

LAWN & LEISURE



ADDING A TOUCH OF SEASONAL Charm TO YOUR YARD

In the past, trimming a home for the holidays was an activity dedicated almost exclusively to the Christmas season. Halloween meant a single Jack-o'-Lantern on the front stoop, while 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. In particular, the period between Halloween and Thanksgiving, fondly known as the autumn season “fallidays,” now provides

homeowners with the opportunity to go all out and create major curb appeal.

Why wait until December to spruce up your home? Choose pieces that can transition from one holiday to the next, to get the most bang for your buck, and ‘wow’ your neighbors all in one shot! Weed Man Lawn Care has put together a list of outdoor fall and winter decorations to make your yard really pop this season.

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. If they still have life to them come snowfall, paint your pumpkins white for a Christmas-y touch.

Wreaths

Wreaths pack a powerful punch when it comes to seasonal decorating. A whirlwind of festive colors, holiday wreaths draw attention to the front

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TRANSITIONING YOUR DECOR FROM ONE HOLIDAY TO THE NEXT

(Continued from page 1)

of the home and produce instant curb appeal. Feeling crafty? Create your own custom design using items found at your local craft store. Try incorporating items such as pine cones and red berries, to make a versatile piece that can be hung from September to February.



Cold Weather Plants

Plants such as mums, thrive in fall weather, and 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.



Potted blue spruce, boxwood hedges and thread-branch cypress are some of our very favorite winter-friendly plants. Beautiful greenery such as these, add a nice vibrancy to your porch in an otherwise dull-looking season.

Outdoor Lighting

To really make your porch pop this season, add a little sparkle with

the help of simple lighting options. Something as easy as a lighted lanterns can add that extra 'oomph' you're looking for - and they are extremely versatile.

Come the winter season, why not line your porch or surrounding trees with lights? Whether colorful or classic white, lights can make a big impact on your overall holiday curb appeal.

Experiment with that oversized, branchy maple or oak tree in your yard. Spiral the lights loosely around the top of the tree to create an 'orb' shape, or, if you have several strands of lights at your disposal, wrap lights around each individual branch. The effect is sure to be breathtaking.



REFER YOUR FRIENDS & SAVE

Are you proud of your Weed Man lawn? If so, why not tell a friend or neighbor? Many of our customers boast the best lawns in their neighborhoods and communities - and some even have the awards to prove it! We ask that all of our lawn care clients spread the word about Weed Man's top-of-the-line products and services. Why? Simply because our referral program benefits you and the person you refer to us! Here's how:

REFERRAL BENEFITS FOR YOU:

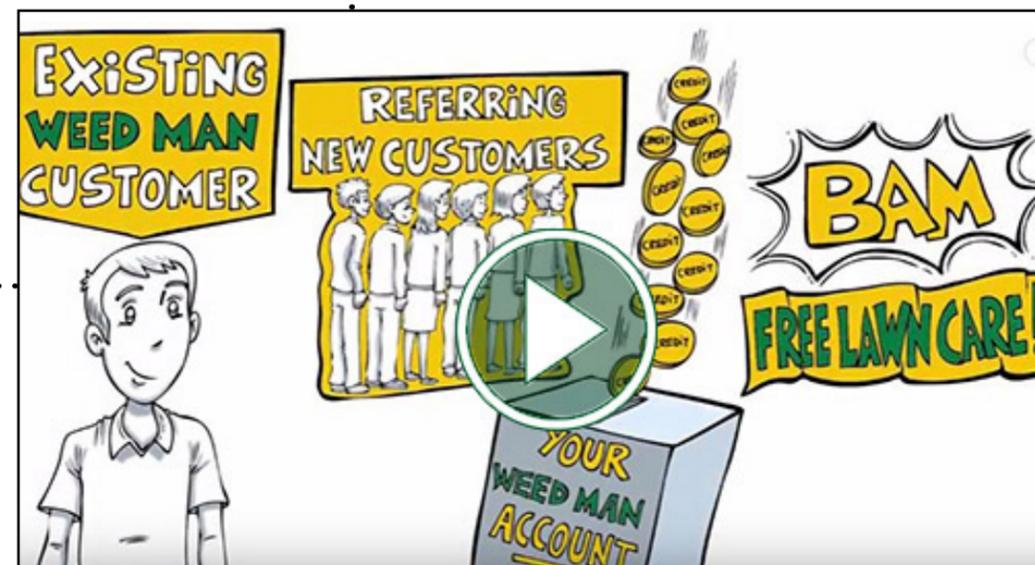
- ✓ **Discounted or Free Service.** For every person you refer to Weed Man, we'll reward you with an account credit. The best part? There is no limit to the number of referrals you can submit. Enjoy a lifetime of free lawn care just by sending your friends our way!
- ✓ **It's Easy.** There's never been an easier way to spread the neighborly love. All you have to do is give us the name and phone number of your friend or neighbor and we'll take care of the rest. Leave the follow-up to Weed Man!
- ✓ **Your Friend(s) Will Thank You.** If someone you knew was super happy with a service they were receiving, wouldn't you want to know for current or future reference? Word of mouth referrals go a long way in helping you and your social circle find dedicated service providers in your local area. We'd love to be your neighborhood's 'go-to' lawn care gurus!
- ✓ **Improving Your Neighbor's Lawn Looks Good on You.** When you refer a neighbor to Weed Man, our services help enhance the health, color, and vitality of your neighbor's yard. A nicer lawn next door only works to increase your property value in the long run.

