

Special Consumer Report

“How You Can Have an Amazing Lush Green Lawn Naturally, Without The Use Of Harmful Chemicals...The Facts You Must Know”

**Straight Talk About Natural Organic Lawn Care From A
Certified Organic Lawn Care Professional That Has Helped
Many Concerned Homeowners Just Like You, Achieve A
Beautiful, Thick Green Lawn Using Natural Products That Are
Safe For Your Family And The Environment.**

Get the information you need to make the right decision for your lawn, for your family, and for our environment.



Picture this...

A light breeze flows through the hair of your barefoot children as they giggle and tumble on your beautiful, thick, green lawn, while you lie on your side snuggled up to Mother Nature's cool, carpeted grass.

You sigh with contentment as you lock in the memory of the moment, right here in front of your home. A memory you'll hold dear forever.

In fact, you're probably not alone in this type of memory. As American's, we hold a special place in our hearts for grass. Especially when it grows thick and lush and green in front of our house, adding flavor and charm to our version of 'The American Dream'.

Why is this?

To be completely honest, no one knows for sure why, but the great American poet Walt Whitman did title one of his most famous books of poem's Leaves of Grass. And in the 60s, two international superstars, Tom Jones and Elvis Presley each had chart-topping songs covering the country hit, "Green, Green Grass of Home"

Let's face it, a pristine lawn filled with lush, thick green grass is an image indelibly etched into our mind's eye as part and parcel to the American Dream of "Home". It's probably because:

- **Your lawn and your landscaping are an extension of your home.** It represents a natural welcome mat to visitors who either come to your door, or just pass by in observance.
- **Your lawn and its landscaping frame the "curb appeal" of your home** for you, your family and all visitors. It provides the outline and perspective from which your home is viewed.
- More times than not, **your lawn is a living recreational space**; a focal point for gatherings, where your family, friends and pets gather deliberately or spontaneously to play and relax.
- **A beautiful lawn can put a smile on anyone's face!**

Unfortunately, great lawns don't just happen. They need to be cared for, nourished, nurtured and created "naturally" over time!

However, the good news is that **you can have a pristine and lush green lawn naturally**, without the constant use of potentially harmful chemicals. By using cultural practices and organic materials *you can* create a fresh, vibrant lawn that requires very little maintenance, eliminates unsightly weeds, and provides the thick, lush, elegant green carpet everybody secretly desires.

As a certified organic lawn care professional, I have put together this special report to show you that it is possible to achieve 'natural beauty' for your lawn without all the potentially harmful chemicals.

Why An Ecological Approach To Lawn Care?

The U.S. Environmental Protection Agency estimates that home owners and commercial lawn care companies use over 140 million pounds of toxic pesticides annually in pursuit of the perfect lawn.

That's a whole lot of potentially harmful chemicals being spread around!

Well, as a result, there is growing concern about the use of chemical fertilizers and pesticides on our lawns and the effects they can have on our children's health, our health, the health of our pets, and that of our environment because of how they can leach into the soil and run off into our water supplies.

Are you familiar with the little yellow flags or signs that chemical fertilizer companies are required to leave after servicing a lawn? Well, they use to imply that it was safe to go back on the lawn after 24-72 hours.

However, the EPA has questioned that timeframe and the claim has been removed from their flags because university studies have shown that the chemical residue remains beyond 24-72 hours and can continue to be tracked into your home on shoes, paws and wind currents. And once inside, these chemicals can linger in the carpet, on toys and in the air for months.

Perhaps more alarming is the fact that a homeowner can pick up many of these same chemical products at their local home improvement store, use the products on their lawn, and they don't have to place the flags or notify anyone of the fact these chemicals have been used!

Well, not only are these chemicals harmful to you, but they can also kill the organisms in the soil that provide the healthy environment your grass needs to grow. As a result, your grass becomes dependent on the chemicals to grow rather than getting its nutrients from the soil!

Now, I don't share all of this with you to cause alarm. However, it is important to understand some of the issues that can result from improper use of lawn chemicals so you can find healthier alternatives that still create a beautiful thick, lush, green lawn that your family can enjoy without worry.

