FIRST RESPONSE UPDATES

JUNE 2020 Edition

THE SUMMER IS FINALLY HERE!!

As many of us have clearly seen, Summer has arrived and it is here with a Vengeance! North Jersey after a very Mild Winter and Warm and Wet Spring has hit our first true Dry Spell of the year! With minimal rain over the last 2 - 3 weeks, it is extremely important to take care of your Lawn and Plants right now! If you have Sprinklers, it is time to turn them on! If we/you have Seeded your Yard this season, it's time to increase the watering to ensure the ground stays wet! If you start noticing dormancy in your grass, again, time to water! While many may beleive their grass is "Dead" because it has lost it's color and seems very dry, this may not actually be the case luckily. The first step to figuring out what to do is to decide if the grass is Dormant or Dead. If dormant, you still have life in the Roots and the grass is just heat stressed. If the Grass is Dead, it will likely just pull right up when you touch it, and it may also sound crunchy when walked on!. If it is dormant, follow some of the watering techniques provided on the following pages! If the grass has died from Heat, you will likely have to Aerate and Overseed, and possibly Top Dress with new Soil!

Let's all hope we get some Rain!

In this Edition:

- Watering Advice
- Supply Deliveries
- Dry Weather/Stressed Yards
- New Additions to Equipment
- Who Are We?

COMING SOON!

Aeration/OverSeeding

(See Inside for More Info)

Aeration and OverSeeding

We are happy to say that we will be offering Aeration and Overseeding Services this coming Fall along with our Standard Soil Top Dressing and Seeding!

At First Response Land, as we continue to grow, our goal is to provide additional services to enhance your property. Core Aeration allows air into the soil and the new seeds to get further down into the ground.

By Aerating and Overseeding in the Fall, the New Grass will have time to start growing before Winter, establish Root Growth and then come back as a lush lawn in the Spring!

Make sure to get a quote early to make sure your yard

Annual Maintenance Suggesstions

- Spring Cleanups
- Bed Care/Mulch Installation
- Weekly Maintenance
- Regular Fertilization (EcoLawn)
- Proper Watering Throughout
- Core Aeration and Overseeding
- Fall Cleanups

Feel free to request a quote for any of these services! We also offer monthly Payment Plans to Keep your Prices the same throughout the year instead of higher in Spring and Fall!

FIRST RESPONSE LAND-
WHO ARE WE?
GET TO KNOW US!

Hi Everyone, most of you know us pretty well at this point, but throughout the beginning of the year we have brought on quite a few new Clients, have grown quite a bit and even picked up some new Followers for Lawn Care/Landscaping Tips and Tricks! As we have grown, we have also learned, increased efficiencies and are working to provide more services to keep your properties looking great! This is the first "real" Newsletter that we will be putting out on a somewhat regular basis. The thought behind it is that it is a nice way to sum up any changes, give tips and always keep our great

" THE FIRST CREW TO CALL FOR ALL YOUR LANDSCAPE'S NEEDS"

clients in the loop on what is going on at FRL!

For anyone who has not met me in person at this point, my name is Doug Morse, born and raised in Butler and have spent my whole life here other than College. I love the area, plan to be here for the long haul and look forward to growing First Response Land to be one of the most Client Friendly and Well Respected Lawn Care/Landscape Companies in our area.

For anyone who isn't aware of where our business name came from, it is two fold. We want to be the "First Crew to Call When Your Yard Needs Help!" Also, I come from a Family of First Responders. I myself have spent 13 years as a Volunteer Firefighter and previously spent 10 as an EMT. Because of my love of the Emergency Services and those involved, the name is also a Dedication to those Brave Men and Women! This is also why we give a First Responder and Veteran Discount (non Lawn Maintenance Jobs), as a way to say thanks!

Thanks for Reading and Stay Safe! -Doug

Info@FirstResponseLand.com

Supply Deliveries

For Updated Information and Pricing on Supplies and Deliveries, make sure to check out:

FirstResponseLand.com/Delivery

Watering in the Heat

In this heat it is important to water each area of your Lawn 2 times per Week for 45-60 minutes! This helps the Lawn and to Prevent Weed Growth! If the grass is Crunchy, Call Us so that we can try to save it, or setup a Renovation Plan!

Dry Weather Stress

As the season goes longer and longer without rain, Lawns become stressed. Important things to do to prevent Damage is to limit Foot Traffic, Keep Heavy Objects away and to ensure proper watering. In this weather, it is also important to keep mowing heights above 3" to shade the ground!

As of July 1, our Mow for Meds Program will be Closing Down. After 3 Months, we helped to service many properties along with other local companies!

We will also be returning our First Responder/Veteran Discount to 5% from the COVID 10% Discount on July 1

New Additions Coming!

As a result of the recent weather, we have invested in several new tools to help cut down on Machine Damage and Clipping Distribution on our Client's Properties!

We have noticed that early in the year due to quick growth and wet weather, we were seeing longer Grass Clippings and a higher quantity. As a result of this, we have invested in 2 tools for our Mowers.

The first is the X-Blade system which will double the amount of blades on each mower to cut down the clipping size.

The second tool is a Chute Blocker that will close off our discharge chute in areas that we do not want clippings to blow.

Wheel Burn Issues

We have noticed an increase in Wheel Burn this year due to changes in weather. As a result, we will now be keeping a Soil/Seed/Fertilizer Mixture on our Trucks/Trailers so that we may repair any damage we notice caused by our Machines to ensure your yard stays looking great!

"I highly recommend them. Their prices are a great value. They are always reliable and do a fantastic job with my yard"

"They do great work, knowledgable, friendly and easy to talk to...I would highly recommend. You will not be disappointed"

www.FirstResponseLand.com