

# LAWN + LEISURE



## Making Memories ON YOUR HOME LAWN

This year has been unlike any other. We have been forced to socially distance ourselves from friends and family. Quarantining certainly was not an easy adjustment to make, but through the hardship that we all have faced over the past several months, we have also learned many valuable lessons. We've learned the importance of slowing down, the true value of time spent with the ones we love, and being grateful for each breath we take. We've witnessed how strong our local communities are, rallying together to help those in need. We've enjoyed more time outdoors, in nature and on our home lawns. As much as these times have been unprecedented, we'd like to think that some good has come from them as well. From your local Weed Man, we sincerely hope that you and your family have remained safe, making the most of your yard during these times. We're so happy and thankful that we've been able to provide a little slice of paradise for those we care for. Because at Weed Man, we care for your lawn...but we also care for you.

*Thanks for trusting us with your lawn care needs!*



# Welcome to our new online experience!

weedman.com



Calling all existing Weed Man customers! Have you set up your [Customer Portal](#) account yet? Set up your profile and log in 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 to get started or visit [customer.weedmanusa.com](#).

Online Customer Account Login



## Job Opportunities

Are you or someone you know interested in working for Weed Man? We're always on the lookout for talent! Visit our Careers site to view and apply to job opportunities today.

## Refer a Friend

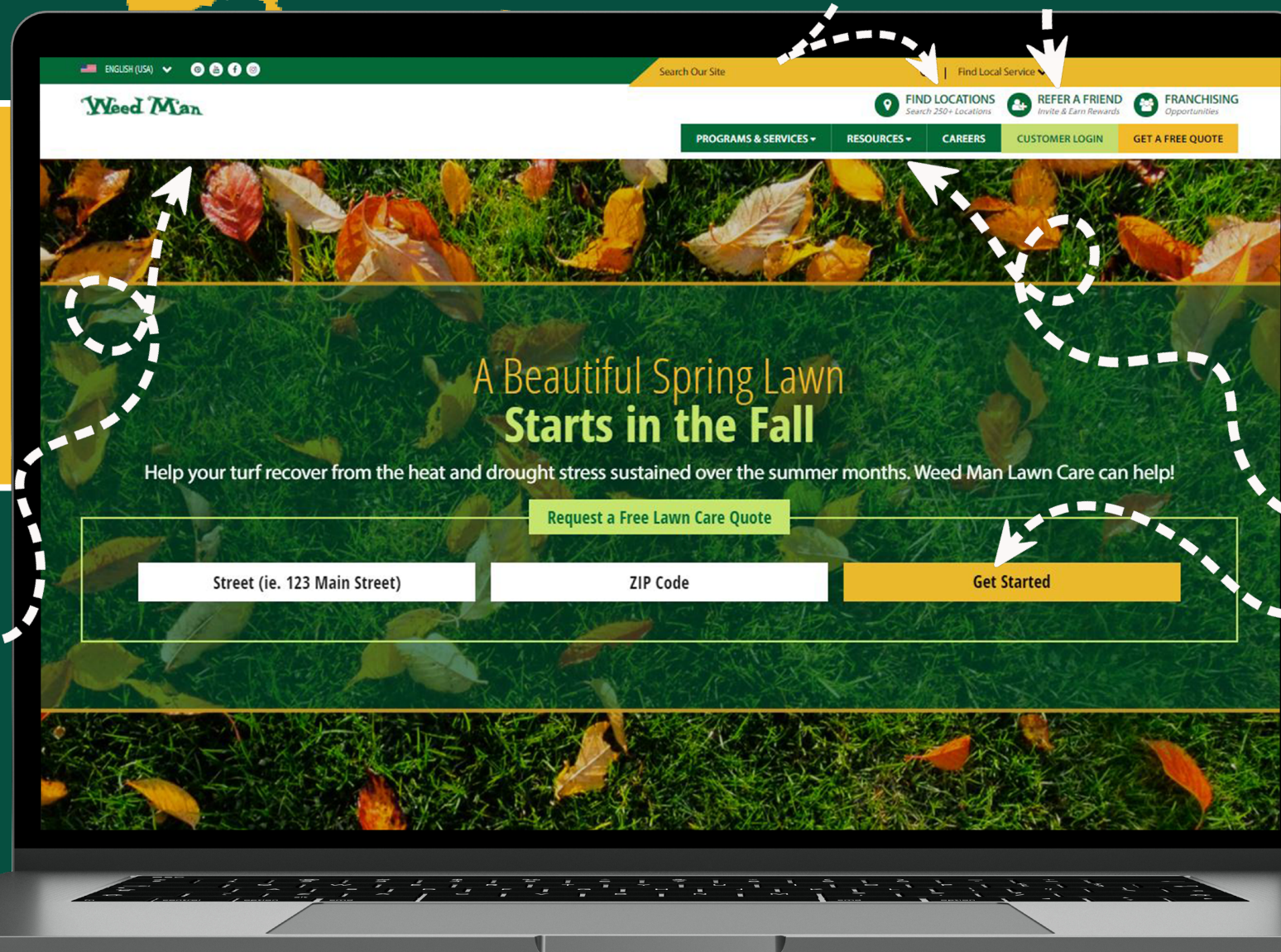
We love referrals and rely on them to grow our business. If you're happy with your Weed Man lawn and know anyone who is looking for quality lawn care services, we'd love for you to send them our way! It's as easy as 1, 2, 3. Did we mention our referral rewards? Contact your local franchise for more information.