The good news is that **you can have an amazing lush green lawn without the use of chemicals**. It's simply a matter of using cultural practices and organic materials that allow you to establish a dense lawn that crowds out common weeds and is lower in maintenance.

Don't worry, I'll tell you exactly what you need to know on the following pages!

It All Starts In the Dirt

First, in order for your lawn to thrive it needs a healthy medium (the soil) to grow in and an organic fertilization program focuses primarily on your soil's quality. The aim is to nurture the soil and its food web, in addition to feeding the plant.

The soil's food web refers to the multitude of life forms in the soil. These forms range in size and kind from microscopic one-celled bacteria, algae, fungi, and protozoa, to larger nematodes, arthropods, earthworms, insects, plant roots, and small animals.

I know, stuff you never thought you'd have to hear about when you left 8th grade science class, but they all play an important part in creating a healthy, vibrant soil in which your beautiful lawn can thrive.

You see, all these life forms help break down organic matter, aerate the soil, prey on unwanted pests and make nutrients available to the grass. The relatively few pests that could create problems in your landscape are less likely to dominate a soil system that is also home to their predators.

Chemical fertilizers and pesticides act as irritants to many of these beneficial life forms, killing them or causing them to flee the area. As you can imagine, this has an adverse affect on the health of the soil because as stated earlier, your grass becomes dependent on these synthetic chemicals to grow rather than getting its nutrients from the soil.

Keep in mind that on properties that have been routinely treated with chemicals, the soil will most likely be compacted and have thatch built in, which may result in the need for extra patience while these beneficial life forms return, thus helping your lawn thrive.

These beneficial organisms can transform compacted soil into a soft porous medium, which is beneficial to the grass because it will have improved water retention characteristics, oxygen holding capacity and nutrient holding capability. It will also be permeable, allowing the grass roots to more easily penetrate it, encouraging deeper, stronger roots.

Now, while your soil is being improved, in turn encouraging beneficial life forms to return, there are a number of cultural practices that can be started immediately to create a healthy, sustainable lawn.

Mow Right

Proper mowing practices are perhaps the most important organic lawn care technique for a healthy lawn. Lawns should be cut at 3 inches in height and mowing at anything less can have detrimental effects on your lawn.

You see, if cut too short, the grass plant has to put forth greater effort and energy into making its blades grow longer. And without the proper surface area of green leaf, the grass cannot carry on the photosynthesis necessary to convert energy to food.

As a result, you have a situation in which the grass plant is ‘stressed’ from the act of cutting. Stressed because it’s trying to replace significant shoot loss and until it’s able to do so, less able to feed itself.

Another benefit of leaving the grass longer is that it shades the soil, which helps keep the soil temperature cooler.

You see, the common varieties of turf grass used in the Northeast include bluegrass, fescues and ryegrass, all three of which are referred to as ‘cool season grasses’.

Crabgrass on the other hand, the dreaded pest of the lawn, is a warm season grass. *So when your lawn gets cut too short, the soil heats up quicker and you set up an environment that favors the growing of crabgrass, while at the same time is detrimental to the more attractive grasses that we desire.*

It is also important that sharp blades be used when cutting your lawn. Mower blades should be sharpened after 8 hours of use.

Just think, would you want someone to cut your hair with dull shears?

Well, the same holds true for your grass. Grass when cut with a dull mower blade tends to tear. This creates a ragged edge at the end of the grass blade and through this ragged cut, the grass plant loses more moisture leading to greater stress. And a lawn suffering from stress is more susceptible to disease and damage by herbaceous insects and weeds.

Mowing Frequency

How often you mow is almost as important as how high you mow. No more than 1/3 of the grass blade should be removed in a single mowing. To cut more once again causes additional stress on the grass plant.

So if you wanted to keep the height of your grass at 1” (again, not recommended) you would need to cut it when it reached the height of 1” so as not to cut off more than ½ of the grass blade.

