

Facts...Tips...Secrets

from **STORM - "The Lawn Pro"**

Early Spring Treatment #1

Thank You!

More and more families and family-owned businesses in the Fox Cities area are having their lawn treated by **STORM... The Lawn Pro of the Fox Cities.**

From my family to your family - I appreciate your business and will treat your lawn as if it's my own.

During this Round, We applied a time-released balance treatment of granular fertilizer to promote early spring green up, recovery from winter damage, as well as thickening of your lawn. Also mixed in with the granular fertilizer is an all important pre-emergent that creates a barrier in the soil of your lawn to help prevent crabgrass, fox grass, chickweed and most other ANNUAL grasses and weeds from germinating. For more information about crabgrass control, go to www.stormthelawnpro.com.

As a state certified and licensed professional, I use the latest technology and

equipment so I can do each treatment thoroughly and accurately. Each product is calibrated at a very high rate for you, as you can tell by the amount I used. If you compare receipts from any other lawn company, you will see I used a substantial amount more of better products. Does this cost me more money? Yes! Does this make your lawn grow faster, so you need to mow more? No! Not at all. My fertilizer gives you the GREEN WITHOUT THE GROWTH because I use a more expensive slow release fertilizer. It gives your lawn a dozen or more full, hearty meals each and every time it rains

or you water, for the next six weeks, not just one meal, all at once, and then nothing for 6 weeks, like most store -bought fertilizers or a number of other lawn care companies use. I'm driven by what is right, for you and your lawn.

I use what is known as "the overlap method" so that each area of your lawn is actually covered twice to ensure you quick, yet long lasting results. Overlapping also prevents any unsightly streaking of your lawn. I know what your lawn needs, how much it needs, and when it needs it.

Tips

Rules of thumb for maintenance after a treatment:

After I apply a granular fertilizer or liquid weed control to your lawn, wait until tomorrow to do routine maintenance such as mowing, watering, or raking. Allow two hours for it to dry before children or pets enter the lawn area. If they walk on it while it's wet, and then walk in your garden or flowerbeds or the neighbor's flowerbeds, it will do harm to those plants. After two hours it is just as safe as your lawn was before I came.

Look Who Won

the 5-Step Lawn Beautification Program for 2022 !!

THE 5-STEP WINNER IS

STEVE KUEHNL

APPLETON

Your name is entered into a drawing once for each service you receive.

REDUCE, REUSE, RECYCLE: SAVE THE SIGNS!

After all lawn treatments I stick little signs on your lawn. By law they should stay up until sunset of the following day. Saving these signs for me to reuse will save me money ... and in turn this will help me keep your price as low as possible. Wondering where to put them so I will find them? I always check by the air conditioning unit.

Introducing the "STORM TEAM"

STORM-The Lawn Pro is owned and operated by Jay Storm, a state certified and licensed lawn care expert with a Masters degree, and his daughter Michelle.

"Who am I talking with when I call in?" Michelle is our office manager, and Jay's wife, Lisa, is our service specialist. I believe it was largely due to their outstanding customer service efforts that STORM - The Lawn Pro won the "Best of Greenville" Award in the "Landscaper" division in the recent past. From our family to yours ... Thank You for your business!

Dylan Satorius returns for his eighth year with us, with a promotion to shop manager. Chris Huff is back as an applicator for his fourth year. These two veteran applicators will lead our crews.

"What services do you perform?" We do a 5-Step program for weed control and fertilizing, we do spring and fall aeration, a 2-Step program for ants, chinchbugs, and lawn moths, a 4-Step program for mosquito control, a once-a-year grub control treatment, and a 2-Step program for Perimeter Pest Control – 3 feet up and 3 feet out from your house and attached garage.

SPECIAL BONUS:

A FREE LAWN TREATMENT

Our Step 2 treatment is a blanket liquid weed control application over your whole lawn which gets rid of all your broadleaf weeds, including dandelions, creeping Charlie, thistles, plantain, and many, many other weeds that are allergenic, poisonous, prickly, or just plain annoying to you, your family, and your pets.

A **FREE** extra lawn treatment will be applied with Step 2 for our 5-Step customers (90% of our customers are 5-Step customers). You want your lawn to be as thick, green, lush, and healthy as it can be ... and should be! To give your lawn full, hearty meals for the next 6+ weeks, our 5-Step customers will be given a **FREE** liquid fertilizer treatment, applied at this time over your entire lawn.

In Step 2 you receive two full treatments for the price of one!
That's something you won't get from any other lawn care company.

Perimeter Pest Control ... 3 Feet Up and 3 Feet Out

Perimeter Pest Control is an insect control program, applied outside, all around the perimeter of your house (and attached garage). The **Perimeter Pest Control** treatment will not harm decorative plants near your house. It will protect you, your family, your pets, and your house itself from pesky critters including carpenter ants, grease ants, spiders, ticks, fleas, box elder bugs, centipedes, Asian beetles, silverfish, bedbugs, earwigs, cockroaches, moths, and wasps.

Perimeter Pest Control is applied two times a year for the low price of \$44 per treatment. What a great insurance policy for year-long protection against harmful insect invaders! Call us now (920) 757-1777 and we'll get you scheduled!

ANT CONTROL ON LAWNS

All healthy lawns have a healthy number of ants and other insects. But when ants overpopulate they can damage your lawn, leaving bare patches of ground, and dozens of unsightly little ant hills, and even huge ant mounds. Ants tolerate heat and love the sun. They love lawns that are cut short or are thinning, so they can see the sun. Sandy soil is best for them because it makes for easy tunneling.

To overcome ant infestation levels, first of all, from June to September, mow your lawn with the wheels set on the highest or second highest setting. Second, call me (757-1777) to schedule you for ant control. It will bring ant levels down by 90% and two treatments are good for the whole year. It's not very pricy. The price is based on the size of the lawn, and it's the same price as your regular treatments.

SECRETS ABOUT YOUR LAWN

The first treatment in any lawn care program should NOT be applied too early in the year. Here are four good reasons why.



1) Doing the first treatment too early is a waste of your money. Grass stays dormant until the night-time temperatures stop going below freezing (32 degrees). One out of 20 years that might happen in late March, but usually it's April. So I apply what I call Step 1 during April and early May. If you apply fertilizer when the grass is still dormant, the nitrogen will expire or dissipate by the time the grassroots can absorb it.

2) The winterizer fertilizer we applied last fall gets into the root level of the soil, is absorbed by the grass roots, and is then stored in the grass roots until spring. The first thing your grass uses in spring is not the Step 1 fertilizer... it's what is stored up in its roots. It's the winterizer.

3) Granules and sprays used while the ground is still frozen is runoff. Granules and sprays on snow or in standing water is runoff. They don't do any good for your lawn... or for the environment.

4) Sometimes homeowners want their lawn rolled, aerated, or dethatched (raked) in spring. Those three things, along with spring cleanup, must all be done before I come for Treatment #1. I must give my customers time for their lawn to dry out and for them to do those things before I come.

Look Who Won Treatment #1!

**Mark and Tara
Tollerud
Appleton**

YOUR name goes into a drawing all season long, giving you a chance to win each treatment you are scheduled for, FREE!