



The American Lawn

Important news for our Customers and Friends

January 2016

www.LawnAmerica.com

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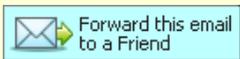
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LawnAmerica

Charlotte area

P.O. Box 669802
Charlotte, NC 28266

Asheville area

P.O. Box 264
Fletcher, NC 28732



Happy New Year!



We welcome our customers and friends into 2016, and we hope that this year brings you and your family blessings in many ways. While this will be the 2nd year for us in the Carolinas, this is our 18th year of caring for lawns and landscapes in Oklahoma, where we serve more homeowners than any other lawn care company in the state. For that, we are

very grateful, and we look forward to helping you make your world a little greener and nicer.

So how did we end up crossing Arkansas and Tennessee to get to North Carolina and South Carolina you ask? Well it's a combination of three factors:

1. I have two good, experienced managers who had moved to Charlotte and to Asheville, one a few years ago and another just recently. They wanted an opportunity to bring LawnAmerica to the Carolina area.
2. QuikTrip, a large and very good convenience store chain is based out of Tulsa, and they wanted us to service all of their stores in the Carolinas, as we do here in Tulsa. They are a great company, and were honored to help them.
3. We wanted to expand the LawnAmerica brand into new areas, and we really liked the Charlotte, Asheville, and South Carolina areas. Very similar to Oklahoma in many ways, and people love us there, so we'll spread the love in Carolina also!



We are busy preparing for another great season. Selecting a few more great people to add to our LawnAmerica team is one of our winter tasks, so [let us know if you know of anyone in search of a great place to work and make a difference](#). We are very selective in the people we choose to serve our customers, and we then teach and care for them well. This has led to a great employee retention rate of over 85%, well above industry averages. Our current staff now averages over 6 years industry experience, which again makes a huge difference in the quality of service and results our customers receive.



Look for a new and better website coming soon specifically for the Carolina area, www.CarolinaLawnAmerica.com, where you can learn valuable information on caring for your lawn and landscape, pay for services, refer you friends, and communicate with us online.

We are also happy to share that we are holding our pricing level for our core lawn care services at the same levels as 2015, so there is no price increase for 2016 for existing customers. While investments in our staff, insurance, and other expenses will be up some, gasoline and fertilizer prices for now at least look good.



Is Spring or Fall the Best time to Seed Fescue?



Tall fescue is a cool-season bunch-type grass which grows well in cooler climates. Since Asheville is up in the mountains somewhat where temperatures are a little cooler, most folks have fescue there. In Charlotte, even though the climate is somewhat warmer, fescue still is the predominate turf type there. Now if one has shade in their lawn, fescue is really your only choice, but it also grows fine in the sun with adequate watering. Warm-season turf such as bermudagrass and zoysiagrass really do quite well in the Charlotte area in the full sun. Personally, I feel that these warm-season grasses are really the best choice in many cases, as they are lower in watering needs and don't require overseeding every fall.

Fescue will always thin out some during the summer, due mainly to heat, disease, and last year to drought stress. Therefore, overseeding every fall is required to keep the turf looking it's best. Resist the temptation to overseed in the spring. While the seed may germinate (if you've not applied a pre-emergent), most of it will not survive a hot summer. By seeding in the fall, your seedlings have several more months during fall and winter to grow and mature, so that when the stress of summer hits, the turf should do better.



Pre-Pay for 2016 Service and Save 4%



There is still time to [pre-pay](#) for your 2016 annual service and save 4%, while eliminating the need to keep up with writing checks or sending payments during the season. If you cannot locate the pre-pay statement we sent out, just call our office or visit our website to pay. You may also set up auto payments from the website if you like, so that your credit card is automatically deducted after each service.

Now is a good time to change any service level you are currently on and add any enhancement services, such as aeration, flea & tick control, tree & shrub care, or our new Mosquito Control Program. You can save 4% off any new program or service you subscribe to also at this time. And, look in your renewal packet we sent out recently to save \$20 off any of these new optional services or programs you currently are not on.

Lessons Learned from over 30 Years of Lawn Care

I've been in the lawn care business since I was 30 years old. OK so do the math, 30 plus over 30 years in killing weeds does add up to over 60. I still love what I do, love leading and growing our company, and love our customers. I've learned a lot about

lawn care, the service business, people, advertising, budgets, regulations, and I could go on and on. One has to be pretty much a "jack of all trades" to be an entrepreneur, and then surround themselves with people smarter (and younger in my case) than they are in order to grow. And we've been blessed to grow, even expanding out to the Carolinas last year with our service.



One thing I do know and appreciate is that homeowners really do LOVE their lawns. I'm so glad, as that helps keep us in business and growing! That love for their lawns comes not just from the aesthetics and pride of a nice lawn and landscape, but also things like the safety of a healthy lawn, value of their home, and environmental benefits.

So that love of lawns from our customers causes us to really take our responsibilities of caring for those lawns seriously here at LawnAmerica. And that has built a real love for our business and what we do here. It's love that drives our customer service, and it's love that drives our commitments to the communities we serve in giving back as much as we can.

So as the old Beatles song we listened to as teenagers (giving away my age again here), All You Need is Love! Well, not exactly, as there is a lot more to lawn care than that, but it's a great place to start.

Looking forward to a great year,
Brad Johnson
LawnAmerica Inc.

REFER A FRIEND and Go to Dinner on Us!

Our Mission at LawnAmerica is to please you so much as a customer that you'll tell others about us. So if you are happy with our service, please tell your neighbors and friends about LawnAmerica. If your referral begins service with us, we'll send you a \$25 Gift Card to a local restaurant as our way of saying THANKS.

You can call us or provide the name of your referral on our website. Or if they call, just have them tell us your name so we can properly track that and send you the gift card. We really appreciate your help in growing our business. Doing a great job and earning referrals is how we've grown our business, so we appreciate your help with this!



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