However, if you wanted to maintain your lawn at the recommended height of 3”, you would need to cut your lawn before it reached a height of 4”.

Now, let’s assume for illustration purposes that your lawn was growing at the rate of 1” a week. In the first example, maintaining your lawn at 1” would require the lawn to be mowed three times in the given week!

Not only is that harmful for your lawn because it doesn’t allow any time for it to recover, **who honestly has time to mow their lawn three times in one week?**

In the second example, maintaining your lawn at 3” would require it to be mowed only once per week.

So, the shorter the height at which your lawn is maintained the more frequent it needs to be mowed and the more susceptible to weed infestation it becomes.

Now, I often get asked, “But what if my lawn has gotten out of control and is taller than ever 4”?”

Well, unless you want to really stress your lawn and cause more problems than necessary, you should still raise your mower blades and follow the 1/3 rule.

Yes, you’ll need to mow it multiple times in order to get it down to the required height, but it won’t take long to get things under control and you’ll avoid leaving unsightly clumps of long clippings on the lawn and your lawn will be much healthier too.

Remember, lawns maintained at a proper height and fed properly require less effort to maintain.

Return the Clippings

For some unexplained reason we have grown to expect that grass clippings should be removed each time the lawn is cut. Yet grass clippings are 80-85% water. And when left on the lawn, clippings decompose rapidly returning much needed water and nutrients to the soil and lawn.

Now, many people are surprised to learn that clippings also serve as a source of the macro-nutrients required by the grass plant. Clippings provide the much needed (N) Nitrogen, (P) phosphorous, and (K) potassium required by your lawn so **by returning clippings, you provide your lawn with the equivalent of one additional fertilizer application a year!**

You are also helping build organic matter in the soil. As the organic matter decomposes it becomes humus, which is the dark organic part of the soil that aids in the soil’s holding capacity for moisture and nutrients.

One very important point to keep in mind is that whenever possible **do not mow the grass when wet.**

Returning wet clippings will result in clumping and it is more difficult to get a clean cut which makes the grass susceptible to disease-causing organisms.

Of course there are exceptions to every rule, and the same applies to leaving grass clippings.

Here are a few times when it actually is a good idea to collect the grass clippings:

- 1) **When weed flowers and seeds are present** (i.e. crabgrass, dandelions and clover) because when you spread the clippings, you’re also spreading the seeds of these unsightly and harmful weeds. Thus by collecting the clippings, you’re mitigating the future spread of these weeds.
- 2) **When chemical fertilizers are in use** because they decrease the number of micro-organisms available to help decompose the clippings. A lack of micro-organisms is one of the contributing causes to thatch build up.

Watering

For those who like a green lawn all summer long it is difficult to meet this expectation if you rely solely on natural rain fall. The good news is that your lawn can and will go dormant in the heat of the summer and return in the fall when the weather cools and it experiences more precipitation.

Now those with irrigation systems or a sprinkler and sufficient desire can have a green lawn all summer IF they water properly. Unfortunately, **the tendency for most is to water too frequently, for insufficient lengths of time and often at the wrong of day.**

Over watering is a cause of soil compaction and it stresses the grass, as well as strains our water supply.

To encourage strong root growth that withstands stress and drought, you should water:

- infrequently (1-2 times per week)
- deep (depth of 6")
- In the morning

Grass should receive 1-2 inches of water a week. To see how long it takes to apply an inch of water, put a tuna fish can and record how long it takes to fill.

If surface water pooling becomes an issue program multiple cycles over an extended period of the day thus enabling the soil to absorb the water.

To cool the grass during extended dry periods it may be necessary to water more frequently for shorter amounts of time.

Set your timer and zones accordingly, adjusting as necessary for sun and shade and taking into account natural rain fall.

Chemical Fertilizers

We've already discussed how chemical fertilizers can have an adverse affect on your personal health and the health of your soil. However, chemical fertilizers can also have an adverse affect on your lawn.

You see, nitrogen is one of the necessary macro-nutrients needed by your lawn. However, it is possible to get too much of a seemingly good thing. Let me explain.

