

NORTH TEXAS HOMEOWNER GUIDE

— THE —

# NORTH TEXAS LAWN PLAYBOOK

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(What Actually Works Here)



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# DEDICATION

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This book is dedicated to the homeowners of North Texas who are tired of wasting money, following bad advice, and still ending up with a lawn that never looks right.

It's for the ones who've been told to water the same in spring and summer, mow as tall as possible, and trust advice from people who don't have to deal with the results.

It's also for the homeowners willing to do it right — the ones who will follow directions, make the adjustments, and expect real results.

The lawn industry is full of misinformation and weekend experts. I wrote this to cut through all of that and show what actually works.

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# Introduction

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I've been working on lawns in North Texas since 1997.

I started out as a beer delivery driver while taking night classes in horticulture. When I got into the business, I was mowing lawns—mostly for residential customers. Within a couple of years, I started treating those same lawns.

Looking back, that was some of the best experience I could've had. Because I wasn't just showing up every few weeks—I was there every week.

I got to see:

- What my applications were actually doing
- How lawns responded week to week
- What mowing mistakes looked like
- What lack of water looked like
- How lawns declined over time

That kind of hands-on, consistent exposure teaches you things you can't learn from a label or a classroom.

In 2005, I sold my mowing accounts and focused fully on treating lawns.

## What I Learned About the Industry

For a long time, I didn't realize other companies were doing things differently. I always wondered how big companies were able to do the work for such a low price. I knew it wasn't just buying power—because even if they got product a little cheaper, the math still didn't add up.

So I started digging.

I secret-shopped companies like TruGreen and Gecko Green.

What I found was simple:

They weren't using much product.

Weed control was usually decent. But beyond that:

- Fertilizer rates were often light
- Some applications had little to no fertilizer at all
- Spring and fall treatments were often missing key nutrients
- Summer programs leaned heavily on nitrogen-only products like 33-0-0 or 28-0-0

That approach might make sense if you don't know what's in the soil. But I've tested thousands of lawns across North Texas.

And I know what we're dealing with:

- High pH clay soils
- Low phosphorus
- Sometimes low potassium

## Why That Matters

If you don't address those problems:

Your lawn might look okay for a while—but it won't hold up.

When we build a program based on real soil data:

- Lawns recover better
- They handle stress better
- And when moisture returns, they bounce back the way they should

Not perfect in 110-degree heat—but healthy and resilient.

## What Frustrates Me

What frustrates me most about this industry is the marketing:

- Heavy first-application discounts
- Overpromising results
- Underdelivering long-term

And the biggest one:

Making homeowners believe that products alone will fix their lawn.

That's not how it works.

## The Truth About Lawns in North Texas

You cannot have a great lawn without:

- Proper mowing
- Proper watering
- The right grass for the environment
- And the right nutrients based on your soil

When all of those are dialed in:

You can have a great lawn

When they're not:

No program will fix it

## Why I Wrote This Book

I wrote this to give you real information based on what actually works here—not generic advice.

Everything in this book is based on:

- What I've seen in the field
- What I've tested
- And what consistently produces results in North Texas

## Final Thought

There's no shortcut to a great lawn—but there is a right way to do it.

This book will show you how.

## CHAPTER 1

# Who This Book Is For

Who this guide helps, who it doesn't, and what it takes to get results

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Not every homeowner wants the same thing when it comes to their lawn.

And that's fine.

But this book—and the approach behind it—is built for a specific type of homeowner.

### This Book Is For You If...

You want one of the best lawns on your street—not just “good enough.”

You recognize that:

There's a difference between a service and an expert.

You're the type of homeowner who:

- Pays attention to detail
- Wants to understand what's actually happening in your lawn
- Makes decisions based on evidence, not guesses

And most importantly:

You want to protect your investment, not just maintain it.

Because a lawn done right:

- Looks better
- Recovers faster
- And costs less to fix long-term

## What This Approach Requires

This isn't a "spray and hope" program.

For this to work, you need to be willing to:

- Adjust your watering when needed
- Mow at the correct height for your grass type
- Be honest about shade, drainage, and limitations
- Follow recommendations that are based on your specific lawn

The best results come from combining the right treatments with the right practices.

## Who This Is NOT For

This book—and this approach—is not for everyone.

It's probably not a good fit if:

- You're just trying to get your HOA off your back about weeds
- You're comparing everything to one-size-fits-all lawn services
- You're looking for a quick fix
- You're not willing to adjust mowing, watering, or expectations

## A Quick Reality Check

If you've ever said:

"My last 5 or 6 lawn companies failed me..."

That might be true.

But there's usually more to the story.

- Shade
- Drainage
- Mowing habits
- Watering practices

These things matter just as much as the service itself.

