

# Homeowners Recognize Value Of Experienced Lawn Care Service

(NAPSA)—When it comes to the health and maintenance of their lawns, many homeowners believe there to be no substitute for professional experience. When a lush lawn is top-of-mind, these homeowners know just whom to call.

In a recent nationwide survey conducted by International Communications Research, 400 homeowners currently utilizing lawn care services were polled to determine the motivating factors behind their decision to hire a lawn care service provider. In the majority of surveys, there was a significant emphasis on “experience.”

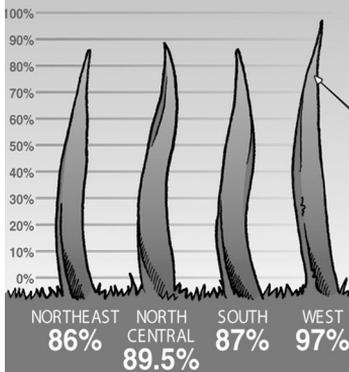
Results indicated that 90 percent of those polled cited the knowledge and extensive qualifications of lawn care companies to identify and properly treat for pests as key factors in their decision to hire the service provider. In technical aspects, 86 percent of homeowners surveyed believe that lawn care companies are better qualified to apply fertilizers and pesticides.

Developed by the Bayer Lawn Care Institute™, the survey provides lawn care professionals with statistically backed insight as to the expectations and service desires of homeowners—providing them with the opportunity to enhance their business while meeting the expectations of their customers.

“Lawn care professionals receive significant training before attaining industry certification to be a licensed turf care practitioner,” says Tom Shotzbarger, Certified Turfgrass Professional

## 90% of Homeowners Value Knowledgeable Lawn Care Service

Those polled prefer hiring a professional when it comes to properly treating weeds and insects rather than handling it themselves.



**Would you agree or disagree that a professional lawn care company is better qualified and more knowledgeable about identifying and properly treating for weeds and insects than the average homeowner?**

(CTP), Tomlinson Bomberger Lawn Care and Landscape Inc. and a Bayer Lawn Care Institute™ Advisory Board member. “It’s this experience that customers value most and a significant factor in which services they go with.”

According to Shotzbarger, “The aesthetic and financial value found in the health of a homeowner’s lawn requires an acute attention to detail in order to maintain.”

Keeping this in mind, Shotzbarger notes this is where the value of using a professional is most apparent. “The training and subsequent on-site experience lawn care professionals receive ensures that they will be capable of providing

knowledgeable and thorough care of these properties that will meet the homeowners’ expectations.”

The telephone survey, conducted in June 2006, was developed by the Bayer Lawn Care Institute™. The Bayer Lawn Care Institute was founded in order to provide lawn care professionals with access to information and resources that would enhance the quality of services provided to their customers. In addition to conducting surveys such as this, the Bayer Lawn Care Institute sponsors educational seminars and networking events and maintains an active Advisory Board to keep abreast of issues lawn care professionals face.