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The American Lawn

Important News & Information for our Customers and Friends

March 2017

Charlotte 704-931-4050

Asheville 828-684-1300

www.CarolinaLawnAmerica.com

Warm Spring Can Affect Lawncare



Henbit coming on strong.

It's another warm late winter, or early spring now, with fescue coming on strong and dormant bermudagrass springing to life sooner than it really should. Winter annual weeds are coming on strong, especially on turf not treated last fall. So how does this weather affect lawncare? is it too late to apply pre-emergent and have success stopping crabgrass? For more information, [CLICK HERE](#) to read more.



Prune Certain Shrubs Now

Now is a perfect time to get out and prune certain shrubs now. I recently gave my Photenia shrubs a nice haircut, taking them down from over 10' to about 6' high. [READ MORE](#) to learn what to do, and what not to prune.

Natural Choice Lawncare Alternative

If you would like a healthy, green lawn, while decreasing the input of conventional fertilizers and weed-control products, then consider our Natural Choice organic-based program. Your lawn will not be weed-free with this program, and it won't be quite as green as with our regular programs, but will be close. You will have a 50% reduction in the application of conventional products, while having an increase in the application of organic soil amendments for a healthier soil.



Blending Science
and Nature Together

[Click Here](#) for more information.



It's early March, and the Forsythia are starting to bloom in parts of North Carolina. That's crazy, as it's way too early for that to be happening. Winter so far in 2017 has been non-existent, which is fine with most folks. For us in the lawn care business, it just causes us to hustle a little faster in order to get the pre-emergent down before crabgrass germinates. In fact, the Forsythia bloom is often nature's way of signalling that crabgrass germination is not far behind.

LawnAmerica customers are in better shape than others in part because of the fact that we apply the best pre-emergent on the market, [Barricade](#), and we apply it at the full rate in early spring. It's a dirty little secret that many in our industry, unfortunately, apply the spring pre-emergent at half-rate early on, and then come back a month or so later with the other half. So they take what can be done in ONE treatment, as we do, and spread it out over two. You can look at their program description, if they even provide one, to see this. So these folks think they are getting a good deal with a cheaper price, but in reality are getting stiffed. We come in with Round 2 with a super slow-release nitrogen fertilizer, which supplies nutrition for 12 weeks, so that our pre-emergent booster is applied deeper into the season, along with post-emergent for nutgrass control. And for fescue lawns, we'll apply our organic soil amendment during summer, Soil Builder, so one good granular fertilizer will suffice with Round 2.

Our LawnAmerica programs are unique, and nobody else does it like we do. We do what's best agronomically and what's best for the lawn, not what is best for our cash flow in spring.

We are very thankful for the opportunity we have to help care for your lawn and landscape, and will continue to work hard to earn your trust. And if we do, please send us names of your friends or neighbors, or just ask them to contact us. If they become LawnAmerica customers, you'll receive a \$50 credit on services, or we'll send you a \$50 check for each referral you send us!

I appreciate your business,

Brad Johnson

LawnAmerica LLC



Save \$50 Off Your Next Service



[HERE!](#)

We're growing mainly because of referrals from satisfied customers. So as our way of saying THANKS, we've increased our Referral Credit to \$50! Simply [go to our website](#) to provide the information needed, or call us. IF your referral becomes a LawnAmerica customer for at least 3 treatments, we'll credit your account \$50 or send you a check for \$50.

[REFER A FRIEND OR NEIGHBOR](#)

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For 6 out of the past 7 years, LawnAmerica has been recognized with the Angie's List Super Service Award.

