



# The American Lawn

*Important news for our Customers and Friends*

January 2016

[www.LawnAmerica.com](http://www.LawnAmerica.com)

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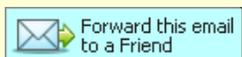
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LawnAmerica

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## 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. This is our 18th year of caring for lawns and landscapes in Oklahoma, serving 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.

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 88%, 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, where you can learn valuable information on caring for your lawn and landscape, pay for services, refer your 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. However, I'm sure our many friends in the oil and gas industry are looking forward to seeing those prices rise later this year, as I'm sure they will.



## How Will the Rainy 2015 Affect Your Lawn?

We experienced the rainiest year on record in Oklahoma last year, which may have an effect on your weed situation this spring. Pre-emergent herbicides applied in the fall are good, and will prevent many grassy and even broadleaf weeds from germinating into the early spring. However, when we receive the amount of heavy rains we've experienced, the products will leach out of the soil quicker than normal and their effectiveness will not be as long into spring. We use the very best product, [Specticle](#), which lasts much longer than the other inexpensive products most companies use. Specticle is so long-lasting that it's not labeled to be applied to fescue turf, since spring applied product may inhibit fescue seed germination done during the fall 6 months later. Even Specticle though will not last quite as long when we have this much rainfall.



Also, with all the soil moisture present for the past several months, winter annual weeds are and will be germinating like crazy, so expect more weed pressure this spring from weeds such as henbit, chickweed, dandelion, and poa annua. Our [R1 Early Spring Weed Treatment](#) does include post-emergent herbicide to knock out any persisting broadleaf weeds, in addition to the Barricade pre-emergent. So existing customers will be fine, it's just that your lawn may not be weed-free early this spring before we are able to come out for your first treatment, most of which are done in February to mid-March. As long as our R1 is applied from late January to

mid-March, it will do the job it's designed to do, which is kill existing weeds and prevent crabgrass and other summer annual grassy weeds from germinating later in spring and summer.



## 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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