

Mowing Down the Competition...



*It takes more than
a lawn mower!*

Mike Vidan, All American Property Maintenance

The signature beauty of Savannah and its surrounding areas is its verdant lawns and beautiful landscapes. Having a beautifully maintained lawn does take time and hard work, all too often homeowners only focus on their landscape needs during the spring and summer months. This is a mistake that will have a direct impact on how lush and green your lawn is in the spring and summer. Wouldn't you rather spend your time relaxing and enjoying your yard instead of sweating and working on it? Hiring a professional lawn care company that is properly equipped with both the knowledge and equipment to do the work for you is the first step to your dream yard!

HEALTHY LAWNS START WITH FALL FERTILIZATION

Savannah's hot summers takes a lot out of the lawn, including the roots of the grass. During the summer months, grass roots get smaller as the top growth uses its underground reserves to stay alive. An application of fall fertilizer promotes root growth and prepares the lawn as it goes into winter.

Late October is the most important month for fertilizing the lawn. November is the second most important. Turf grasses are usually the last plant in the landscape to go dormant in

winter and one of the earliest to break dormancy in spring. Most of the plant's root development occurs in these cooler temperatures. (See graph)

When it comes to fall lawn fertilizer, the critical ingredient is the type and amount of nitrogen in the mix. Nitrogen is a key element to overall plant health. Nitrogen helps plants stay green, encourages plant cell development and strengthens root systems. However, it moves or dissipates quickly through the soil, which is why slow-release nitrogen is an important ingredient in fall fertilizers. Slow-release nitrogen releases the nutrient in a controlled, steady manner. Because it releases slowly, more of the nitrogen is absorbed by the plant. This is better for the plant and better for the environment.

AERATION – THE “HOLE” TRUTH

Even with the best care available, some lawns can thin out and lose color due to excessive thatch buildup, too much foot traffic that can create hard or compacted soils, or periods of high temperature, high humidity, or drought. Aerating your lawn is the best way to reduce thatch, loosen up compacted soils and make it easier for water and nutrients to reach the roots of your turf.

During the aeration process, small cores of soil and thatch are removed to allow air, moisture and nutrients to penetrate down to the root system. The cores brought to the surface contain microorganisms, which help the breakdown of the woody thatch tissue layer just below the lawn's crown. As the thatch layer is broken down, it is converted into organic matter that will then combine with existing soil particles.

Also, as the cores begin to breakdown over a period of several weeks, the holes gradually fill in with a mixture of organic matter and soil, and the filled hole allows roots of existing grass

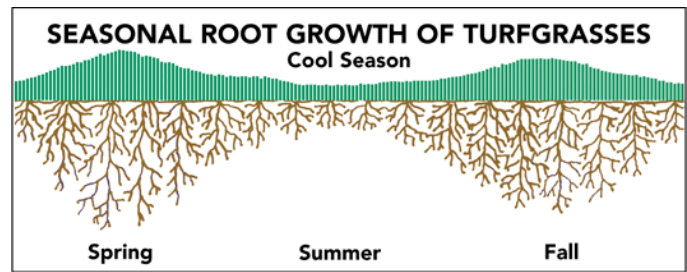


plants to spread out and grow deeper. Aeration combined with proper fertilization creates a healthier, thicker lawn.

WHY HIRE A LAWN CARE SERVICE?

Hopefully you remember reading one of my other articles I've written for this magazine about the benefits of low-pressure power washing or roof cleaning in which I talked about the how the climate in Savannah is conducive to year-round mildew and algae growth. This factor is great for my businesses but not so great for you and your property. If you have a yard to care for, this means that you essentially never have a day off, there is ALWAYS something growing on your house or in your yard. Not only do the plants you want grow year round (grass, trees, shrubs, flowers), so do the plants you don't-WEEDS!

Additionally, fungal diseases and insects have a grand old time in our yards, where conditions are ripe for growth of one kind or another all year. What looks like a lovely oasis outside



your window is really an entire eco-system needing constant attention. With a professional lawn care service, you don't have to lift a finger! Here are a few of the added benefits of hiring a professional landscape company.

