

LAWN & LEISURE



Fall-iday DECORATING

In the past, trimming your home for the holidays was an activity dedicated almost exclusively to the winter season. October called for a single Jack-o-Lantern on the front stoop, while later on around Thanksgiving, consisted of little more than a simple centerpiece on the dining room table. In recent years, however, home décor – both indoor and outdoor – has exploded to encompass some of the

most popular seasons and celebrations. What we like to call the “falliday” season now provides homeowners with the opportunity to go all out and create major curb appeal.

Why wait until December to spruce up your home? At Weed Man Lawn Care, we take any chance we can get! Spruce up your front steps and stoop with these outdoor fall decorations and make your yard really pop this season.

Bales of Hay

Square hay bales are great for fall decorating. Stack several on your front stoop or porch for a festive fall look.

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D · I · Y · Corner

KID-APPROVED FALL LEAF CRAFT

Help your kids bring autumn's beauty indoors this season with this simple (*and colorful*) fall leaf craft!

Start by going on a stroll around your neighborhood to collect a vast array of vibrant fall leaves. Once you and your child(ren) have a plethora to choose from, head back home to get to work.

What You'll Need:

- ✓ Leaves
- ✓ Paper or Cardstock
- ✓ Scissors
- ✓ White Glue
- ✓ Markers or Crayons

Kids have the wildest imaginations! Let them run free during this exercise and encourage them to create a scene from nature, using the leaves you collected together. You'll be amazed at what they come up with!

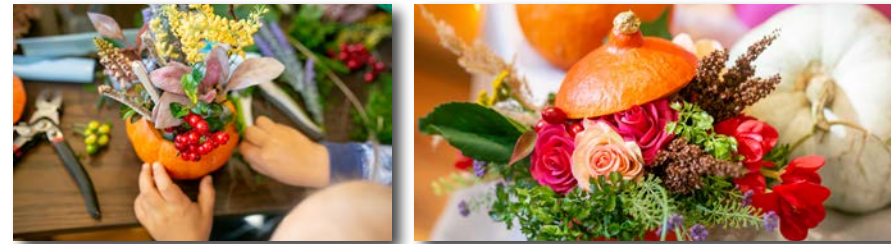


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Pair with bright pumpkins to complete the arrangement and give your décor an added boost of color.

Pumpkins & Gourds

Nothing says harvest season like these classic fall staples. Create arrangements by combining different sizes and colors, and place them on your steps, within your garden, or beside your front door. Hosting a get-together? Go a step further and create stunning floral arrangements for your next social gathering. Line your steps with your finished masterpieces, or use indoors for an added touch of "fall."



Leaf Garlands

Faux-leaf plastic garlands can be purchased from your local craft store and are the perfect fall addition to any home. Intertwine strings of leaves between the posts on your front porch or wrap them around your entryways and windows. Looking for something more neutral? Faux eucalyptus and lamb's-ear are some of our favorites for 2019, and transition well from one season to the next! Not to mention, their muted green leaves are the perfect addition to any décor.

Wreaths

Wreaths pack a powerful punch when it comes to seasonal decorating. A whirlwind of festive colors, fall wreaths draw attention to the front of your home and produce instant curb appeal. Feeling crafty? Create your own custom design using items found at your local craft store.

Mums

Not only do mums thrive in fall weather, but their colorful petals make them the perfect autumn flower for decorating your home. Place them in large pots beside your front door or hang them in baskets from the ceiling of your porch.

Staying on Budget

Decorating your front steps and stoop this fall doesn't need to cost an arm and a leg. One of our biggest go-to tips for changing up your décor and transitioning between seasons, is using what you already have! Drape a cozy blanket over the back of your adirondack chair. Have an old apple crate or wagon laying around? Repurpose them in your yard, to hold pumpkins, gourds and mums. And if you're planning on spending some time enjoying the crisp, fall air, supplementing your existing décor with a nice candle or two can add ambiance. Keep it simple, keep it *you!*



Calling all existing Weed Man customers! Have you set up your [Customer Portal](#) account yet? Setup your profile and login to access your Weed Man account at any time of the day or night. You'll have the option of scheduling a visit, paying a bill, or browsing through the available lawn care options in your area...all with the click of a mouse! Click the button below to get started.

[Online Customer Account Login](#)

making a case FOR LAWN CARE PROS

There are many benefits to maintaining your outdoor space. A well-kept lawn is beneficial to the environment, your family's well-being and the value of your property.

