

# Lawn Business Report

Lawn Care & Landscaping Business Blog by Sean Adams

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## Landscape Business Owners Add NaturaLawn of America to Their Services

Spring means lawn mowing, and that means the grass is growing! The dilemma, of course, is that you want the lawn to grow so you can have a presentable, usable outdoor surface.

You have a choice:

- Let the grass grow how it may, along with whatever accompanying weeds happen your way.
- Pave your entire lawn with concrete.
- Weed, feed, and care for your lawn.

If you've previously decided on one of the first two options, then you've already read too far. But for those of you who are proud of the grassland that frames the outside of your home, please read on, because NaturaLawn of America has come to Cape May County.

Jeff and Marlene Conover have had a lawn and landscaping business for more than 12 years, and last September, they added NaturaLawn, an organic-based fertilizer and weed control lawn service — the first NaturaLawn company in Cape May County.

"We wanted to give product options to our clients," said Marlene. "The products we provide cannot be found in a store; they are specially blended." NaturaLawn has been around for over 26 years, and the service their franchise owners offer is unique.

"The first thing we do is a soil test," Marlene explained. "We then follow a fertilizer and Integrated Pest-Management Procedure (IPM) where all your particular concerns are addressed. It's a customized service." When NaturaLawn makes their first appearance, they'll take a soil sample, send it out for analysis, and then decide what nutrients and what corrective action is necessary based on that analysis.

"Most commercial lawn services put down lime right away," Marlene said, "but we've found that 70 out of 80 lawns do not need lime." And their IPM service 'spot' treats just the weeds, not the entire lawn.

"We use as little weed killer as we have to," Marlene said. NaturaLawn also addresses what Marlene identified as "cultural" procedures.

"If you're cutting your lawn too low, too high, watering too little or too much, we address that also," she said.

Her husband Jeff attended Rutgers Cooperative Extension's (RCE) first Organic Land Care Certification Course in January. The 27 graduates completed a rigorous four-day program where they learned new skills related to sustainable, environmentally-friendly land care practices that improve soil health, promote biodiversity and reduce negative impacts on home landscapes as well as New Jersey's natural resources.

"And when you call us," Jeff noted, "you'll see the same technicians at your house. You won't see a different face every time." Call NaturaLawn at (609) 465-1405, and see just how a local, family-owned lawn service can give your property the customized service it deserved. Or you can just settle for that concrete truck.



Jeff and Marlene Conover (with their daughter) proudly represent their family owned and operated NaturaLawn® of America franchise in Cape May, NJ.



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