

Is Your Lawn **READY FOR WINTER?**



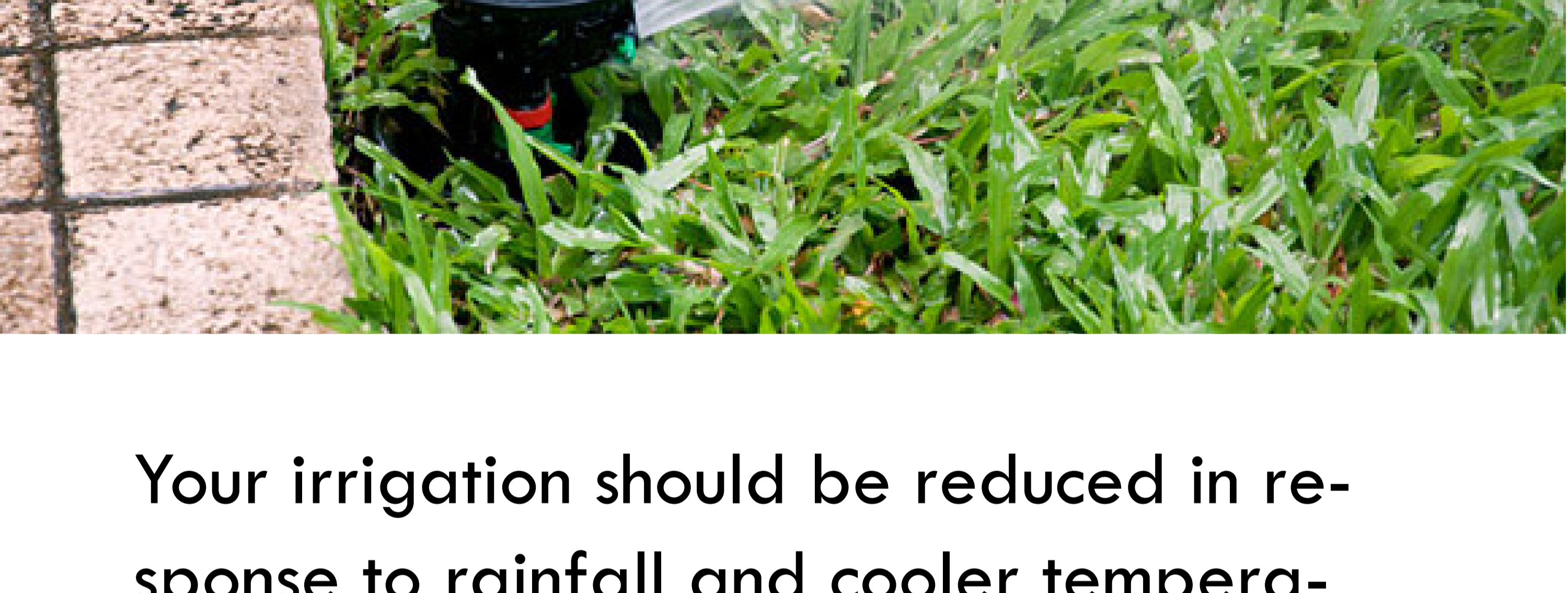
It's normal for Zoysia and St. Augustine lawns to lose some color as temperatures drop. In fact, this indicates a natural defense against the cold. However, if proper precautions haven't been taken to prepare, or "winterize", your lawn, low temperatures can lead to lasting damage. Consider the following tips so you can look forward to a green, healthy lawn come springtime.