A healthy lawn helps better the environment, by trapping dust and smoke particles in your turf. This process purifies and improves air quality, making our environment habitable and healthy.

Did you know? A 50' x 50' lawn produces enough oxygen for a family of four!

Well-maintained green spaces are not only more appealing to the eye, but they are also known to be therapeutic and can improve the quality of life for you and your family, providing you with an outdoor green space to enjoy each other's company.

Not to mention, a well-kept landscape can add up to 15% to a property's value and can also help accelerate the sale of a home by

up to six weeks. At Weed Man we understand that your biggest asset needs to be protected and that's why we treat your lawn as if it was our own.

Next comes the question of whether investing in professional lawn is a better alternative than doing it yourself. You likely know our stance on the debate, but we've laid out the facts and made a case for lawn care professionals everywhere. Take a look!

DIY LAWN CARE

Replicating the look of professional lawn care can be difficult, tiring, expensive and time-consuming; and as they say, time is money. If you plan on taking on the burden of caring for your lawn, you may want to reconsider, as a good chunk of every weekend will have to be spent mowing, weeding and fertilizing, all while you could be spending time doing the things you enjoy with your family and friends. Not to mention, product labels and

instructions can be difficult to read for the average homeowner. It's imperative to know what to apply, when to apply it, and in what quantities, in order to get your desired results.

HIRING A PRO

It's easy to spot a lawn that has been serviced by a professional. They are green, healthy and lush and of course, the envy of all of your neighbors. Weed Man professionals are trained to apply products correctly, yielding much better results than you would get from DIY-ing your lawn. Our technicians apply the correct products, in the correct amounts, at the correct times, which results in a beautiful space for you and your family to enjoy! Weed Man offers our exclusive 65% nitrogen blend fertilizer and other superior products, as well as professional and courteous service, open communication, and a commitment to our environment. For the past 50 years, Weed Man's promise has always been the same: ***We treat your lawn as if it were our own and provide you with honest and open communication.***



WEED MAN USA



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WEED MAN USA







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Putting Your Lawn to Bed

10 TIPS FOR SUCCESSFUL LAWN CARE THIS SEASON



Before we get into too much detail, we want to note that there are many different types of grasses and climates across the nation, so all of these tips will not pertain to every single lawn. **Look for the appropriate icon, to determine which tips are relevant to your area.**


-  Cool-season grass environment
-  Warm-season grass environment



  **MONITOR YOUR LAWN'S THIRST.** Remember: your lawn needs about 1" of water per week to thrive. During the usual temperature drop that takes place in October and November, homeowners often find it difficult to maintain a balanced watering regimen. One of the biggest issues that arises is overwatering, which can lead to fungal diseases. As a general cooler season rule, you should only water your lawn when it needs it. Therefore, if there has been a return of regular rainfall after a summer of dry weather, then it is important to scale back watering or cut it out altogether (especially once and if the ground becomes frozen). On the other hand, extremely dry fall conditions call for continued watering to keep your lawn healthy.





  **WINTERIZE YOUR IRRIGATION SYSTEM.** Don't forget to turn off the outdoor water supply. Winter conditions can freeze the water inside of faucets and pipes, leading to bursting pipes and flooding inside of the home. We suggest using compressed air to remove all remaining water in the system.


  **RAKE & BAG LEAVES.** Colorful leaves sure are beautiful, but they can cause more trouble than they're worth. Leaf coverage restricts the amount of oxygen and sunlight that reach your lawn's surface. It can also lead to overly-wet conditions that invite fungal diseases to take flight. Get the family outside and rake the yard one last time before winter hits!


 **FEED YOUR LAWN.** Your lawn needs to refuel after a long, hot summer. Weed Man's exclusive, slow-release granular fertilizer feeds your lawn as it needs it. It will also help grass plants store valuable nutrients for the cooler months ahead, aiding in the cold hardiness of your turf. Our technicians are fully trained to apply the right amount of product at the right time of the season to ensure that your lawn grows green and healthy come springtime.

  **MOW REGULARLY.** The growing season can (and often does!) continue well into late fall, so be sure to mow regularly until growth ceases. This will ensure the lawn doesn't grow overly long and shade itself, which can impede photosynthesis and limit food production.

  **LAST MOW OF THE YEAR.** If you live in a **cool-season** grass environment and are ready to retire your mower for the year, lower your mower deck to the lowest height recommended for your turf. This will help prevent matting during cool, wet weather and keep disease pathogens at bay. It will also help your turf resist snow and ice damage.

