



## LAWN DOCTOR SUMMER NEWSLETTER

July 2019

### The Lady Bosses of Lawn Doctor

Behind every successful company, there is a strong woman. Or in Lawn Doctor's case, 11 strong women. From lawn care technician to CFO and everywhere in between, we ladies of lawn care have grown to become a pivotal part of Lawn Doctor's operations. But we weren't always turf experts. Together, we make up a diverse team which includes a former horse trainer, a Navy veteran, a human resource specialist, a bartender, a nanny, and several moms. We've acquired unique skills in these past experiences that gave us our impeccable work ethic and strong customer care instincts. Our varied backgrounds eventually led us all into our shared love for what we do at Lawn Doctor.

Everyday we work together to provide support, advice and beautiful green lawns to each and every one of our customers. Independent of



where we came from and what our roles are now, we serve the same purpose: to deliver an unparalleled customer experience and go above and beyond in all things lawn care.

***Amanda Pereira***  
***Customer Service Manager***



From left to right: Amanda, Tasha, Samm, Taylor, Marissa, Danielle, Joan and Meg

# Summer Lawn Care Tips



## Watering Tips

If possible, during periods of drought conditions, the lawn should be watered heavily. A healthy lawn requires 1 to 2 inches of water per week.

It is best to water early in the morning and to avoid night watering which can lead to lawn disease and fungal issues.

Lack of water will cause the lawn to wilt and turn brown. The common signs that the lawn needs watering are the following:

- ◆ A subtle change in color where the lawn takes on a bluish tinge.
- ◆ The persistence of footprints after the lawn has been walked on. The footprints of a properly watered lawn disappear quickly (within seconds or a minute).
- ◆ The compaction of the soil. The less moisture there is in the soil the harder it becomes. You can test this by using a screwdriver. The more difficult it is to penetrate the soil the more obvious the need to water.

## Mowing Tips

- ◆ Raise the mowing height! The lawn should be cut to a minimum of 3 inches. If the lawn or parts of the lawn have direct sun exposure, the height of the lawn is crucial.
- ◆ Mow on a regular, weekly basis! It is best to only cut a small portion of the leaf blade at once. During high temperatures the lawns respond poorly to cutting more than a 1/3 of the blade at once.
- ◆ Be sure the mower blade is sharp. A dull blade will shred the grass blades which will cause moisture loss and lead to browning.



## Planting the Seed

*Power Seeding in the fall is one of the best things you can do for your lawn.*

**Our Seed:** Selecting the right mixture of grass seed makes all the difference when it comes to maintaining your lawn's color, appearance and long term health. Our lawn seeding experts will be able to help you navigate through various grass seed mixtures and seeding choices. Our expert knowledge of grass species, local growing conditions, and lawn maintenance needs will help us choose a grass seed mixture that's right for your property.

**Our Process:** The patented Lawn Doctor Power Seeder, prepares the soil and delivers the perfect amount of seed maximizing the germination rate.



## Control Mosquitoes on Your Property

Summer is the time for backyard barbecues and fun, but that can quickly be interrupted if your yard is full of mosquitoes. There are many things you can do to reduce mosquitoes in your yard and make time outdoors more enjoyable.

Areas with standing water around your yard are perfect places for mosquitoes to lay their eggs. Once a week, you should empty and scrub, turn over, cover, or throw out any items that hold water like tires, buckets, planters, toys, pools, bird-baths, or trash containers. Water storage containers should be tightly covered and for those without lids, wire mesh with small holes than an adult mosquito can't fit through.

For areas of standing water that will not be used for drinking and cannot be covered or emptied like backyard ponds, use larvicides to kill young mosquitoes.



Mosquito Control Service

## Special Event Sprays

If you have a Summer Cookout, Birthday Party or any other outdoor activity planned, Lawn Doctor can make it a Mosquito Free event. Call 781-826-2920 to schedule a **Special Event Spray** a few days before your party and we will perform a cleanout application.



Turf Tamer Power Seeder

# Common Summer Lawn Problems

## SOD WEB WORM

### What to look for:

- Discolor or browning of lawn
- Grass blades chewed or cut in half
- White Moths flying out of Lawn (especially when walking through or mowing lawn)



**TREATMENT:** *Surface Insect Control*

## CHINCH BUGS

### What to look for:

- Discolor or browning of lawn in sunny areas
- Flattened/matted areas of grass in affected areas
- Random patterns of damage often originating from mulch/flower beds



**TREATMENT:** *Surface Insect Control*

## GRUBS

### What to look for:

- Large brown areas of dead grass which can be peeled back like a carpet
- Visually inspect the soil to find active Grubs feeding on the root system.
- Damage usually occurs in sunny areas



**TREATMENT:** Prevent with *Guaranteed Grub Proofing*. Control with a *Grub Curative* treatment.

## RED THREAD

### What to look for:

- Reddish brown plate size circles
- Pink thread like appearance where grass blade has been cut or mowed.



**TREATMENT:** *Soil Enrichment*

## BROWN PATCH OR SUMMER PATCH

### What to look for:

- Roughly circular, light brown patches from 5 inches up to 10 feet in diameter.
- "Smoke rings" that appear most frequently in the morning.



**TREATMENT:** *Soil Enrichment*

## DOLLAR SPOT

### What to look for:

- Sunken circular patches up to 2-6-inches wide form after overnight rain or watering.
- Infected leaves form lesions that turn from yellow-green to straw color



**TREATMENT:** *Soil Enrichment*

## Contact Us

Give us a call for more information about our services and products

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Visit us on the web at  
[www.lawndoctor.com](http://www.lawndoctor.com)

## "What our customers are saying"



"Love this company! They make sure I have the nicest lawn on the block! Plus they spray for mosquitoes which is awesome for events or parties in the summer!"



"Great customer service. It's nice when you call and the owner actually talks to you. I am so pleased with my lawn seeding and fertilizing. I now have them doing my mom's lawn. Highly recommended them."



"We went from having the worst looking yard on the block to neighbors asking us who is doing our lawn servicing. They are very responsive to questions and good with problem solving. Highly recommended."