Chemical fertilizers contain a high percentage of Water Soluble Nitrogen (WSN), which releases quickly and often results in rapid flushes of new growth of the grass blades.

This rapid growth stresses the plant because all its energy is going into shoot production and not root growth, which is needed to create a strong, healthy plant. This rapid shoot growth also results in the need to mow more frequently in order to maintain the grass at the proper height.

Other disadvantages of WSN include:

- Potential of foliar burn when applied at excessive rates or during periods of high temperature
- Relatively short lasting (4-5 weeks)
- Greater potential for loss via leaching into the ground water.

Pesticides

Pesticides pose a much greater risk to human health and the environment than even chemical fertilizers.

A pesticide is any chemical used for killing insects, weeds, etc. and is widely used in the lawn care industry. Herbicides, insecticides, fungicides are all considered pesticides.

Pesticides are not selective in their targets and kill both the good and bad organisms found in your soil, thus creating an environment that requires more management.

Ultimately, the ‘bad guys’ tend to return before the ‘good guys’ do and the underlying problem is never really corrected.

Once again, your lawn becomes dependent on the chemicals to correct the problem rather than letting the natural biology keep things in balance.

For more information on the health implications of lawn care pesticides visit www.ehhi.org.

Test the Soil

As has been stated repeatedly, grass requires a certain environment to grow and it’s impossible to know exactly what is going on in your lawn without testing the soil. Armed with the results of a soil test a proper plan can be formulated to create a healthy soil for the grass to grow.

Knowledge of your soil’s pH level, Cation Exchange Capacity (CEC), and % Organic Matter (OM) is necessary to prescribe the amount and type of additional soil amendments that may be required. This information is only available through testing.

Grass grows best in soil with pH of 6.5-7.0. Soils in this range encourage root growth and make nutrients more readily available to feed the lawn. Typical local soils are acidic with pH in the low 5.0 range and may need to be sweetened with lime.

However, routinely adding lime without knowing pH level can have adverse affects.

The CEC reading in conjunction with % OM determines if other amendments (compost, sulfate of potash or sulfate of potash magnesium) may be required as these are the some of the nutrients that promote plant development.

You see, knowing what and how much your soil needs will ultimately save you time, money and energy as you work to create a beautiful, lush, green lawn you and your family can really enjoy!

Fertilize the Organic Way

Organic fertilizers feed the soil and let the soil feed the plant.

Using an organic fertilizer and soil amendments allow for the slow release of nutrients to the grass. The nitrogen found in organic fertilizers is Water Insoluble Nitrogen (WIN), which lasts 8-12 weeks. As a result, nutrients are released at a rate which the grass plant can absorb, promoting healthy, steady growth.

By using an organic fertilizer, you won't see the rapid growth surges associated with chemical fertilizers, which ultimately means a healthier plant AND less mowing. Now, while an organic lawn is slower to green up than a chemically treated lawn, it results in a more uniform shoot and root growth.

Organic fertilizers also add organic matter, namely carbon, to the soil. The microbes in the soil require the carbon for food. Having this healthy environment encourages the beneficial micro-organisms to live in the soil. These beneficial micro-organisms seek out and attack the bad micro-organisms in the soil and help keep them in check. Earthworm activity is also encouraged in soils containing organic matter.

When you choose an organic fertilizer read the label carefully as packaging can be deceiving. Just because something claims to be "organic" doesn't mean it's free from synthetic chemicals such as urea or sewage sludge.

If any of the numbers for N-P-K are higher than 12 chances are the fertilizer is not an all natural organic fertilizer.

Look for fertilizers that are OMRI (Organic Materials Review Institute) listed to ensure it is an ALL natural organic product.

If your property is near fresh water, a river, stream, pond or lake, you should select an organic fertilizer that does not contain phosphorous. Phosphorous contributes to the build-up of excessive nutrients in the water and potential alga bloom with its associated problems.

In reality, grass does not require large amount of phosphorous to grow and to be on the safe side, the use of a no-phosphorous organic fertilizer helps further eliminate the potential that run-off of phosphorous could occur.

