware of your concerns. We are also only on your lawn a limited number of times each year, and a lot can happen between those service visits, so your eyes on the lawn are critical if and when there are issues and concerns.

We are always available to assist you. You can call or text our office at [608.270.6210](tel:608.270.6210). Or send an email to us at [group510@gmail.com](mailto:group510@gmail.com).

#### In the fall at our **Fertilization & Weed** control visits:

- You **CAN** expect us to apply granular fertilizer with appropriate nutrients and composition for fall conditions.
- You **CAN** expect us to treat broadleaf weeds that are present, when
- You **CANNOT** expect prevention of broadleaf weeds with weed treatments alone!
- You **CANNOT** expect to see good results when care practices are not optimal.
- You **CANNOT** expect

appropriate. We expect most weeds that are present to curl and change color within 7-14 days of treatment, depending on weather conditions and type of weed.

- You **CAN** expect us to recommend seeding when appropriate. Late-August through September is the best time for seeding sunny areas.

- You **CAN** expect us to routinely recommend aeration. It is especially important in our southern areas (generally south of route 30) that have clay soils to get an aeration at least once a year to mitigate compacted soil conditions. However, aeration is a key part to having a thick, healthy lawn for all soil types.

You **CAN** expect good application of fertilizer when leaf cover is light to moderate. We use granular fertilizer that rolls off of the leaves and falls to the soil below where it should be. It is NOT sucked up by mowers or leaf vacuums. If leaf cover is too heavy, our technicians will attempt to reschedule.

weed control to work as fast in cold weather. If the weather is too cold, our weed control products will not kill weeds as fast as when it is warmer. Weeds will, however, die.

**DO NOT** expect us to recommend dethatching or power raking on a healthy lawn. When healthy lawns are dethatched it can tear up the root system and cause damage to the turf. A small amount of thatch is normal for a lawn and should be left to break down and recycle nutrients back into the soil. We recommend aerating the lawn to help break down excess thatch layer.

## Benefits of an Aeration



There are 4 goals of all aerations:

- Improve air exchange with the soil and the environment (get more oxygen to grass roots where it is needed)
- Improved water absorption which reduces the need for irrigation or rainfall
- Root growth both deeper and thicker

Increased thatch breakdown

through increased microbial activity

## LIQUID AERATION

Liquid core aerations use carbon substances like ash, humic shale, kelp, and bio char in solution with soil nutrients to create micro-fissures (think Pop Rocks) and to establish healthy bacteria that bring about better nutrient retention, water holding capacity, and healthier soil and grass.

### Advantages:

- Thin, fragile grass is not damaged or torn up by liquid aeration
- Can be done at any time during the growing season (even summer)
- Liquid aeration covers entire lawn-even areas that an aerator cannot reach
- No messy plugs
- No preparation required
- No risk of damage to irrigation, invisible pet fences, or other underground lines



## TIP-A-TECH

We are always trying to find ways to give our amazing employees the recognition they deserve. There is a new option to do just that, but we need help from you, our awesome customers! We are introducing a new program this year called Tip-A-Tech. As a small local business, reviews are a lifeline for us and can make or break a company. Here is how the program works:

- If you have a great experience with one of our employees (I know it's called *Tip-A-Tech*, but it can be any employee), go to our Google review site (link below).
- Write a good review and **mention the employee's name** (this is very important so we know who to tip!)
- That employee will get \$25 as a bonus on their next paycheck.
- That's it! This will cost you nothing except a few minutes to write a review on our business page.

[Click Here](#) to get started!

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