Alternatively, if you live in a **warm-season** grass environment, we recommend raising your mower blade prior to the first frost. This will protect the crown of the plant.

 **LET YOUR SOIL BREATHE.** Some areas experience matted-down grass, sparse growth, pooling water, and a hard ground that is uncomfortable to walk on - all signs you need to aerate. Mechanical core aeration loosens soil and thatch, increasing the movement of oxygen, water, and nutrients to the lawn's root zone.

 **REPAIR YOUR LAWN WITH OVERSEEDING.** Repair bald areas of turf now to ensure a thicker, fuller lawn come springtime. New seed applied to the lawn will help eliminate bare spots, re-establish your lawn's strong foundation, and progressively improve its overall health and appearance. For best results, keep the soil consistently moist by watering two to three times a week until the new grass is firmly established.

 **LEVEL YOUR LAWN.** If you've noticed dips or holes in the surface of your lawn, it's best to address these before winter sets in. Simply blend planting soil with compost and/or sand and pour the mixture into any unlevel areas.

Have questions? Contact your local Weed Man today!



Sale Season

shopping for your yard

Now that chillier temperatures are setting in and festive holiday advertisements are soon to be popping up everywhere, lawn care may not be top of mind for the majority of homeowners... and that's exactly why now is the best time to shop for your yard. Stores everywhere are struggling to get rid of last season's stock to make room for winter products. If you've had your eye on that pricey lawn care gadget or accessory, it may be time to take the plunge.

1 Mowers and Trimmers: Every self-proclaimed lawn care aficionado needs a high-performing lawn mower and trimmer. The problem? Both gas and electric models can be expensive, especially in mid-summer when the grass won't stop growing. That being said, supply and demand swing in your favor during the cooler months. The same mower that cost nearly \$400 in July can often be found for half the price November through January. Ensure you're getting the best deal and browse online sales as well as your local home and garden stores.

2 Patio Furniture: A patio set acts as a fully functional, great-looking addition to any yard. But between an umbrella, chairs, and table, most sets run upwards of \$500, with many closer to the \$1000+ range. Luckily for you, patio furniture takes up a lot of real estate in the home store show room. Stores need to clear out space before the holiday rush, which is why you should shop now for deep discounts on high-quality models. Be sure to keep your purchase in its packaging until spring arrives - you don't want to damage your brand new set.

3 BBQs: Barbecues get a ton of use throughout the summer months. If you've had your eye on a certain model or have been considering an upgrade, don't wait until spring. Purchase one of this year's models on clearance and enjoy steep savings. Accessories - spatulas, tongs, meat thermometers - can also be found on sale.

TURKEY ON THE GRILL

Total prep time: 1 hour
Total cook time: 2 - 3 hours (for turkeys under 16 lbs.)

Grilling a turkey on the BBQ isn't the most common method, but grilling can be a fun (and delicious) alternative! Experience some amazing flavor when using the right technique, whether it's on an outdoor charcoal or gas grill. Whip up your family's favorite sides – stuffing, mashed potatoes, cranberry sauce and fresh vegetables – and enjoy!

See the [full recipe](#) here.



TURKEY CRAN BBQ PIZZA

Total prep time: 15 min
Total cook time: 10 min

Looking for an alternative to the usual smoked turkey and trimmings? This delicious recipe includes some Thanksgiving faves – turkey and cranberry sauce! Add some cheese, onion and BBQ sauce to the mix and you'll be ready to indulge in no time. And with a total prep and cook time of only 25 minutes, you'll have some time to spare. If you're not ready to veer too far from the norm, use up your Thanksgiving leftovers and whip this up the day after.

See the [full recipe](#) here.

APPLEWOOD HICKORY SMOKED TURKEY LEGS

Total prep time: 30 min
Total cook time: 6 hours

Expecting a smaller crowd than usual? This recipe could be a great option for your family. Smoking the meat will help bring all of the turkey's wonderful flavors to the forefront. *Tender and absolutely delicious!* If you don't have a backyard meat smoker available, you can create your own smoker box and pop it in the oven to get the same results.

See the [full recipe](#) here.



TURKEY

101

As you've probably noticed, our forté is more on the lawn; but we like to eat, too! So we've put together some delicious BBQ recipes, just in time for the holidays.