## HAVE YOU HEARD?!

Weed Man recently unveiled our new, easy-to-use, information-packed website. If you haven't already, you can visit us online at **weedman.com**. In the meantime, take a quick tour of our most-visited pages.

## Getting Social...Virtually!

We want to make getting information regarding your lawn as easy as possible. That's why our online presence is so important to us. Connect with us on social media, via email, or through our website. We're here to help and can't wait to hear from you!



## Information Hub

At Weed Man, we believe lawn care is a partnership. With that in mind, our website not only acts as a place to order services, but also as *the* lawn care information hub. Learn more about our services and issues that may arise on the lawn, including disease, insects and other pests. Happy browsing!

## Request a Quote

Not currently a Weed Man customer? Receive a free lawn care quote in a few simple steps! Start today by entering your street address and ZIP code. You'll have a lush, green lawn before you know it!



WEED MAN USA



@WEEDMAN\_LAWNCARE



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# Staycation

## NO TRAVEL, NO PROBLEM!

### Planning Your Family Staycation

Have you had to cancel your 2020 travel plans? With international tourism out of the question, many have been left wondering what they are going to do to fill the void. While this year might look vastly different than what you had planned, taking time off to unwind and spend quality time with your family is essential. The good news is that you can still have a fulfilling, fun and relaxing vacation without leaving home! Here are some fun staycation ideas that are sure to create lasting family memories.

1

#### Have a Backyard Camping Weekend

Backyard camping is a very budget-friendly, family staycation option. Your kids are guaranteed to love star gazing, pitching a tent, indulging in s'mores and campfire stories. Who needs a campground when you can enjoy the wilderness in your very own yard!?

2

#### Enjoy an Outdoor Film Festival

Hang some lights, grab your favorite snacks and binge classic movies like *Star Wars* or *Harry Potter* all from the comfort of your backyard! You'll need a projector, viewing screen, some quality speakers and comfy chairs or blankets for an authentic theater experience. Set up a mini concession stand, pop some popcorn and put on your comfiest jammies for a day of viewing pleasure!

3

#### Plan a Family Day Trip

If you're antsy to get out of the house and want a change of scenery, consider taking a family day trip! Planning a day trip adds an element of adventure without the need to book an overnight stay. Odds are that a quick drive to a neighboring town can make for a memorable day. Look for hiking trails, nearby lakes or even consider renting kayaks for some extra family fun!

4

#### Host a Vacation Destination Theme Night

If you've had to cancel your 5-star family getaway, bring the elements of your favorite destination to your home! Whether you were headed to Hawaii, Disney World or Paris, your family is sure to enjoy a well-planned theme night in lieu of the real thing. With a few decorations, some authentic cooking and fun activities, you can celebrate the culture of any international destination from the comfort of your living room!



# Your Fall Lawn Care

## FAQS



How do I know when to stop mowing my lawn?

A: Depending on where you live, the time of year that you should stop mowing your lawn will vary. If you live where there is a warmer climate, you may need to mow all year round! But Weed Man's general rule of thumb is: *if it's still growing, keep mowing!*

Do I need to water my lawn in the fall?

A: Your lawn's watering needs change throughout the year based on the weather and growing conditions. During the summer months you will most likely need to water your lawn a lot more given that there is less rain. Once fall rolls around, most homeowners stop watering under the assumption they no longer need to. It is important to continue to monitor rain levels in the fall and supplement with additional watering to ensure your lawn receives 1-1.5 inches of rain each week.

Do I have to rake fallen leaves?

A: Regardless of whether you choose to rake or mulch them, removing fallen leaves from your lawn is important. Letting leaves sit over the winter months can end up suffocating your turf and contribute to the growth of fungal lawn disease.

