

## Benefits of AGGRAND for Lawncare/Landscape Companies

AGGRAND is really an ideal organic fertilizer for lawncare/landscape companies for numerous reasons. As far as cost goes, for the majority of lawns you'll apply a quart of AGGRAND 4-3-3 (with about 10 gallons of water) to about 3-4,000 square feet. So, you'll need about 10-15 quarts of fertilizer per acre of grass. Purchased in 5 gallon cases, that brings the cost to between \$40 and \$60 per acre, including freight and tax expenses. If purchased in 55 gallon drums, the cost ends up being more like \$30 - \$45 per acre (an additional 25% discount on product costs).

To my knowledge, these prices are significantly less than most any other fish/kelp formulation on the market and ours is a much more complicated formulation than most, containing also Humic Acid (a potent soil amendment), molasses and a number of other proprietary organic ingredients. Our fish/kelp combination offers the appropriate amount of NPK levels in a **non**-water soluble mix (so it won't wash out of the soil) along with biostimulant plant hormones, amino acids, microbial activators and an amazing array of micronutrients.

### ***Universal Application***

Moreover, not only is the product completely natural/organic, it is also completely universal. Apply the same product at the same mix ratio to EVERYTHING in the yard (grass, flowers, shrubs, trees, vegetable garden, etc.). This can be a huge profit booster. Imagine a 5,000 square foot lawn that normally takes about 5-10 minutes to fertilize the grass and brings in about \$25. You could easily bid all the other plants on the premises for another \$10 and spend maybe another couple minutes on site fertilizing the other plants.

Flowers respond **AMAZINGLY** well to this fertilizer, so customers will be absolutely dazzled by the results and will be more than happy with the additional \$10 price tag for such amazing results. In addition, the fertilizer goes further on landscaping than on grass, since a light misting will do. So, expect to cover about 10,000 square feet of landscaping with a quart of fertilizer, as opposed to about 3-4,000 square feet for grass. Thus, the amount of product needed to do the landscaping will likely be minimal compared to the fertilizer being used for the grass.

To give you an example of the effectiveness of this product for landscaping, I sprayed a couple of Peony plants in front of our house a couple of years ago (for the first time). Up till then these plants would normally get about 25 blossoms apiece. We had wire cages around them, and the bushes would normally be lucky to clear the tops of the cages by much.

The season I fertilized those plants with the AGGRAND, they each had well over 100 blossoms (blossoms that were at least 50% larger than normal) and the plants grew so tall that the stalks ended up growing up and over the tops of the cage and ended up growing so tall that they finally fell over and the tops of the stalks (the flower blossoms) ended up lying on the ground.

So, the plants grew to twice their normal height, had over 4 times as many blossoms and had significantly larger blossoms. Had I known that was going to happen, I would have purchased bigger cages - they would have been beautiful. As it was, it ended up being an ugly mess since the cages were too small.

At any rate, you get the idea. Customers will be amazed at the results from the AGGRAND fertilizer on their landscaping, and you'll be able to increase profits immensely by bidding the entire yard and not just the grass (with minimal additional time investment or stocking of additional products). Something worth considering.

The AGGRAND product also works very well for hydroseeding as a seed soak and germination enhancer

### ***Soil Analysis and Consultation Program***

One other significant benefit of the AGGRAND program is our soil analysis/consultation service. This program can help you in numerous ways. For about \$15 you get a complete soil analysis along with a comprehensive consultation packet to provide specific ORGANIC recommendations based upon the soil analysis results.

Not only do these detailed recommendations give YOU confidence in your recommendations, so that you don't feel like you're shooting in the dark, but customers and potential customers will appreciate the detail you are able to provide in explaining what services they need or should consider in order to get their lawn to where they want it to be.

So, the process would be as follows:

- 1) Order sample kits
- 2) Sample a lawn
- 3) Mail in the sample
- 4) Receive actual soil analysis results along with the consult packet
- 5) Look over consult packet and use to develop your "packages"
- 6) Produce package detail summaries for customer

- 7) Highlight certain important areas of the consult pack
- 8) Present consult pack to customer along with accompanying packages
- 9) Explain the details of the consult pack and why they "need" certain services offered in your numerous "packages".
- 10) Sign up your new customers to one of your packages.

The consult pack is broken up into small "chapters", each chapter devoted to a different aspect of the soil such as Nitrogen content, pH or levels of organic matter. In each chapter, there is a section which describes why this particular aspect of the soil is important and what can happen in the presence of deficiencies or surpluses. Then, the report will indicate whether there was a deficiency or surplus in this particular soil aspect (or if it was "just right").

If there is a deficiency or surplus, the report will provide specific organic recommendations regarding what to do to correct the problem. What to apply, how much to apply, how often to apply and for how many seasons to apply. If there is an AGGRAND product that will address the issue, that product will be recommended. If not, then a "generic" organic product will be recommended along with the how much, how often and for how many seasons.

You use this info to put together a few different lawn maintenance packages for the customer. Maybe one is just mowing and trimming. The next step up addresses 1 or 2 or 3 of the most critical areas of the customer's report. Your "Silver" plan might add 1 or 2 helpful, but possibly not critical, maintenance services that were recommended in the consult pack. And, then your "Gold" plan might offer a few extras that maybe weren't necessarily recommended in the consult pack, but would be helpful or useful.

With this consult program, you add credibility to your recommendations because they are based on solid, black and white, soil analysis data. Customers feel better about your services because they feel they are tailored to them and not just a "one size fits all" band aid approach. You feel better because you never have to wonder if what you're doing is actually the right thing. The consult pack will tell you, beyond a shadow of a doubt. Win-Win-Win all around.

### ***Last Ditch Effort***

And, of course, if a customer decides **not** to have you fertilize at all, you could always attempt a last ditch effort to make some money on their fertilization by offering them the AGGRAND products for personal purchase and self-application. At least you'd still make the commissions on the order (and maybe even some retail profit), if they bite.