

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

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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!



*Referral rewards vary by location. Contact your local Weed Man for more details.

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!



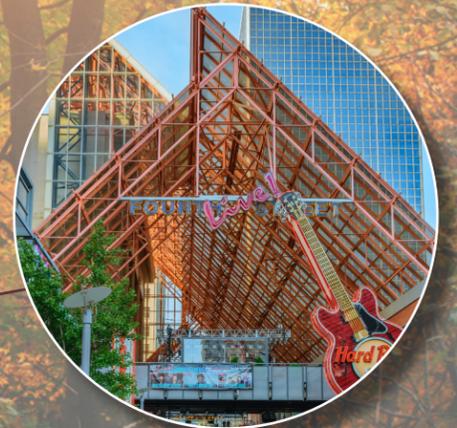
Denver, Colorado

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).

giving your lawn a

Fall Tune-Up



A LAWN HAS DEMANDS PLACED ON IT LIKE FEW OTHER PLANTS. IT GETS MOWED WEEKLY IN MANY CASES, IT ENDURES EXTREMES OF TEMPERATURE, IT TAKES A BEATING FROM FOOT TRAFFIC, AND IT SUFFERS FROM IRREGULAR AND SOMETIMES IMPROPER CARE. AND YET, IT CONSTANTLY STRIVES TO KEEP GROWING.

HOW DID YOUR LAWN HOLD UP THIS SUMMER? IS IT LOOKING AS GOOD AS IT DID IN APRIL OR MAY WHEN THE RAIN WAS PLENTIFUL AND THE TEMPERATURES Milder? IF IT IS LOOKING A LITTLE THIN AND BROWN IN SPOTS, AND THE GROUND IS HARD AS A ROCK, DON'T SAY, "WAIT UNTIL NEXT YEAR." GIVE YOUR LAWN A FALL TUNE-UP AND HAVE IT LOOKING GOOD WHEN SPRING ARRIVES.

The Fall Tune-Up *Fearsome Foursome*

- Aeration
- Fertilization
- Weed control
- Overseeding

In addition to aeration, an application of proper fertilizer and weed control products will give your lawn an added boost before winter. The fertilizer will provide your lawn with the nutrients it needs to develop strong roots and thick blades. The weed control product will eliminate any lingering weeds that have emerged in the late summer and establish a solid base of protection for the spring when it will receive another application.

The final step in your fall tune up is overseeding – the practice of sowing additional seed over existing grass to bolster and restore your lawn.

Overseeding is often necessary since, over time, the individual grass blades on your lawn weaken and perish with age, thus making it more vulnerable to disease, insects and weeds. Areas in your yard that are damaged by shade, disease, poor quality soil, improper pH levels, extreme temperatures and heavy foot traffic all benefit from overseeding. It helps to establish a strong foundation for your lawn and progressively improve the overall health and appearance.

An ideal time to overseed your lawn is in the fall while the soil is still warm, the air is cool, and rainfall is more impactful. Lawns should be well aerated beforehand – raking is not effective – to loosen the soil. This promotes the new seed's growth by creating better seed to soil contact essential for good germination.



Taking care of cool-season turf during the fall in warmer regions requires a different approach than lawns in the Northeast and Midwest. Weed Man has customized solutions for southern fescue lawns that include aeration and/or aeration and overseeding.



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THE DIRT ON THE IMPORTANCE OF good soil



Weed Man can help! If you don't have time or don't want the responsibility, Weed Man can take care of it for you! Contact your local franchise today.

SOIL IS THE FOUNDATION OF YOUR LAWN'S HEALTH AND PLAYS AN IMPORTANT ROLE IN THE AVAILABILITY OF NUTRIENTS TO YOUR LAWN. WHY IS SOIL SO IMPORTANT TO LAWNS? BECAUSE IT'S THE KEY ELEMENT FOR GRASS TO THRIVE AND RESIST PROBLEMS FROM SHADE, DISEASE, HEAT, DRYNESS, AND SO ON.

WHAT ARE SIGNS THE SOIL UNDER YOUR LAWN NEEDS A BOOST?

COMPACTED SOIL

Compacted soil is a common problem in lawns. This condition is created from aging soil, heavy foot traffic and continual rain or watering runoff.

NOT ENOUGH ORGANICS

Soil that doesn't have sufficient organic matter doesn't allow water, oxygen and nutrients to get into the root zone.

WATERING

Lack of water makes grass plants go into dormancy. In acceptable soil and growing conditions, the plants will recover when moisture is provided. If no moisture is received in 18 to 21 days, plant loss will occur. The poorer the soil, the more severe the damage and loss. Too much water doesn't allow the roots to breathe. If water is standing in place for more than 48 hours, turf loss will occur.



