

## ***5 Application Lawn Program***

Econ Lawn Care is a Certified NALP member and pleased to offer this Complete Lawn Care Program for you at a super savings. The philosophy at Econ is to offer the highest quality program using the very best fertilizer and weed control products. Our program is guaranteed to your complete satisfaction and our super low prices are less than if you did an equivalent program yourself, plus...we save you time and effort. Econ is 100% committed to making you completely happy with your lawn and our service.

Our products are applied by certified, licensed specialists.

What is in the 5 Applications?

1st Application - Spring (Late March/April)

Consists of a well-balanced, complete fertilizer, pre-emergent crabgrass control and broadleaf weed control.

2nd Application - Late Spring (May/June)

Consists of a complete seasonal fertilizer and broadleaf weed control.

3rd Application - Summer (July/August)

Consists of an application of slow-release nitrogen, and if weeds are present at the time of application, a spot application of broadleaf weed control as needed. Insect control will be applied as needed.

4th Application - Late Summer (August/September)

Consists of a complete seasonal fertilizer and broadleaf weed control. Insect control will be applied as needed.

5th Application - Fall (October/November)

Consists of a complete seasonal fertilizer that is designed to help develop your root system for the winter and give your lawn a faster green up in the spring.

Free Service Calls (Throughout the season)

If you ever have any concerns about your lawn, we will take care of them free of charge within 72 hours.

# ***5 Application Lawn Program***

## **1st Application**

This is the first of five regularly scheduled lawn applications which comprise the yearly ECON Lawn Care Program.

You will receive:

- Seasonal fertilizer
- Pre-emergent crabgrass control
- Broadleaf weed control

The first component is a seasonal fertilizer that will stimulate recovery from winter and will help sustain a strong, healthy turfgrass during the upcoming months. The products and rates will vary with cool season grasses and warm season (southern branches) grasses.

The second component is a pre-emergent crabgrass control. A chemical barrier surrounds the crabgrass seed and neutralizes it. It is applied now because, to be effective, treatment must occur before germination of the weed.

The third component is broadleaf weed control. This will control emerging broadleaf weeds.

The names and the application rates of all the products we use will be indicated on your invoice. Each of your remaining applications will also contain this information on each invoice.

We thank you for using our services and we will be 100% committed to having you happy with your lawn and landscape and our services.

### ***Customer Follow-Up***

Please observe the following guidelines if you received broadleaf weed control today. (Your invoice indicates if this was applied.)

Please keep children and pets off the lawn until the application has dried.

Please do not water heavily for 24 hours. (This is a safety margin and does not necessarily mean light or even heavy rain within this period will affect the application.)

Please do not mow for 24 hours. Return clippings to the lawn for the first two mowing following this application.

It will take some time for the established weeds to die. If you do not see results within 14 days, please call us to return for further service.

## ***5 Application Lawn Program***

### **2nd Application**

This is the second of five annual treatments and has been made to promote healthy growth and to prepare your lawn for the rigors of summer.

One of the important components of this application is fertilization. Fertilizers provide the nutrients that are necessary to sustain plant growth. These nutrients will help your lawn maintain the lush green color you desire. This application may also include iron to help maintain color.

Also, included in this application is a broadleaf weed control if you did not receive it during Application 1 or if your lawn needed it again. Various broadleaf weeds such as dandelion, plantains, clover, and others will be brought substantially under control by a very effective weed control material.

At our southern locations this application will also contain both a pre-emergent and post-emergent weed control. These are applied to reinforce the effectiveness of weedy grass control and to control emerging broadleaf and grassy weeds if needed.

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Please do not mow for 24 hours. Return clippings to the lawn for the first two mowing following this application.

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## ***5 Application Lawn Program***

### **3rd Application**

This is the third of five annual treatments and has been made to help keep your lawn strong through the summer.

The major component of this summer application is seasonal fertilizer. We have used a seasonal blend that will provide your lawn with nourishment during the summer. Included in this application, when necessary, is a product that slows the release of nitrogen to provide more gradual feeding of your lawn. This reduces stress on the lawn during dry, hot weather. This application may include iron when necessary to maintain color.