When purchasing materials, the middle number on the fertilizer label refers to phosphorous. So you should select an organic fertilizer with numbers like 6-0-6.

Ultimately, a properly maintained organic lawn requires fewer fertilization applications, less mowing and becomes more drought and pest tolerant than a chemically treated lawn.

Soil Amendments:

Turf grass, bacteria and the other healthy organisms contained in the soil, perform best when the pH is between 6.5-7.0. When your soil pH is outside those ranges these healthy organisms shut down, the fertilizer isn't easily absorbed and organic decomposition is hindered. Also, soil that is too acidic or too alkaline favors other plants or weeds and not grass.

As previously discussed, local soils tend to be naturally acidic with a pH in the range of 4.5-5.5. The use of chemical fertilizers and the effects of acid rain also contribute to raising the level of acidity (lowering the pH).

Now, you may be thinking that if you simply put down a bag or two of lime each season your soil must be in the right range. However, that's not always the case. That's why a soil test is so important.

In addition to telling you the pH of the soil, you'll get an additional buffer pH reading that indicates how much reserve acidity is in the soil. It's not unusual for properties converting to an organic program to require over a ton of lime to correct an acidic condition.

Lime comes in ground and palletized form. While palletized lime is slightly more expensive it has a number of advantages that outweigh the additional costs:

- It's not as dusty
- It doesn't present associated inhalation concerns
- It's easier to spread
- It doesn't leave the lawn covered in white dust
- It's faster acting.

Now, there are also two kinds of lime to choose from, Dolomitic and Calcitic. **The results of your soil test will determine which lime you should use.**

Dolomitic lime contains calcium and magnesium, while Calcitic lime contains only calcium. Both calcium and magnesium are nutrients needed by your grass.

After you get your soil into the desired pH range **there are other amendments that may be applied to help create the best soil environment.**

Two examples are Sulfate of potash and Sulfate of potash, magnesia (Sul-Po-Mag). Both encourage vigorous root development by providing an additional source of potassium. Since they also included sulfur, a darker greening of the grass shoot is encouraged. Sul-Po-Mag also provides an additional source of magnesium.

Once again, your soil test will determine if anything is needed.

Soil of Organic Matter. Many properties lack the soil necessary to sustain healthy grass. Over a period of time returning grass clippings will build the organic matter. In many instances this may not be quick enough. It may be necessary to top dress with loam or compost (no more than inch and no more

than twice a year) and over seed until a base is developed. Without enough good quality topsoil, at least 4-6 inches, it is an on-going battle to grow a dense lawn able to resist encroachment of weeds.

Pests: Weed and Insect

If you create a healthy environment in your lawn you need to be less concerned about pests. While pests may come, a healthy, natural lawn will be better able to handle their presence when they do.

With a healthy dense turf, kept at a height of 3", you will stand a better chance at crowding out weeds and developing deep roots. The manual pulling of weeds is always recommended being sure to get the entire tap root. Grass seed should be placed on the soil where the weed was and regularly watered. This encourages grass to grow in the empty space left rather than a new weed.

Corn Gluten

The idea of using Corn Gluten as a natural herbicide began in the mid-1980's. While performing unrelated turf grass research at Iowa State University, Dr. Nick Christians observed that corn meal had an inhibitory effect on the germination of grasses.

After additional research, he discovered that a naturally occurring compound existed in the protein fraction of corn gluten meal that inhibited root formation on germinating seeds. From this early research came the use of corn gluten as a pre-emergent weed and feed lawn fertilizer.

Like any pre-emergent, timing is critical to the success of its use (corn gluten has been found to have no post-emergent properties for the control of weeds). The timing of its application should be 4-6 weeks before the target weed emerges. This means it is useful to have some knowledge of the target weeds and their life cycles.

For most, the target weed is crabgrass, which means that in order to be successful, corn gluten should be applied before the forsythia blooms.

As a weed and feed organic fertilizer, it is also used to control the spread of weeds like foxtail, lamb's quarter, purslane, dandelions and redroot pigweed.

