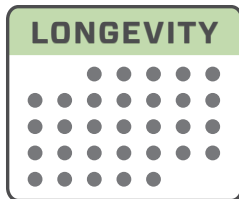


THE BUSINESS ADVANTAGES

Enhanced Efficiency Fertilizers Deliver

You apply fertilizers to maintain healthy turfgrass growth, and any advantages to get that done more efficiently and economically are helpful. This is especially true today, in the face of rising operating costs, tighter budgets, labor concerns and environmental issues.



Longevity is an Advantage

Compared to non-amended nitrogen (N) sources, enhanced efficiency fertilizers, or EEFs, consistently deliver nutrition to effectively sustain turfgrass growth for an extended period of time. Depending on the technology, this longevity can last for several weeks, even months, which means you can make fewer fertilizer applications.

Applying Fertilizer Fewer Times has its Advantages



Making fewer fertilizer applications actually opens up opportunity for business, contrary to the belief that it inhibits it. Applying less:

- Saves time and helps to optimize labor by freeing up crews to complete other tasks.
- Eases the complications of scheduling applications in high-use areas and decreases the number of fertilizer bags you need to buy, transport or dispose.
- Helps to better manage operational expenses by reducing equipment upkeep and fuel costs.

Extending the longevity of nutrient delivery also moderates growth flushes. There's less unplanned mowing, clipping collection and hardscape cleanup, which saves time, decreases wear on equipment and can lower maintenance costs.



Fewer applications doesn't have to mean reducing the number of customer home visits. Here are things other lawn care operators do to actually increase business:

- Offer new or enhanced services that can be performed on the visits when you would have been fertilizing. This can result in improved weed and pest control, and fewer call-backs.
- Crews can visit more properties per day, or add new customers to their routes.
- Contact Homeowners Associations, as they might be more receptive to having fertilizer applied fewer times.
- Make room for commercial property accounts, who may be more concerned about turfgrass appearance than multi-step visits.
- Tailor programs for homeowners who may prefer not to have fertilizer applied as often. This will help to differentiate you from the competition, providing a compelling sales advantage.

Key Takeaway

The value of EEFs goes beyond just keeping turfgrass green. It's in the business advantages that you can gain with A Better Way to Fertilize.™