

YARD SMARTS

A QUARTERLY NEWSLETTER FOR THE FRIENDS AND CUSTOMERS OF THE LAWN MOWGUL, INC.

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 a free estimate.

April/May

Aeration: Creates a thicker, greener and healthier lawn.

Fertilize: 28-3-10 with iron.

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

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

June/July

Fertilize: 28-3-10 with iron.

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

CHECK OUT OUR SPRING SERVICES

The one sure thing about living in Texas is *"if you don't like the weather, wait five minutes and it will change."* Our professional services give you a healthy yard no matter what the weather does. 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 \$60.00. The average cost is about \$85.00.



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.

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.

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YOUR SATISFACTION IS GUARANTEED

The Lawn Mowgul, Inc. 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, and cleaning up after ourselves. Weekly visits April-October and bi weekly or as needed November-March. Approximately 36 visits per year.

Premium Service

All of the basic package plus keeping the flower beds weeded, bushes trimmed and leaves cleaned up. Approximately 42 visits per year.

Fertilization Package

5 fertilization applications and 2 pre-emergent applications.

Our basic service starts at \$29.50 per week. Additional work is billed at a rate of \$27.50 per hour.

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!

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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. Office hours are 7 a.m.- 5 p.m. All crews equipped with radios for rapid response. All written correspondence is recorded in the computer and filed into customer files. Our website is www.thelawnmowgul.com. Customers can access their account information on-line.

COMPUTER SYSTEM (WHAT WE RECORD AND WHY)

When you become a customer of The Lawn Mowgul, Inc. 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

All maintenance accounts are pre-billed monthly. Invoices are sent out at the beginning of the month with payment due by the 15th of that month. All landscaping, and other one-time jobs not included in a monthly price are due upon completion of work. Any job involving material requires 1/2 of the payment due before work is commenced. (Recurring jobs not quoted by the month are considered one-time jobs.) Methods of payments are cash, check or credit card. Arrangements can be made to pay an invoice by credit card once per month. Any payment not received by the beginning of the next billing cycle is late and subject to a late fee of 1.5% or \$10.00 whichever is greater. Any customer with payments due over 30 days will be placed on hold until payment is resolved. The customer is responsible for legal fees incurred by The Lawn Mowgul, Inc. in connection with such collections. There is a fee of \$25.00 for all returned checks. Customers will soon be able to pay on-line.

SCHEDULING

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. Customers have on-line access to their schedules.

MISSION STATEMENT

We aim to provide quality and value to our customers through friendly caring and knowledgeable people. We aim to exceed our customer's expectations at all times with service that our customers remember, talk about with others and continue to purchase again and again.

RAIN SCHEDULE

1 Day Delay

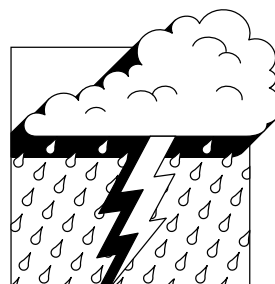
Lawn done next day then back on schedule next week.

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.

SPRING SERVICES

Continued from Page 1

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 (\$11 per 1,000 ft./ a 5000 ft. min.) 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.

SODDING:

We offer complete resodding or repair. 50 yard minimum. Call for grass varieties and pricing.

MULCH:

Select mulch when you choose your seasonal colors. Mulch provides a protective cover for bedded plants and is also decorative. The average cost per 100 sq. ft. at a 3 inch depth is \$42 or \$6.25 a bag for most varieties.

SEASONAL COLOR (ORDER EARLY):

Planting for seasonal color should be done in mid 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 \$25.00 per flat. Discount on 5 or more flats. Caladiums, Lantanas, and many others are also available. Call for pricing.

THE LAWN MOWGUL, INC. OFFERS:

- Friendly knowledgeable 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
 - Weekly employee training
- 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?

Would you like to add a new line of hedges to your front porch or windows?

Are you picturing a new tree planted in your backyard, or even a flower bed around the old tree that's there now?

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, Inc.
(214) 522-5159

Customers often ask us for a reference of a good all purpose handyman. A good friend we highly recommend is **Paul Gallogly**. Paul's company is **Always Handy, Inc.**, his number is 972.412.6375 and email atcpaul@aol.com.