- A professional lawn care service will know exactly the right time to fertilize your lawn for optimum growth. This will save you time and money because you will not apply fertilizer at the wrong time for plant growth or potentially "burn" your turf by using the wrong product or the wrong amount.
- A professional lawn care service has all of the tools and equipment needed to do the job efficiently, thoroughly and quickly. Each service will not only include mowing and trimming, but edging, weed control, clean-up and a general checkup of the lawn. You could spend four hours doing what it takes a lawn care service thirty or forty five minutes, and they will do more than you could. (Do you trench edge your beds every time you mow?)
- A lawn care service provider should be trained to diagnose and treat pest and disease problems before they get out of hand. The key is proper diagnosis and proper treatment. A homeowner can go to the local home center and buy a "kill everything" type of fungicide/insecticide, but that can literally kill everything-including plants and beneficial insects. A trained, certified lawn care service will help you fix the problem and avoid mass destruction in your yard.

- Lawn care services will have a schedule that optimizes their ability to properly care for your yard. Grass looks its best when it is cut regularly, and at the right height with sharp mower blades. Lawn services keep their own interests and the interests of their clients in mind by properly maintaining their equipment at peak performance levels-something the average homeowner does not have time or desire to do.

The main benefit of hiring a professional lawn care service is the ability to enjoy your lawn, rather than spend all of your free time working in it. You will, in the end, save time and money by hiring a trained professional to care for your lawn.

LET'S TALK BRASS TACKS

Now that you know the main benefits of hiring a

professional service to help maintain your property, let's talk about who to hire! Taking the time to research a potential lawn care provider is as important as the price of the service. Not only does All American Property Maintenance have hundreds of both commercial and residential references that can attest to their high quality of service and work, but they are also able to work within most budgets and offer various payment options to make things that much easier.

For continual customers, there is a choice of a 12-month plan and a per-cut program. We always recommend the 12-month, All Inclusive plan, because it offers the most value to our customers ensuring that every aspect of their property will be maintained the whole year. Based on a typical 35 cuts per year, customers save money (and get free fall leaf clean-up, discounts on pressure cleaning, etc.) The per-cut program is of more interest to homeowners who want to handle many ongoing landscape tasks and clean-up jobs themselves, but want a contractor to take care of the mowing and trimming at a negotiated interval. In addition to picking the service plan of your choice, customers can also choose between various payment options. For example, there's a 10 percent discount for pre-paying the entire season's worth of lawn care before March 1.

There's also an automatic payment option for customers who want to keep a credit card number on file, but most

customers are billed either monthly or after each service. We also offer Online Bill Pay for both our Lawn Care service and Pressure Cleaning service through their respective websites, www.MowSavannah.com, www.CleanSavannah.com and www.CleanSavannah.com.

At the end of the day, there are hundreds of companies you can call for this type of service but the ultimate reason for hiring All American Property Maintenance is our professionalism and dedication to our customers. Our uniformed employees are highly professional, articulate and intelligent, combined with a great work ethic and pride in their work there is not a better company to trust with your property!

All American Property Maintenance has been in business for three years, and was created based on a sister-company, All American Pressure Cleaning, which has been serving Savannah for more than 11 years.

You can contact Mike directly at 912-308-8544 or Email to: Mike@CleanSavannah.com.



ELECTRICAL
PROFESSIONALS
DO THE BEST WORK

New Construction & Renovations
Residential | Commercial | Industrial

Prolectric Electrical Contractors, Inc. can resolve all of your electrical needs. We provide electrical lighting, wiring and data cabling solutions to residential, industrial and commercial establishments.

Lighting • Fans • Receptacles • Panels • Meters
Switches • Fiber Optic • Data • Telephone / TV
Networks • Cabling • Pools • Spas

Licensed, Bonded & Insured

Fast Response

912.352.7718

www.prolectric.net