Fertilize Carefully



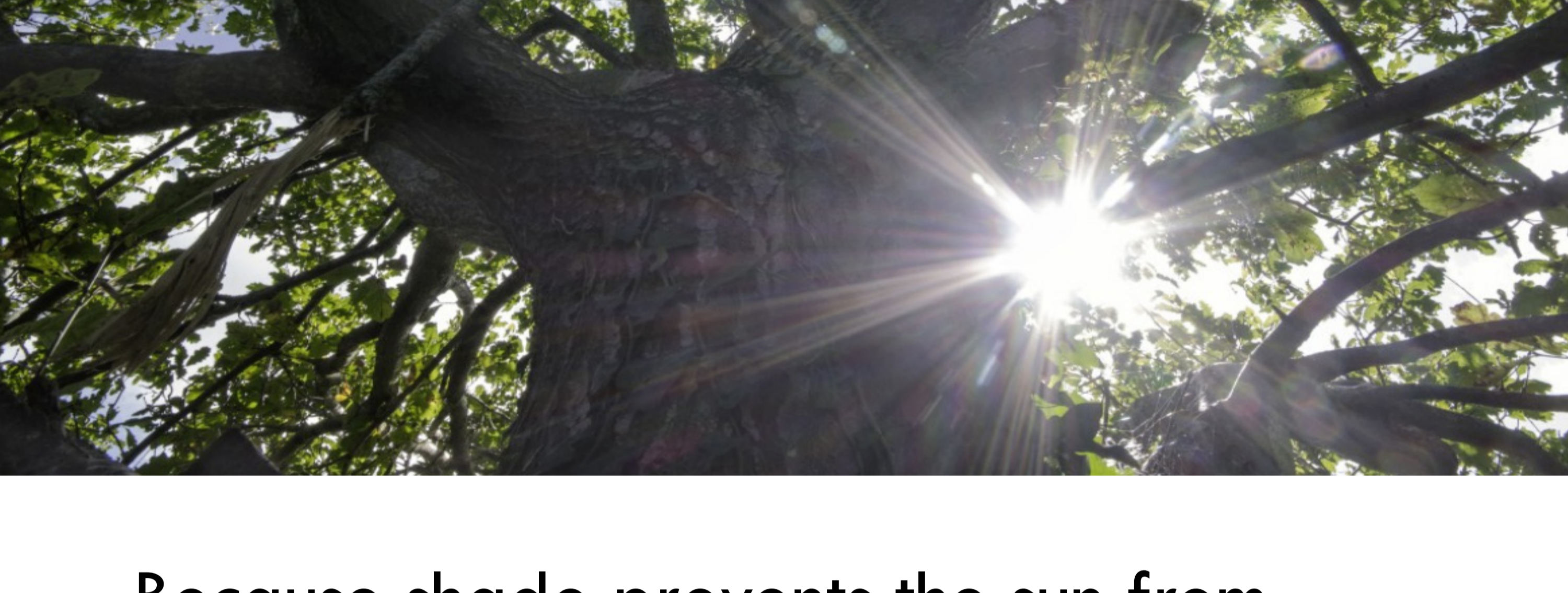
Fertilization is important for a plush and healthy lawn, but the wrong mix at the wrong time could lead to more harm than good. This is because ill-timed fertilization efforts (especially applications rich in Nitrogen) lead to new growth—which is particularly susceptible to low temperatures. Deans Lawn Fertilization program is tailored to the environmental conditions in your area so that your lawn gets a balanced delivery all year-round.

Water Properly



Your irrigation should be reduced in response to rainfall and cooler temperature, but until the temperature reaches 45°, water should still be applied to keep your lawn from drying up.

Reduce Shade



Because shade prevents the sun from warming the soil, the grass in these areas stays colder longer. Extreme shade also slows the turf's production of carbohydrates which are needed to tolerate cold. Reduce this risk by trimming trees or bushes in excessively shady areas.

Freeze/Frost Prep



Even with all these preparations, a frost or hard freeze can still damage your turf. In the event of a frost (that is, when it's just cold enough for ice crystals to form on the surface of your lawn...but not quite cold enough to freeze), run your irrigation for a few minutes to rinse away this layer of frost and minimize damage to the grass blade.

If a freeze occurs, don't water at all. Watering in freezing conditions will only intensify any damage to your grass. By having properly prepared your grass for this weather, your turf should shed any dead tissue and rebound nicely in the spring.

If you don't yet have Deans Lawn Fertilization program, now is a great time to start. Tap the sign below and we'll help your lawn stay healthy all year long!