Corn Gluten use in its first year generally results in a reduction of 50 to 60 percent of the target weeds. Applications for two to three years are necessary to match the results of synthetic weed and feed materials. Corn gluten use is also more expensive than synthetic weed and feed materials.

Crabgrass, Broadleaf Plantain, Dandelions, Grubs:

Crabgrass loves to grow in warm, sandy, dry soil. It grows under conditions when the more desirable cool season grasses want to go dormant. For this reason it is especially important to encourage strong turf growth along walks and driveways where radiant heat is greatest. Mowing high shades the soil, keeping it cooler, allowing the desirable grasses to continue growing, crowding out crabgrass.

If crabgrass is present, hand pull when first emerging and reseed bare areas. Clippings should be bagged to help collect the many seeds crabgrass produces. Corn Gluten applications described earlier may also help. Over-seeding and top dressing described later may also be an effective strategy to control crabgrass infestations.

Broadleaf Plantain often appears in lawns that are compacted. It is important to relieve areas of compaction mechanically through aeration and by encouraging earthworm and other microbial activity. Once again, plantain is easily pulled and grass seed should be put in hole.

Dandelions can be difficult to control since their seeds can find their way onto your lawn by being blown on the wind. A dense grass prevents the dandelion seed from finding its way to the soil. To eliminate areas where dandelion seeds can get a foot hold, thin areas of your lawn should be regularly over-seeded. Dandelions also seem to like soils that are slightly acidic. This is another reason why it's important to have your soil in the proper pH range (6.5-7) to favor the growth of grass. Clippings again should be bagged when dandelion heads are present to prevent spreading the seeds.

Grubs are the larvae from many types of beetles. Grubs emerge in June as beetles; feed on plant leaves through July than lay their eggs underground where they feed on grass roots and over winter until the next year. Because you have grubs one year doesn't necessarily mean you will the next. They are not migratory but certain plants do attract beetles - roses for one- and should be removed.

Again, your best defense against insects is healthy grass. Proper mowing and watering techniques are critical. There are biological controls that may be used depending on the type of grub. Nematodes, microscopic worms, (an annual application) can be used against all four grubs mentioned above. Milky Spore (a one-time application that builds up in the soil 3-4 years) is a bacterium that is effective only against the Japanese beetle.

Ongoing Activities

Over-seed, Aeration, Soil & Organic Matter

Over-seed. Because most grass is cut before it goes to seed you should periodically over-seed your lawn in the fall and/or spring. It is important that you use quality seed for the conditions you are planting, sun or shade. Creating a lawn that is a mixture of bluegrass, fescue and ryegrass varieties promotes a healthier turf grass environment. One that is dense and less susceptible to disease and insect damage.

Mechanical seed slicing helps the seed make better contact with the soil and thus positively contribute to germination success.

Aeration is another activity that should be done on a regular basis. The soil gets compacted, be it through overuse and traffic, or through over watering, and this condition makes it difficult for the roots of the grass plant to receive the oxygen they need for respiration. The root system becomes shallow and weak.

To test for soil compaction, insert a screw driver into the lawn. It should be able to easily penetrate 4-5 inches. An aerator cuts small cores of soil from the lawn and deposits them on top of the grass. The cores will breakdown in approximately a week's time. In the holes left by the aerator the roots will spread, allowing the grass to pull more oxygen, water and nutrients from the soil.

Compost Tea in organic programs is gaining in acceptance and use by organic land care professionals. The major benefit of using compost tea is to re-introduce the beneficial microorganisms into the soil that have been killed off by the application of synthetic chemical fertilizers and pesticides.

Compost tea has been found to have many beneficial effects with regard to the suppression of disease and other pathogens. This certainly makes sense when one considers that in soils made virtually sterile after years of synthetic chemical fertilizer use it is the disease causing organisms that are capable of existing in this hostile environment.

By spraying compost tea, great numbers of fungi and bacteria are reintroduced to the soil enabling them to keep those "bad" guys in check.