BBQ TURKEY MEATBALLS

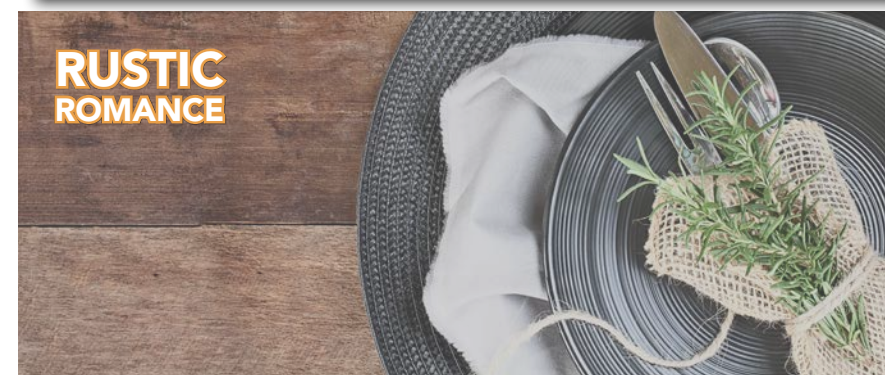
Total prep time: 10 min
Total cook time: 30 min

Hosting a holiday get-together? BBQ Turkey Meatballs would make great appetizers at any party! With a simple and fast recipe, these tasty treats are perfect for both the host and the guests. Talk about comfort food! Toss up a green salad with some mashed potatoes to serve alongside these yummy wonders, if you'd rather serve your guests a full meal.

See the [full recipe](#) here.

TRENDY table SETTING INSPIRATION

Now that you've chosen your favorite turkey dish, check another item off your holiday to-do list and start envisioning how you want your table to look and feel. Below are some of our top picks for inspiration!



Protecting Your Lawn This WINTER

With the winter season upon us, your turf has likely entered a state of dormancy, or is well on its way of doing so. Your lawn knows how to take care of itself during the cold weather seasons – it will go dormant and turn brown in order to conserve water. In other words, your lawn goes into hibernation mode. However, while your grass is taking a break, it's important that you respect it just as you would in the spring or summer. Respecting your lawn now will ensure a quicker green-up come the spring.

QUENCH ITS THIRST

If it rains or snows regularly where you live, winter watering isn't something you'll have to worry about. But if your turf isn't receiving at least an inch of water each week, you may want to consider a light watering to keep it from drying out and dying.

AVOID WALKING ON YOUR LAWN

Believe it or not, walking on your lawn when it's dormant and covered in snow, can cause damage to the grass and ultimately, kill it. Minimizing foot traffic on your lawn as much as possible will ensure a healthier lawn come the spring. Of course, we're not discouraging snowman-making or snowball fights, but try to keep the fun stuff for the backyard where a quick green-up isn't as important.

KEEP IT CLEAN

When it's cold outside and we don't go outdoors very often, it's easy for items to be left on the lawn; but leaving toys and patio furniture on the grass over the winter can be damaging to your turf. It can cause large dead spots and in the spring, the area affected will be an eye sore compared to the rest of your lawn. Not to mention, it will take more work to help bring that grass back to life!

GOOD DRAINAGE

Increased precipitation can damage your lawn over the winter, so it is important to ensure that your lawn has proper drainage. Poor drainage can cause water to pool on your lawn, which can wash away topsoil, suffocate your turf and make it more susceptible to fungal disease and insect infestation.



Did you know? With Weed Man's referral program, our customers are able to earn significant savings on lawn care!

We all know the holidays can be expensive. Even with bargain hunting and sale season, many of us tend to blow our budgets when it comes to shopping for the ones we love. If you're finding it difficult to save money when it comes to present-buying, why not save on lawn care instead? Many of our customers have even received their lawn care programs completely free. **Here's how it works!***



HOW TO FIND "The One"

Picking the Perfect Tree

1. Be Prepared: First, pick a location in your home for your tree - somewhere close to an outlet but far enough from any potential fire sources. As a general rule, you'll want to keep your tree about a foot shorter than the ceiling height, too, especially if you're going to be using a tree topper.

2. Focus on the Best: While all types of trees have their advantages and disadvantages, certain classes are known for their excellent needle retention, holiday scent, and shapeliness. These include: Fraser fir, balsam fir, Douglas fir, noble fir, and Scotch pine. Keeping your shopping trip focused on these superior tree types can save you time and money in the long run.



3. Don't Settle for Dryness: To test a tree for freshness, run your hand over the needles or shake the tree. A fresh tree will hang on to its needles, while a dry tree will shed quickly and frequently.

