

Who do You Trust?



Fertilizer + pre-emergent for \$61 plus tax.
Treats 15,000', but 2 treatments needed.

I had to laugh after seeing the commercial several times recently about the homeowner having a beautiful green lawn because the guy at Lowe's told him about the right type of fertilizer to buy. I actually have even experienced this at times, with a few folks trusting some part-time employee working the garden section at the box stores over a company like LawnAmerica, which is backed with 30 years of experience in our industry, caring for tens of thousands of lawns over that time period, with thousands of hours invested in research, reading, and learning.

So I went to the local big box store to check out what they were peddling to homeowners these days. I actually could not even find a bag of just fertilizer, as they all had either herbicide or insecticide combined with their products, which raises the price. And if I wanted to buy a granular pre-emergent to apply, I'd have to apply the fertilizer also, which unless it is a special slow-release nitrogen product such as our fertilizer, is really not efficient when applied to bermudagrass at this time in the spring. The 40 pound bag of 28-0-4 was about \$61 plus tax, and stated that it would treat 15,000' of turf. The actual pre-emergent was a product named Pendimethalin, which is not as long-lasting as Barricade, the product we use. To obtain the same results, two treatments of the Scott's product would be needed. So we are up to \$131 in product cost, and we've not even addressed spraying the existing weeds. So if I purchase one of those bottles of liquid herbicide, assuming I actually know which one to buy (just ask the Lowe's guy I guess), then I'm up to about \$152. And oh, I forgot, my spreader was ran over by my teenager last fall while it sat in the garage, so there's another \$50 I need to spend.

Do the math. By the time you add up all of what you have to buy at the box store, you have spent more than the \$99 you would have paid LawnAmerica to treat that large 15,000' lawn. Most homeowners have lawns about half that size, so you would then need to apply half the bag early in spring, and the other half later that spring. And again, you'd come out better if you just had paid LawnAmerica! And, you wouldn't have to figure out what to apply, when to apply it, how much, and have to store excess products in your garage. In fact, you can go to our Lawncare Calculator on our website, enter in your lawn size and a few other entries, and you can see exactly how the "do-it-yourself" method compares to using LawnAmerica for your lawn care.



Is this what you need to spray on existing weeds? Read the label!

And if the Lowe's method does not quite give you the results you like, try taking the empty bag of fertilizer back to the store or the empty herbicide container and asking for your money back, or another free bag to do the job. Don't think you'll get anywhere with that one. However, after a LawnAmerica treatment, we are just a phone call away from coming back out for no charge if any of our treatments don't meet your expectations.

So who do you trust....a company with a track record, using the best products, applied at the right time by educated technicians averaging over 6 years of experience, or the seasonal employee at the big box stores?