

THE LADYBUG

Please Remove Leaves in the Fall

This is the last newsletter of the year, so even though it's still summer, we want to remind you how important it is to prevent leaf buildup on your lawn in the fall.

Our treatments cannot be fully effective if they're applied to a lawn covered in leaves. Heavy leaf buildup also restricts air, water, and light and increases the risk of lawn fungal diseases.

Please call to find out your next service date. This way you can plan ahead to have your lawn cleared in time for treatment.



Get a \$50 Credit

Refer a friend or neighbor and you'll get a \$50 credit after their first treatment as a thank-you for spreading the word. Just be sure to tell them to mention your name when they arrange for service.



Curious About the Simply Organic Difference?

Lawn care companies can vary widely in the services they offer, the products they use, and the level of training their technicians receive. The fact that we use natural and organic products to nurture healthy, green lawns was probably a major factor in choosing us when you were looking for a lawn care provider. But there's more to our approach to lawn care than that.



The Services You Need When You Need Them

Many companies bundle multiple services into different programs. At Simply Organic, we keep it, well, simple. Our core services focus on plant and turf health, and, with our hybrid option, regular weed control. Our selection of add-on services, like aeration and fungicide treatments, provide the care you might need from time to time. This way, you pay for specific services only if and when you need them.

Eight Year-Round Treatments for Better Results

Recently, we increased our visit frequency from seven a year to eight. The additional visit enables us to better monitor the health of your lawn and catch and treat problems, such as fungal disease, more quickly. The visits are spaced about six weeks apart and are timed to meet the seasonal needs of Atlanta's lawns and ornamental trees and shrubs.

Free Service Calls Between Scheduled Visits

A fungal disease or pest infestation can quickly devastate a lawn or ornamental trees and shrubs. That's why we offer free service calls between visits. If you ever notice something concerning, we'll come to check it out and recommend an appropriate course of action.

Top-Notch Tech Training

At some companies, lawn care techs receive as little as a few days – or even a few hours – of training before going out into the field. Our techs train for four to six weeks. We feel this level of training is essential to ensure that our techs are well-educated in organic lawn care and know how to apply pesticides safely and effectively.

We think this makes the difference between lawn care and lawn care you'll love.



Application #6

Lawn Care

Fertilization

Lawns received one of our proprietary blends of organic fertilizer to condition and nourish soil. We'll apply a cool-season combination to Fescue grass and a warm-season mixture to Bermuda and Zoysia lawns.

Weed Control (hybrid option)

We applied two synthetic (non-organic) weed controls, one to prevent grassy weeds from germinating during the winter and another to take care of existing broadleaf weeds. We also did a disease inspection and will recommend treatment if needed.

Application #7

Lawn Care

Fertilization

Lawns will receive an iron supplement to help balance the pH level and help your grass grow green and strong.

Weed Control (hybrid option)

Lawns will be given synthetic weed controls to prevent grassy weeds and kill off existing broadleaf weeds. We'll also inspect for diseases and make any needed treatment recommendations.

Application #8

Lawn Care

Fertilization

Lawns will receive calcium and magnesium supplements to improve absorption of vital nitrogen and strengthen the root system.

Weed Control (hybrid option)

Both Hybrid and Organic lawns will receive targeted weed control as needed. We'll also conduct our final disease inspection of the year.

Ornamental Tree & Shrub Care (Simply Plus Program)

Pest Control

Our application of a bee-safe dormant oil prevents damage from insects that overwinter in trees and shrubs. This oil does not contain neonicotinoids (neonics, for short), so it is not harmful to bees or other pollinators. This application will protect your plants through the winter.

What You Need To Do To Support Our Treatments & Your Yard

Ensure Your Lawn Gets an Inch of Water Each Week

If rainfall doesn't provide enough water, make up the difference with irrigation. To discourage fungal diseases, avoid watering at night or late in the evening. The best time to water is before 10 am; when that's not possible, aim for around 4 pm.

Mow at the Right Frequency for Your Type of Grass

To keep your lawn looking its best, follow these guidelines:

- Fescue - every 5-6 days
- Bermuda - every 2-5 days
- Zoysia - every 5-8 days

Leave Grass Clippings on the Lawn

They recycle back into the soil, giving your turf a nutrient boost.

Prune Shrubs Regularly

Regular pruning prevents woody shrubs and sparse foliage.



Why Fescue Needs Fall Aeration & Overseeding

Summer is stressful for cool-season Fescue lawns, often leaving them with thin or bare spots. Aeration helps Fescue rebound and flourish by loosening the soil so that air, water, and nutrients can reach the roots. And because Fescue does not self-spread, overseeding is needed to keep it lush and full.

Call soon for a free estimate. We provide this service from August to October.



Helpful Contact Information

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Questions about our service or your yard? Call **Customer Service** at **770.777.0764**, Monday thru Friday, 8 am to 5 pm. After hours, leave a message and we'll get back to you the next business day. You can also email our branch manager Nathan Wacker at Nathan@SimplyOrganicTurfCare.com.