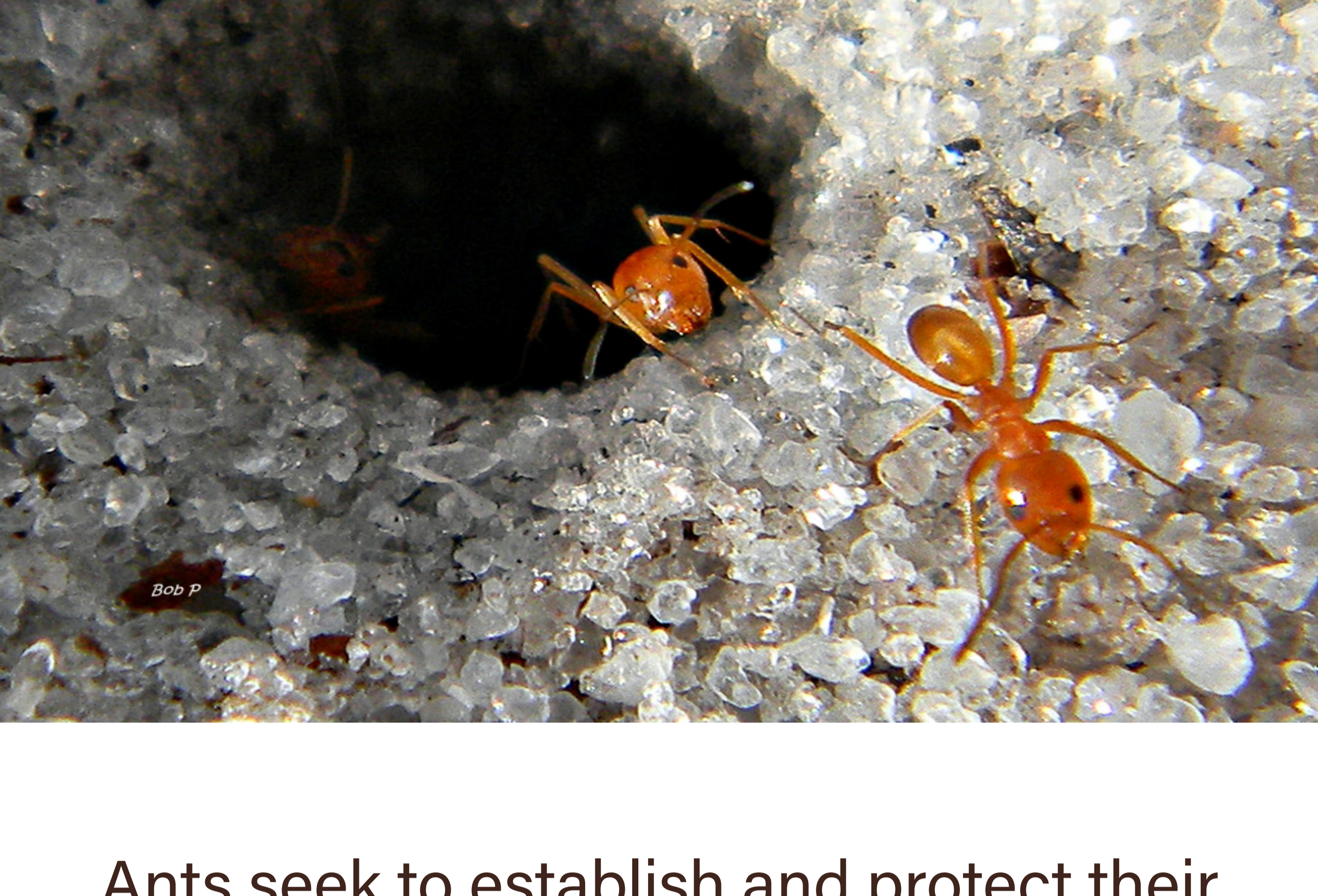
PYRAMID ANTS



BUGS THAT BUILD A HEALTHY LAWN

Floridians are all too familiar with fire ants. Their unsightly mounds, painful sting, and aggressive nature make them one of the most problematic ants around. But don't let these ants give all ants a bad name. In fact, there's an ant that closely resembles a fire ant, but is quite beneficial.

If you've ever noticed a small pyramid-shaped ant mound, then you've seen the humble abode of the industrious pyramid ant. These modest little dunes contain only 0.4% of the ants found in a fire ant nest; and unlike their fiery cousins, pyramid ants aren't aggressive and can't sting. In fact, one of their primary food sources is other insects. This may include larval forms of lawn damaging pests...and even fire ants!



Ants seek to establish and protect their territory so they can collect resources. It's important to know that eliminating beneficial insects like pyramid ants will leave resources for more pestiferous insects like the fire ant, and allow them to occupy that area.

So the next time you see a pyramid ant mound, consider allowing them to do their work undisturbed; your lawn will be better off for it.

Of course, if you do notice fire ants encroaching, Deans is here to help. **Tap here** for more information on how we can help the pyramid ants in their battle against that igneous invader, the fire ant.



DEANS Customer Questions

“What's the Best Way to Contact Deans?”
Gregory Towne, Customer Service Manager

There are so many ways to connect with a business – phone, email, text, and social media, it's no wonder we're often asked which method is best. Here's what we suggest for the best service experience:



Weekdays 8 - 5, you can simply call 352-787-5300 (press 2) for help from a live person. You can also use your **Deans Customer Portal** and we'll respond the very same day!

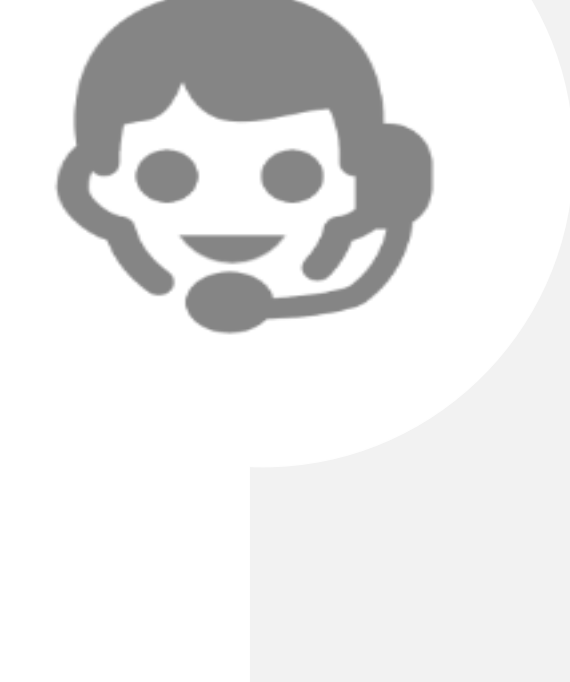


The **Deans Customer Portal** is the best option after hours. Log in to your account, select Menu, then Ask a Question. If you need help setting up the portal, give us a call. We're happy to assist!

REMEMBER



For your security, avoid sharing credit card information via email. Instead, use the secure Deans Customer Portal.



Emailed service receipts aren't able to accept email responses. Instead, use the Customer Portal or call the office.



To ensure your service quality is properly monitored, always contact your Customer Service Team rather than the technician directly.

As always, thanks for the opportunity to serve you!