REFERRAL BENEFITS FOR YOUR FRIEND OR NEIGHBOR:

- ✓ **Nothing Less than the Best.** You can rest assured knowing that we'll always provide your friend or neighbor with the same high level of service you have come to expect from the Weed Man brand. We take enormous pride in how we treat our customers and their lawns, and we will do everything in our power to live up to the positive reputation you've perpetuated by participating in our referral program.
- ✓ **A Great Looking Lawn.** At Weed Man, every member of our staff is dedicated to transforming our customers' lawns and giving them an outdoor space they can take pride in. We'll make sure your friend or neighbor reaps the benefits of signing on for a full Weed Man program.
- ✓ **Peace of Mind.** Your friend or neighbor can enjoy peace of mind knowing that all of our services are backed by our 100% guarantee. We provide unlimited re-applications on request and will do whatever it takes to ensure their receiving the best results.



TO REFER A FRIEND IN SECONDS, VISIT: WEEDMANUSA.COM/CONTACT-US & CLICK ON THE GREEN 'REFER-A-FRIEND' BUTTON. FILL IN THE TWO-LINE FORM AND YOU'RE WELL ON YOUR WAY TO EARNING LAWN CARE REWARDS!



AMERICAN'S BEST CITIES FOR FALL TRAVEL

your family road trip guide

Did you know?

You could travel to any of these destinations and find a locally owned and operated Weed Man franchise!



Denver, Colorado

The beautiful city of Denver, CO is a great place to travel during the fall. Enjoy the city's foliage during October, as the Cherry Creek Bike Trail & High Line Canal are lined with vibrant yellow cottonwood trees. It's a sight to be seen!



Minneapolis, Minnesota

Minneapolis is a great place for active families to visit. September's Minneapolis Bike Tour offers a plethora of routes around the Grand Rounds Scenic Byway. And in October, you can enjoy the city's Medtronic Twin Cities Marathon, which is a great way to take in the beautiful fall scenery.



Salt Lake City, Utah

The Utah State Fair takes place in September, where residents and guests alike can enjoy a rodeo and Western Music Festival. If you're on a budget, Salt Lake City is a great option - the autumn months typically aren't the busiest and therefore come with lower-than-usual prices and thin crowds. Pictured above is the sunset at Lake Blanche.



Louisville, Kentucky

The colorful foliage found in Louisville's Iroquois Park make visiting this great city totally worth the drive (or flight). If you're visiting in October, stay in the park past dark to witness the amazing sight of the city's annual Jack-O'-Lantern Spectacular!



Nashville, Tennessee

If you're into music, food and wine, Nashville is a great place to go in the fall. Music City truly lives up to its name this time of year, as the biggest (and most exciting) parties showcase Nashville's southern flair by serving up farm-to-table cuisine and their good taste for tunes.



