

YARD SMARTS

A QUARTERLY NEWSLETTER FOR THE FRIENDS AND CUSTOMERS OF THE LAWN MOWGUL

CALENDAR

February/March

Fertilize: Granular fertilization and pre-emergent broad leaf weed control.

Clean-up: An initial clean-up of your yard is beneficial prior to fertilization, flower planting, aeration, etc.

Landscaping: Need a special project? Call for an estimate.

Mulch: Add a protective cover to your bedded plants.

April/May

Aeration: Creates a thicker, greener and healthier lawn.

Fertilize: Granular fertilization and pre-emergent broad leaf weed control, plus Crab Grass and Dallis Grass weed control.

Planting: Now is the time to start new warm-season lawn grasses.

Seasonal Color: Add a splash of color to your lawn.

June/July

Fertilize: Granular fertilization and pre-emergent broad leaf weed control, plus Crab Grass and Dallis Grass weed control.

Mulch: Add mulch around your trees and shrubs to keep soil moist.

IT'S TIME TO START OUR SPRING SERVICES

The one sure thing about living in Texas is *"if you don't like the weather, wait five minutes."* This year has been unseasonably warm. But hold on, we may not be so lucky for the rest of the season. Here are our recommendations to prepare for a beautiful yard this summer.

INITIAL CLEAN-UP:

We recommend an initial clean-up of your yard before starting fertilization, flower planting, aeration, etc.

We will remove all the fallen leaves, trash, clippings, etc. from the ground so that all the lawn area is exposed.

Also, your flowerbeds will be cleaned out before any new planting is begun.

Clean-up prices vary depending on the size of your yard. Prices start at \$50.00. The average cost is about \$75.00.

AERATION:

This is a process that removes hundreds of plugs about 2 inches deep from your lawn. These extractions allow nutrients, water, and air to penetrate the root zone. This will create deeper developing roots resulting in a thicker, greener, and healthier lawn.



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HOW WE KEEP UP WITH ALL THE LITTLE THINGS YOU ASK US TO DO (AS WELL AS THE BIG ONES)



COMMUNICATIONS

Our office phone number is (214) 522-5159.

Messages are reviewed frequently.

All crews equipped with radios.

All written correspondence is recorded in the computer and filed into customer files.

COMPUTER SYSTEM (WHAT WE RECORD AND WHY)

When you become a customer of The Lawn Mowguy you are given a code that designates your preferences as to day of the week and frequency of visits. We also record the types of jobs you want us to perform and any details or specific requirements of those jobs (i.e., Ms. Jones wants the trash removed from the alley.) This information is stored in the computer so anyone who is servicing your account will know exactly how you want the job done and any extras that you have requested.

BILLING

Invoices are left weekly at each account at the time the job is done (unless other arrangements have been made). Payments are posted to accounts the day they are received. Payment method (cash or check) is also recorded. At the end of the month statements are sent to customers showing the month's activity including: job done, previous balance, payments received, amount due. The balance is due upon receipt of monthly bill. Customers with balances due over 30 days are charged a late fee and called every 15 days until the matter is resolved.

OUR MISSION

Our mission is to fulfill our customers' preferences as to day of the week and frequency of the visit. We always attempt to create a route that is agreeable to our customer and still efficient to our company. If we have several houses in one neighborhood we try to schedule those homes on the same day and frequency. We pass those savings on to you in the form of lower prices per yard.

RAIN SCHEDULE

1 Day Delay

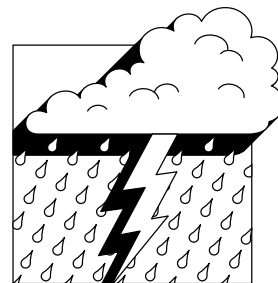
Lawn done next day then back on schedule next week.

2 Day Delay

Lawn done during 2nd day then back on schedule next week.

3 Day Delay

Lawn skipped to next week on regular day.