The Costs

Creating a healthy environment for your grass does not happen over-night. In fact, it may take most properties a period of 3-5 years to see vast improvements.

While an organic program may initially appear more expensive, when all of the benefits associated with a naturally cared for lawn, the costs associated with maintaining a healthy lawn should go down considerably.

- **Less time and money will be spent mowing** your lawn than if it were treated chemically.
- **Your lawn should require less watering** because a stronger root system has been established making it more heat and drought tolerant. With the addition of organic matter your soil's moisture retaining properties will have been improved.
- **The amount of additional soil amendments required** to keep your soil in balance will also go down.

Most importantly, the health and environmental risks are eliminated-**PRICELESS!**

10 steps to a Healthy Organic Lawn

- 1. Annual Soil Testing – Send to reputable soil testing facility.**
- 2. Mow Properly – Perhaps the most important cultural practice.**
 - High – at least 3-3 1/2 inches; encourages deep roots and shade the soil.
 - Cut no more than 1/3 of the grass blade in a single mowing.
 - Avoid mowing when grass is wet to prevent tearing.
- 3. Return Clippings – Grass clippings add organic matter & are natural fertilizer.**
EXCEPTION – bag clippings when weed seeds and flowers are present to mitigate further spread of seeds.
- 4. Sharp Mower Blades – Prevent tearing grass blade.**
 - Sharpen mower blades after 8 hours of use. Damaged grass blades lose moisture faster and are more susceptible to disease.
- 5. Water - Deeply, Infrequently and in the Morning.**
 - Grass should receive 3/4 - 1 inch of water a week. When temperatures stay hot, more frequent watering may be needed to help cool the grass.
- 6. Apply Organic Fertilizer 3 Times per season (Spring, Summer, Fall)**
- 7. Soil Amendments – Lime to maintain Ph in 6.5-7.0 range. Improve organic matter by topdressing with compost or other medium**
- 8. Aerate - Relieve Soil Compaction when grass is actively growing.**
- 9. Over-seed – Creates a dense strand of grass so weeds can't establish.**
- 10. Scout Regularly for Weeds & Insect Pests**
THE BEST DEFENSE against weeds and pests is to create the healthy environment grass needs to grow! A thick strand of grass will crowd out weeds and be able to withstand pest and drought damage.

So, does all of this make sense to you?

I hope so.

And I hope you've found this report to be educational and informative. You won't find this kind of straightforward information anywhere else, which is why I'd like to make you a special offer.

You see, even though I stay extremely busy with existing clients, business partners, and my family, I'd like offer you **a FREE 30 minute private consultation** to discuss your property. This is normally a \$97 value!

As you probably gathered from the report, every property is different. Every property has different needs and problems to be addressed and in reality, the only way to determine the best course of action is to give each property a thorough inspection.

So here's what'll happen. When you take advantage of this 30 minute private consultation, I'll come to your property and perform a thorough analysis of your property, including the soil and lawn. I'll then provide a written proposal as to the exact steps needed to create a beautiful, thick, lush lawn as quickly as possible.

Now, while we do have several service packages available, there's absolutely no commitment or obligation required to take advantage of this FREE private consultation. If anything, you'll end up with a clear course of action you can take immediately to create a beautiful, healthy lawn that is safe for both your family and the environment.

So, before you put down this report, pick up the phone and give my office a call today at (914) 834-1937 and tell us you received the special report and would like to schedule a private lawn care audit.

I've already helped a lot of people get the beautiful yards and gardens they've always wanted and I hope I can do the same for you. Why not spend some time, at my expense, finding out if this is right for you?

I look forward to seeing you soon.

Sincerely,

Jay Kringdon, COLP

P.S. Still hesitant? I can understand your hesitation, but I can assure you there is absolutely no commitment or obligation required to receive your **FREE 30 minute private consultation**. This is normally at \$97 value, but it's yours absolutely FREE when you **call my office at (914) 834-1937**.

Don't miss out on this opportunity to get a detailed blueprint of the exact steps your lawn needs to become the thick, lush, green carpet you and your family will be able to enjoy!