

# LAWN CARE

Summer



Improving Home Value

## SUMMER SCHOOL

With family, friends and pets enjoying summer months on your lawn, do you make the grade when it comes to knowing how to keep your yard beautiful?



### DO YOU KNOW the most common causes of lawn brown spots?

In TruGreen's Lawn Lifestyles National Survey, many homeowners weren't aware of some of the most common causes of bare spots:



**ONLY 15%\*** of homeowners knew bare spots can occur from too much water



**ONLY 25%\*** of homeowners realized grass becomes prone to bare spots if mowed too low



**ONLY 28%\*** of homeowners identified soil pH imbalance as causing bare spots

**tip**



Mow at the highest recommended height for your grass type. For example, Kentucky bluegrass should be cut at 2 1/2 to 3 inches.



### DO YOU KNOW the types of grass and trees in your yard?

According to TruGreen's Lawn Lifestyles National Survey:



**ONLY 45%\*** knew the types(s) of grass(es) or type(s) of tree(s) in their yard

#### TYPES OF GRASSES



**Cool Season:** Kentucky Bluegrass, Rye, Fescues

**Warm Season:** Bermuda, Centipede, Saint Augustine, Zoysia

**tip**



Not all plant pests like the same types of grasses and trees, so you need a tailored approach to best address problem areas.



### DO YOU KNOW your lawn's impact on curb appeal when selling your home?

The TruGreen Home Features Report says outdoor spaces, such as backyards, play areas, and lush green lawns, continue to be major selling points for home buyers:



**71%\*\*** identified curb appeal as important in choosing their home



**71%\*\*** purchased a home with a healthy, green lawn and 72% with well-maintained landscaping

**tip**



In summer, pay close attention to changing health of lawns and landscapes, e.g. signs of discoloration, patchy areas and chewed grass blades and roots.



### Do you earn an A+ in lawn care



**54%\*** of homeowners say they are very knowledgeable or knowledgeable about taking care of their lawn care needs



**57%\*** say they are satisfied with overall condition of their lawn; with most giving an average of "C+" to their lawn's condition

**tip**



Watering in the cool of early morning is best. Watering later in the day may leave sitting water and cause problems with root rot or fungal diseases.

**TRUGREEN**  
Lawn Lifestyles National Survey



\*TruGreen's Lawn Lifestyles National Survey was fielded from January 3 - 9, 2013, using the field services of ORC International (Opinion Research Corporation). The online omnibus survey was conducted among a nationally representative sample of Americans aged 18+ (n=2,000), with a margin of error of plus or minus 2.2 percentage points at the 95% confidence level. For questions that were asked among homeowners who are personally responsible for making decisions regarding their lawn care (n=829), the margin of error is plus or minus 3.4 percentage points at the 95% confidence level.



\*\*About the TruGreen Home Features Report conducted by the National Association of REALTORS: In October of 2012, a sample of households that had purchased any type of residence real estate during 2010 to 2012 and still owned the property were surveyed. The survey sample was drawn from a representative panel of U.S. households monitored and maintained by an established survey research firm. A total of 2,005 qualified households responded to the survey. There is a 95% confidence interval for the sample. Households were sampled to meet age and income quotas representative of all home buyers drawn from the 2011 NAR Profile of Home Buyers and Sellers.

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