4. Remember the Base: Too many tree shoppers forget how important the base of the tree is. While not all trunks are created equal, you'll want to choose a tree with a relatively straight, flat base – otherwise your tree may not maintain its sturdiness when placed in a stand. When you purchase your tree, request to have an inch or so taken off the base to help with water intake.

5. Travel Smart: Many arrive home after tree shopping to discover a nasty surprise – the tree that looked so perfect on the lot is no longer up to their standards. This often occurs when a tree is not wrapped properly for travel or has been stuffed hastily into the back of a vehicle. A large vehicle (or secured roof top rack) and mesh netting are recommended.



A Letter from Your Local Weed Man®

Thanks for reading the Fall / Winter 2019 Edition of Weed Man's Lawn & Leisure magazine!

Did you know? When you become a Weed Man customer, you gain access to some of the best, most comprehensive lawn care knowledge around. Weed Man technicians are trained to deliver quality lawn care throughout the seasons, and our customer service staff is always available to address any questions that may arise throughout the process.

But it doesn't end there. Weed Man has a complete suite of online tools that can help you get even more out of your lawn care partnership with us. Read on below for more information!

Weed Man Website

Let's face it: between unpredictable weather, insects, and quickly-growing weeds, lawn care can be frustrating. There may be times when you aren't sure if what you are seeing on your lawn is normal or something that requires Weed Man's immediate attention.

Not to worry – we've made it easy for you to access lawn care tips and advice...and all from the comfort of your home (or wherever you use your computer or mobile device!). From helpful outdoor news to a fully stocked lawn care library, the Weed Man website has you covered when it comes to your yard. Consider it your local lawn care information hub!

Customer Portal

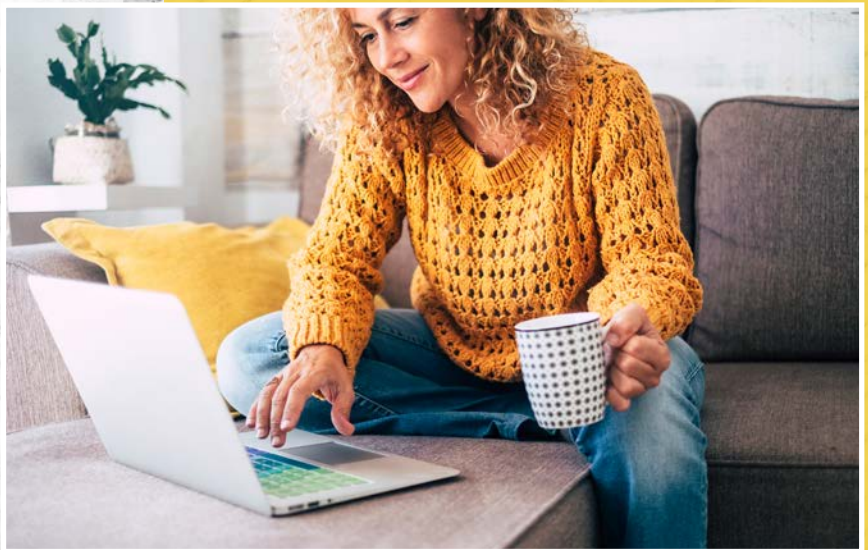
Access your Weed Man account online with our user-friendly Customer Portal! Simply visit customer.weedmanusa.com to login or create an account. You'll have the option of scheduling a visit, paying a bill, or browsing through the available lawn care options in your area...all with the click of a mouse!

Social Media

At Weed Man, we believe communication is crucial when it comes to giving you the lush, green lawn you deserve. We've created local, monitored social media outlets to help keep you up-to-date with the latest news and alerts when it comes to your lawn. Follow us today and gain 24/7 access to turf care tips, seasonal specials, and fun contests and promotions.

Sincerely,

Your local Weed Man



Is It Time for a Change?

Truly rewarding career opportunities come around once in a lifetime. Are you ready to seize yours?

What started in 1970 as a one-man lawn care company out of the back of a pickup truck has expanded to encompass an award-winning network of locally-owned and operated franchises, growing at an average rate of 15-20% annually. But if steady, double-digit growth doesn't pique your interest, did you know Weed Man was named **One of the Best Franchises to Buy** by *Forbes* magazine?!

Is Weed Man Right for You?

Whether you're an entrepreneur looking for an affordable investment, a business owner looking to diversify, or simply eager to become your own boss, Weed Man can help you achieve your career aspirations. We've got the systems, training, and years of expertise needed to set you up for success.

Why wait? [Request a consultation](#) or visit our virtual brochure today!

