



PRESS RELEASE

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FOR IMMEDIATE RELEASE

TIPS ON HIRING A LAWN CARE SERVICE

HERNDON, Va., January 31, 2007 — April is National Lawn Care Month when more than 40 million homeowners will begin caring for their lawns. Not sure how to hire a lawn or landscape service? The Professional Landcare Network (PLANET) can help.

Lawn care companies offer services ranging from fertilizing and pest control to aerating, mowing, and plant health care. Residential property values, the environment, and the community all benefit from healthy, thick lawns.

Experts at PLANET suggest homeowners think quality as well as price when calling in a pro. According to a Harris Survey, good references and reputation ranked number one in the selection of a lawn and landscape service. When selecting a company, consumers should ask for the following items: a detailed listing of services and costs, a written estimate and length of service, a list of references, and evidence that the company meets all state licensing requirements.

It is also important to make sure the company is a member of a professional association and to check the company's service record by calling the local Better Business Bureau. Members of PLANET can be found by using the professional locator service at *LandcareNetwork.org*. PLANET also offers a rigorous certification program, which includes three designations for lawn care professionals: Certified Turfgrass Professional (CTP), Certified Turfgrass Professional-Cool Season Lawns (CTP-CSL), and Certified Ornamental Landscape Professional (COLP).

“When you hire a professional, you’re entering into a partnership,” states Jim Martin, CLP, PLANET’s president. “The role homeowners play in maintenance of their lawn is key to enhancing the lawn’s health and performance and to getting the most out of the service provider.”

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PLANET advises homeowners to follow these basic maintenance practices:

- **Watering.** Water deeply but not too often.
- **Mowing.** Mow often, never removing more than one-third of the leaf surface. Make sure the mower blade is sharp, and grasscycle the clippings by leaving them on the lawn.

PLANET is the association of members who create and maintain the QUALITY OF LIFE in communities across America. With more than 4,200 member companies and affiliates, these firms and their employees represent more than 100,000 green industry professionals. For more information on PLANET visit *LandcareNetwork.org* or call the PLANET office at (800) 395-2522.

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