EXAMPLES:

RAIN ON TUESDAY:

Lawns for Tuesday done on Wednesday along with Wednesday's usual lawns.

RAIN ON TUESDAY AND WEDNESDAY:

Lawns done Thursday are Tuesday's and Wednesday's lawns.

Lawns done on Friday are Thursday's and Friday's lawns.

RAIN ON TUESDAY, WEDNESDAY & THURSDAY:

Lawns for Tuesday are done the next Tuesday; Wednesday's and Thursday's lawns are done Friday. Friday's are done on Saturday.

MOWING SCHEDULE

**NORMAL HOURS ARE FROM 7:00 A.M. TO DARK
MONDAY THROUGH FRIDAY**

SPRING SERVICES

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Aeration will reduce soil compaction, maintenance requirements, water runoff, and puddling. This process improves grass rooting, uptake and use of fertilizer, and air exchange between the soil and atmosphere. It enhances soil water uptake, heat & drought stress tolerance, and thatch breakdown.

Immediately after aeration there will be an improvement in decreasing water run off resulting in a water conservation of 10% to 15%!

The cost of aeration is minimal compared to the end results gained. Aeration should be done at least twice a year: once in the late spring and once in the late summer or early fall. For optimal results it should be repeated twice in between.

MULCH:

Select mulch when you choose your seasonal colors. Mulch provides a protective cover for bedded plants and is also decorative. The cost per 100 sq. ft. at a 3 inch depth is as follows: Hardwood: \$22; Pine bark: \$41; and Cypress: \$42.

SEASONAL COLOR (ORDER EARLY):

Planting for seasonal color should be done in late April or early May. This will add a splash of color to your lawn and add a light, springtime scent to the air. We will be offering Begonias, Impatiens, and Periwinkles this season. The cost is \$18.00 per flat. Caladiums, Lantanas, and many others are also available. Call for pricing.

THE LAWN MOWGUL OFFERS:

- Friendly English-speaking employees whom you will recognize week-to-week
- Highly trained and licensed (if applicable) personnel
- Top-of-the-line, well-maintained equipment
- An organized company with computer support for scheduling and communication
- Quality Assurance: system of checks and balances
 - In-house quality inspection
 - Customer surveys
- Experience
- Dependability
- Quarterly newsletter
- Competitive pricing
- Continual reinvestment in company
- Referral program: 1 Qualified Referral = Big Savings!

LANDSCAPING:

Do you have a new walkway or flower bed in mind? How would you like to add a new line of hedges to your front porch or windows? How about a new tree planted in your backyard, or even a flower bed around the old tree that's there now? How about adding an arbor in your back yard? Call us at (214) 522-5159 for an estimate

OUR BUSINESS IS SERVICE

**Please don't hesitate to call
with any questions,
special requests
or special projects.**

**Call Scott Olden at
The Lawn Mowgul
(214) 522-5159**

We now accept
Visa
&
Mastercard
for your convenience.

Call today! (214) 522-5159

YOUR SATISFACTION IS GUARANTEED

The Lawn Mowgul provides the basic elements needed to develop and maintain a picture perfect lawn.

- ▲ Proper Watering and Fertilizing
- Weed Control
- ◆ Insect and Disease Control
- Regular Mowing and Clean-up
- ▲ Fall and Winter Maintenance

WE OFFER TWO SERVICE PLANS TO HELP YOU CREATE THE LAWN OF YOUR DREAMS:

Basic Service

Regular mowing, edging and weed-eating.

Premium Service

Basic service plus year-round fertilizing program, winter maintenance and weekly care of shrubs and flower beds.

Our basic service starts at \$29.50 per week.

THANKS FOR THE REFERRALS

If you are happy with our services, tell your friends and neighbors and get a bonus from us!

For one qualified referral, you get one week's regularly scheduled service FREE!

For three (3) or more qualified referrals in your neighborhood, you receive one week's regular scheduled service FREE, AND you are eligible for a great group discount!

(214) 522-5159!