San Antonio, Texas

We all know how hot Texas can be on a summer day. By fall though, the temperatures have dropped, which means 'let the parties begin!' Locals enjoy the cooler weather by enjoying Oktoberfest, the post-Halloween Day of the Dead, and the International Accordion Festival. Enjoy a colorful bike ride, kayak or leisurely stroll along the River Walk (pictured to the left).

preparing your lawn for *Winter*



LIKE IT OR NOT, WINTER IS ON ITS WAY. SOON ENOUGH THE RELATIVELY MILD FALL DAYS WILL GIVE WAY TO BLUSTERY CONDITIONS AND FREEZING COLD TEMPERATURES (UGH, WE DON'T LIKE THE SOUNDS OF THAT EITHER!). ARE YOU READY? MORE IMPORTANTLY, IS YOUR LAWN? ALTHOUGH YOU MAY THINK LAWN CARE SEASON HAS COME AND PASSED, THERE ARE A FEW LAST MINUTE CHORES YOU SHOULD ADD TO YOUR TO-DO LIST THIS MONTH. CHECK OUT THIS HANDY LIST FROM WEED MAN:

Don't Forget to Fertilize!

It is so important to feed your lawn before winter's arrival. Autumn is considered the most important season for lawn fertilization. Specially formulated for cool-season grasses, winterizing fertilizers (also known as winterizers) feature a higher potassium content than the normal spring or summer blend. Not only does potassium help your lawn absorb vital nutrients, it also strengthens the root and crown of grass plants, aiding in winter hardiness.

Practice Smart Mowing

Fall mowing is beneficial for your lawn for a number of reasons. Firstly, while many homeowners recognize the importance of removing surplus leaves from their lawns, it is often a physically demanding chore to rake, pile, and bag fallen foliage. Fall mowing offers a convenient avenue for effectively using the leaves that coat turf surfaces. Simply use a mulching mower (many lawn mowers nowadays include a mulching attachment) to shred unwanted leaves into tiny, nutrient-rich pieces that will eventually decompose on your lawn. These leaf particles add valuable organic matter right back into the soil, resulting in stronger, healthier turf.

It is also a good idea to lower your mowing height gradually throughout the season. Start at the standard 3 inches and work your mower lower each and every time you use it. By the end of the fall season, you should be cutting

your grass at the lowest height the lawn mower will allow. When the grass is cut short, it stands up like a wire brush instead of laying down flat. This helps reduce ice and snow damage that are common throughout the winter months.

Rake Up Leaves & Debris

Although fallen leaves may look pretty, they can lead to trouble. Leaf coverage restricts the amount of oxygen and sunlight that reach your lawn's surface. It can also lead to overly-wet conditions and, resultingly, harmful turfgrass diseases. Make it a family project to head outside and rake the yard one last time before winter hits.

Winterize Outdoor Taps / Irrigation Systems

All too often, homeowners forget to turn off the outdoor water supply each fall. Winter conditions can freeze the water inside of faucets and pipes, leading to significant damage and/or bursting pipes. Be sure to locate the separate shutoff valve located inside your home – turn this off first before draining your outdoor water faucets and closing them for the season.

If you have an irrigation system installed, an annual "blow out" is recommended to prevent bursting and cracking pipes. This involves the use of compressed air to remove all remaining water in the system.

extreme winter weather

Sub-zero temperatures, bone-chilling winter winds, and regular snow/ice accumulation aren't just a pain for homeowners – they also can wreak major havoc on home lawns. Grass is a living organism that can easily become weakened in the face of seasonal pressures. An application of fall fertilizer can help strengthen a lawn in time for winter, but we are past the time of year when product can be applied and take effect. Spring fertilizer applied next growing season, however, can help thicken up winter-weary turf and give your lawn the boost it needs after a tough winter.

SNOW MOLD

As the snow and ice melt away in spring, you may notice an unsightly fungus forming on any wet, matted down grass plants. Snow mold is a common fungal disease that is most often seen on northern turfgrass species. Snow mold fungi live in thatch, soil, and dead leaves within the lawn all year long, feeding on grass nutrients and destroying vital plant cells in the process. Prolonged snow coverage or periods of cool, wet weather provide favorable conditions for snow mold fungi to attack. Fortunately, snow mold will likely improve with better, drier weather, although professional fertilization, topdressing, or reseeding may be necessary depending on the severity of damage the disease leaves behind.