Is fall a good time to seed my lawn?

A: Generally, fall is a good time to seed your lawn depending on your grass type. The fall offers cooler weather conditions paired with increased precipitation, which creates ideal growing conditions for new seedlings. Seed germination rates are higher in the fall and in the spring compared to the summer's extreme temperatures and dry conditions.

Does my lawn need to be fertilized in the fall?

A: Yes! Fall is one of the most important times of the year to fertilize. After a hot summer, your lawn needs help recovering. Fall fertilizing also helps your lawn build up stamina before heading into the winter, helping your lawn come back healthier and stronger next spring.



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# The Science Behind Slow-Release Fertilizer



## WHY IS FERTILIZATION SUCH AN IMPORTANT ASPECT OF AN EFFECTIVE LAWN CARE PLAN?

To put it simply, fertilizers provide your lawn with the nutrients needed to produce strong roots and grasses. Stronger roots and grasses = a stronger lawn = a lawn that's better able to fight back against weeds and other environmental pressures.

Ask any lawn care professional or turf aficionado if all fertilizers are alike, and you'll most definitely receive a resounding **"NO!"**

Just like your favorite brand of coffee, fertilizers are custom blends made up of key ingredients, all of which are used in varying amounts. Have you ever noticed the large, **bold** numbers on the front of a fertilizer bag? These represent the levels of primary ingredients in lawn fertilizer: nitrogen (N), phosphorus (P), and potassium (K).

Fertilizers have different structures and formulas that depend heavily on brand, the balance of ingredients, and objectives. Many are of the liquid and/or quick-release variety, which provide your lawn with an immediate feeding and green-up.

At Weed Man, we use a golf course grade, proprietary 65% - 80% slow-release, granular fertilizer product that is exclusive to our company. This custom blend feeds your lawn gradually (only when it needs it) by releasing a small, steady amount of nutrients over time. This allows

grass plants to feed for an extended period, rather than feast all at once. Weed Man's professional blend is made from a combination of the essential nutrients mentioned earlier, namely nitrogen and potassium. Nitrogen aids in plant growth and helps keep grass looking green and healthy. Potassium, on the other hand, increases weather hardiness and resistance to disease and drought.

Sure, you can buy granular fertilizer off the shelves of your nearest home store, but that doesn't mean you will achieve the results you want. A do-it-yourself lawn care project won't help you set up your spreader, figure out how much product to apply and when, or do a proper clean-up. **Weed Man can help take the guesswork out of fertilization while giving your lawn access to the best product available on the market.**

**THE PROOF IS IN THE SCIENCE.**



## GETTING Cozy THIS WINTER

Seasonal scents, winter greenery and holiday baking - oh my! Inevitably, you might spend more time indoors during the winter season...so why not 'winter-fy' your home to make it comfortable, cozy and a little festive for you and your *bubble* to enjoy.

### Adding texture:

Think shag carpeting, fuzzy blankets and plush pillows. Incorporating texture to your home decor is an easy way to make your living area homier than ever. Curl up on the sofa with a hot cup of cocoa and your

favorite book, and get ready for some serious lounging!

### Twinkle lights + ambiance:

There's something about dimmed lighting - string lights, candles or a fire (if you have the luxury of an in-home fireplace) - that adds a little extra *je ne sais quoi* to any space. Enjoy!

### Holiday greenery:

A little greenery goes a long way when it comes to adding to your home's visual landscape; however, if you opt to incorporate fresh plants like spruce, pine, eucalyptus or magnolia, you'll benefit from some amazingly festive scents, too!

### Gift of giving:

Are you planning on exchanging gifts with your loved ones this season? Why not pull two weeds with one yank (sorry, not sorry!) and use your freshly wrapped gifts as part of your decor? Choose your favorite wrapping paper and display your parcels with pride!



# The Inside Scoop On Our **REFERRAL REWARDS** Program

**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.** We reward you for every person you refer to Weed Man who signs on for a full program. The best part? There is no limit to the number of referrals you can submit, meaning you can earn unlimited rewards. 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 community. 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

If you know of any friends or neighbors who might benefit from a full Weed Man program, why wait? *Refer them to Weed Man today!*

## **While You're At It...**

Would you mind leaving us a 5-star review on Google, Facebook, or Yelp (or, better yet, all three)? Our online reputation goes a long way in helping us grow our locally owned and operated business. Just search Weed Man [city name] using the platform of your preference to get started. Your feedback means the world to us!

With thanks,

Your Local Weed Man



**Weed Man®**  
WE CARE FOR YOUR LAWN