Broadleaf weeds, weedy grasses, and sedges are treated, when necessary, with very effective and proper control products during the season. Damaging insects and diseases will also be treated when necessary.

We thank you for using our services and we will be 100% committed to having you happy with your lawn and landscape and our services.

### ***Customer Follow-Up***

The summer months can be very stressful for your lawn. To keep it healthy, proper maintenance practices are more important now than at any other time of the year.

Proper mowing is very important. University agronomists recommend a 2 1/2" to 3 1/2" cutting height for cool season grasses and 1 1/2" to 2 1/2" for warm season grasses (southern locations). If your grass plants are mowed too short, they are less tolerant of summer stresses. Your lawn will become more susceptible to damage from heat, drought, diseases, insects, weed invasion and wear from traffic. Also, remember the 1/3 rule: Do not cut off more than 1/3 of the height of the grass in anyone mowing.

Watering should be done on a regular once a week schedule if there has not been sufficient rainfall. It should be done with a single HEAVY watering for each area of your lawn. The soil should be wet to a depth of 4 to 8 inches from irrigation. This is usually between 1/2" and 1" of water.

When not provided with sufficient water, grass plants will wilt. Wilting plants become darker in color and if severe drought occurs, they go dormant. When dormant, leaves turn brown, and the plants appear dead. Learn to use the darker color as a clue that your lawn is under drought stress particularly at mid-day when it is the hottest. Do not mow your lawn and try to minimize traffic if the plants are wilted.

## ***5 Application Lawn Program***

### **4th Application**

This application is the fourth of five regularly scheduled carefully formulated applications to your lawn.

The prime objective of this application is to maintain seasonal growth and color. This application includes a seasonal fertilizer designed for cooler temperatures that affords an excellent environment for growing turf grasses. This application may also include iron when necessary to help maintain color.

Along with the fertilization, a broadleaf weed control and insect control will be applied, when necessary, for those pesky weeds and insects if found. This application may also include, at our southern locations, a pre-emergent and post-emergent weed control for winter annuals and weedy grasses that may emerge due to the cooler evening temperatures.

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Please do not mow for 24 hours. Return clippings to the lawn for the first two mowing following this application.

It will take some time for the established weeds to die. If you do not see results within 14 days, please call us to return for further service.

**Fall Lawn Care:** With cooler weather, there are certain things to keep in mind when caring for your lawn. Here are some reminders.

**Mowing:** As the temperatures cool and rainfall becomes more abundant the cutting height of your mower can be lowered. Excessive height traps tree leaves and leads to matting of the grass, both of which can be injurious to grass plants. It will also be very important to mow more frequently as the turf will be growing more vigorously in the fall. Remember to avoid cutting more than 1/3 of the grass blade at one time. Also, make sure your mower blade is sharp. Continue mowing as long as shoot growth is evident.

**Leaves:** Remove all tree leaves from your lawn on a regular basis during the fall. Regular raking of leaves is good for your lawn, and it will help you avoid messy, wet leaves which can accumulate. Tree leaves not only smother grass, but also cut off light which is required for photosynthesis and late season root growth. Leaf-smothered areas will show damage in the spring.

**Aeration:** Aeration is an essential practice for a healthy and attractive lawn. It will both help decrease thatch and it will promote root growth. The root system is actively growing at this time of year. A healthy root system is the foundation of a beautiful lawn. We offer this service at a super price.

## ***5 Application Lawn Program***

### **5th Application**

This final application of the year is a specially formulated fertilizer that will provide nutrients to stimulate root growth and to store carbohydrates in the roots of the grass.

This gives the turfgrass extra strength to survive the winter and provides for an early spring green-up while minimizing excessive shoot growth and disease problems.

The importance of strengthening the root system of turfgrasses cannot be overemphasized. The grass roots are hidden from view and often not given the consideration they deserve. Roots function to anchor the plants in the soil and, of course, to absorb water and nutrients.

This time of the year is a period of active root growth and by fertilizing now we will strengthen plants that may be recovering from pest injury or damage from environmental stresses.

#### ***Customer Follow-Up***

Today's application was a granular application so you can mow your lawn or rake the leaves immediately after this application without having any effect on the results.

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