SNOW PLOW & SHOVEL DAMAGE

As a homeowner, you may receive an unwelcome surprise once the snow finally melts: torn, damaged turf – especially in areas of the lawn that border your driveway and sidewalks. In some cases, there is no stopping this from occurring, as snow removal is not exactly a delicate endeavor. Pushing mounds of snow from driveways, sidewalks and parking lots requires horsepower and putting the plow directly to the pavement, and grazing surrounding grass plants in the process is bound to happen. So what can you to make the job of repairing your lawn a little easier in the spring? Talk with your snow removal professional and make sure the guide stakes – those plastic or wooden posts that are placed along the edge of your driveway or sidewalk – are as close to the cement as possible. That will hopefully help the plow operator keep the plow blade on the cement and not in your lawn!



PROTECT YOUR LAWN FROM *COLD WEATHER NUISANCES*

WINTER CAN BE A BRUTAL TIME OF YEAR FOR LOCAL LAWNS. BETWEEN STRESS CAUSED BY EXTREME WINTER WEATHER, DAMAGE FROM SNOW PLOWS, AND TURF-WEAKENING COLD-SEASON DISEASES, MANY LAWNS END UP LOOKING A LITTLE WORSE FOR WEAR ONCE THE SNOW MELTS.

WINTER CAN BE STRESSFUL – BUT ARMED WITH THE RIGHT KNOWLEDGE AND A PARTNER LIKE WEED MAN, YOUR LAWN WILL BE ABLE TO PERFORM AT ITS BEST AND BOUNCE BACK IN SPRINGTIME.



Taking Advantage of Your *Customer Portal*

Weed Man is always looking for ways to make lawn care easier and more accessible for our wonderful customers. With our convenient Customer Portal, a healthy, no-hassle lawn is literally at your fingertips.

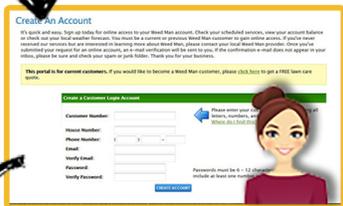
This user-friendly online service allows you to access your Weed Man account at any time of the day or night. And creating an account is free and only takes a minute!

HERE'S HOW TO GET STARTED!

VISIT:
CUSTOMER.WEEDMANUSA.COM



CREATE AN ACCOUNT USING YOUR CUSTOMER NUMBER, ADDRESS, PHONE NUMBER AND VALID EMAIL ADDRESS.



YOU'LL RECEIVE AN EMAIL TO COMPLETE THE REGISTRATION & ACTIVATE YOUR ACCOUNT.

ONCE YOUR ACCOUNT IS ACTIVATED, YOU CAN VIEW SERVICE RECORDS...

Date	Service	Cost	Product	Herbicide	Fertilizer
6/10/2016	Standard Lawn Care	\$6.00	0.20	\$0.00	\$0.00
6/10/2016	Standard Lawn Care	\$6.00	0.20	\$0.00	\$0.00
6/10/2016	Standard Lawn Care	\$6.00	0.20	\$0.00	\$0.00
6/10/2016	Standard Lawn Care	\$6.00	0.20	\$0.00	\$0.00
6/10/2016	Standard Lawn Care	\$6.00	0.20	\$0.00	\$0.00
Total		\$30.00	1.00	\$0.00	\$0.00

PAY A BILL OR VIEW PAYMENT STATUS...

Month	Start Date	End Date	Amount	Payment	Balance
6/10/2016	6/10/2016	6/10/2016	\$6.00	\$6.00	\$0.00
6/10/2016	6/10/2016	6/10/2016	\$6.00	\$6.00	\$0.00
6/10/2016	6/10/2016	6/10/2016	\$6.00	\$6.00	\$0.00
Total			\$18.00	\$18.00	\$0.00

OR SCHEDULE AN IN-PERSON VISIT OR PHONE CALL WITH ONE OF OUR WEED MAN STAFF.



...ALL WITH THE CLICK OF A BUTTON!



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!

