

# BULLPEN

Vol. 44 No. 282



## LAWN TREATMENT NO. 5

### SERVICE RECAP

#### WEED CONTROL

Bench those dandelions and broadleaf weeds with seasonal weed treatments.

#### FERTILIZATION

Warm-season Bermuda and Zoysia lawns get a nutrient boost from our Special Blend fertilizer.

#### DISEASE CONTROL

*add-on service*

We're taking the fight to the fungi with treatments targeting brown patch and dollar spot.

#### MOSQUITO TREATMENTS

*add-on service*

Our mosquito treatment helps you beat the buzz – and bites – of these flying foes.

#### AERATION

*add-on service*

Aeration punches through the soil to let more air, water, and nutrients reach your lawn's roots. If it's part of your game plan, we'll aerate your lawn by the end of June.

#### ORNAMENTAL TREE & SHRUB TREATMENTS

*add-on service*

Our fungicide prevents powdery mildew, leaf spot, and other diseases from invading your home turf.

#### PEST CONTROL

*add-on service*

No playing time for pests! Our treatments fend off aphids, lace bugs, and leaf hoppers from shrubs and fleas, ticks, and spiders from lawns.

### WHAT YOU GNEED TO GNOW

**NO PENALTY FOR CLIPPINGS** – Mow when your lawn is dry and leave those clippings to recycle into soil for added nutrients.

**FREE THE FESCUE** – Trim fescue lawns to about 3-4 inches high. Longer grass keeps soil temps lower for this cool season grass.

**SPOT THE SPOTS** – Scout your lawn for fast-spreading patches or spots. We've got treatments in our bullpen to send them packing. Contact us right away for a free estimate.

**SHEAR THOSE SHRUBS** – Routine trimming encourages growth and keeps pests from getting too comfortable between your hedges.

### MUST-HAVE MOSQUITO MANEUVERS

**WATCH FOR STANDING WATER** – Mosquitos breed in standing water, so routinely empty flowerpots, gutters, drains, buckets, birdbaths, and pet dishes.

**YARD WORK WORKS** – Mosquitos thrive in tall, dense grass and vegetation. Regular mowing and hedge trimming give invaders less room to breed.

**PLANT SOME PLANTS** – Add natural repellents like citronella, lavender, marigolds, basil, lemon balm, peppermint, and catnip to your outdoor garden.

**BRING ON THE BIRDS AND BATS** – Birdhouses and bat boxes add some charm to your yard and welcome winged predators to feast on their favorite snack.

**PAD YOUR PLAYBOOK** – Add our mosquito treatments to your game plan. Our monthly applications target adult mosquitos and larvae and are safe for children and pets. Call us today to sign up!

GO FOR  
THE GOLD

#### GO FOR THE GOLD

Upgrade to our Gold Plan for tree, shrub, and pest control treatments to achieve an all-star lawn.



### QUESTIONS ABOUT OUR SERVICE OR YOUR YARD?

CALL CUSTOMER SERVICE AT 770.447.6037, MONDAY-FRIDAY, 8 AM-5 PM. AFTER HOURS, LEAVE A MESSAGE AND WE'LL GET BACK TO YOU THE NEXT BUSINESS DAY OR EMAIL US AT [INFO@ARBOR-NOMICS.COM](mailto:INFO@ARBOR-NOMICS.COM).



# BARE IN MIND



BY JOSH BARE



I struggled a bit to come up with a theme for this month's newsletter. I think Caroline in Marketing was close to giving up on me even getting a draft to her in time! But I thought I'd switch things up and see if our readers could help crack a riddle that's flummoxed us all at the Arbor-Nomics home office. My father started this company in 1980 and we've always run it with a family mentality. We care about our team, encourage their growth, and strive to provide advancement opportunities for everyone.

We've come up a bit short in growing our customer base over the last couple of years. We're doing the right things – investing in marketing and trusting our sales process. Our annual cancellation rate is down. I like to think that's because of our great service, but it could also be people aren't moving as much given current interest rates.

I know there's a lot of smart, good-looking people that choose our services (see what I did there?). But honestly, I'd love your feedback to help us attract more customers and deliver a better experience. We value our mission to have the best-trained, best-equipped technicians in the lawn care business. And we focus on fostering a culture folks want to be a part of and pay everyone well.

So, I have some questions for you. What were your reasons for hiring us? What has your experience as our customer been like? How does your experience with us compare to other lawn care providers you may have used? Are there any additional services you think we should offer? If you've been with us longer than a year, what made you decide to stick with us?

Whether you have positive feedback or constructive criticism, it's all good to me. Feel free to share your thoughts with me at [josh@arbor-nomics.com](mailto:josh@arbor-nomics.com) or 678-313-4568. You can also reach out to Will Woods (pictured alongside me on the left), our head of Customer Service, at [will@arbor-nomics.com](mailto:will@arbor-nomics.com) or 678-386-1090.

Thanks for reading. And thanks for being an Arbor-Nomics customer.

**JOIN OUR MISSION TO SAVE THE ANIMALS WHO NEED US MOST!**

**Adopt. Donate. Volunteer. Foster.**  
Locations throughout Atlanta.

[furkids.org](http://furkids.org)



PLEASE LET ME KNOW ANY THOUGHTS YOU MIGHT HAVE ABOUT THIS ARTICLE. I CAN BE REACHED AT **678.313.4568** OR **JOSH@ARBOR-NOMICS.COM**.

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