## The Truth About Great Lawns

You don't get a great lawn from:

- Cheap programs
- Minimal effort
- Or ignoring the basics

You get a great lawn from:

- The right plan
- The right inputs
- And the right habits

## Final Thought

If you want the best lawn on your street and you're willing to do what it takes to get there—you're in the right place.

If not, that's okay too.

But this book is written for people who want to do it the right way.

## CHAPTER 2

# Why Most Lawns in North Texas Struggle

### The common causes behind weak, unhealthy, and inconsistent lawns

If you live in North Texas and your lawn isn't where you want it to be, there's a good chance it's not your fault.

Most lawn companies in this area are making the same mistakes over and over again.

They don't soil test.

They treat every lawn the same because they have to—one tank, one mix.

There's low agronomic knowledge, a lot of false claims, high employee turnover, and a pattern of overpromising and underdelivering.

I realized this early on when I started secret shopping companies like TruGreen and Gecko Green.

They were applying the exact same treatments to every lawn—no adjustments, no testing, no real evaluation.

And then I started seeing the pattern.

Every year, around June, my phone starts ringing. Same situation, different house.

"Hey, we've been with another company since spring... and our lawn isn't getting better."

Or worse: "It's dying."

## **It's Not a Fertilizer Problem**

Here's the truth most people don't hear:

It's not a fertilizer problem.

It's bad programs, mowing too tall, and no spring prep.

That's it.

And once you understand that, everything else starts to make sense.

## **A Lawn That Should Have Been Saved... But Wasn't**

We took on a St. Augustine lawn one June that should have been recoverable.

Instead, it was about 50% dead.

The previous company had been treating it all spring. When I looked at the last application they put down, it was:

- Pre-emergent (Barricade)
- Broadleaf weed control
- Straight urea nitrogen

At the same time, the lawn was already infected with take-all root rot.

So what did they do?

They kept treating it.

They even had a "specialist" come out, who then consulted with their supplier... and recommended more fertilizer.

That lawn didn't need more fertilizer.

It needed the program to stop.

## **Bad Advice Is Everywhere**

It's not just lawn companies.

Homeowners are getting bad advice too.

I've had multiple customers install Bermuda after their St. Augustine declined in the shade because they were told it was "shade proof."

It's not.

It's still a full-sun grass.

## **The Real Problem**

The biggest issue in North Texas lawns isn't effort.

It's that people have been given the wrong plan.

## CHAPTER 3

# How Lawns Actually Work in North Texas

Soil, shade, drainage, and the realities most homeowners miss

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If you don't understand how lawns behave in North Texas, you'll keep chasing problems.

Most issues aren't from products—they're from the environment your lawn is growing in.

## The Soil (What You're Really Dealing With)

North Texas soils are typically:

- Clay-based
- High pH (7.7–8.2)
- Heavy in limestone
- High CEC (holds nutrients well)

## The Biggest Issue: High pH

High pH is the main reason lawns struggle here. Even when nutrients are present:

### The plant can't use them effectively

That leads to:

- Yellowing
- Weak roots
- Poor performance

## Clay Soil Behavior

Clay soil has strengths—and weaknesses.

### What It Does Well

- Holds water
- Holds nutrients

### What It Does Poorly

- Doesn't drain well
- Compacts easily
- Limits root growth

Once clay dries out:

**It's hard to get moisture back into it**

Water tends to:

- Run off
- Or sit on top

## Shade — The Most Misunderstood Topic

All three common grasses in North Texas are full sun grasses:

Bermuda

Zoysia

St. Augustine

None of them are true shade grasses.

### What People Get Wrong

You'll hear:

- "St. Augustine is a shade grass"
- "Zoysia does well in shade"

That's not accurate.

They are more shade tolerant than Bermuda—but they still require sunlight to perform.

## The Reality

Bermuda  
Full Sun Only

Zoysia  
Slightly More Tolerant

St. Augustine  
Most Shade Tolerant

But all require sunlight

## Bottom Line

If an area does not get  
enough sunlight:

No grass will perform well long-  
term

Switching grass types does not fix shade.

## **Drainage (The Silent Killer)**

Fertilizer will not fix poor drainage.

If you see:

- Moss
- Algae

Grass will not grow there

## **Big Takeaway**

Most lawn problems in North Texas aren't because of a lack of fertilizer—they're because of:

- Soil
- Shade
- Drainage
- Management

## CHAPTER 4

# Soil Changes Everything

How soil conditions shape what your lawn can and cannot do

If you don't understand your soil, you're guessing.

And in North Texas, guessing doesn't work.

## What Makes North Texas Different

North Texas soil is different  
because we're dealing with:

- High pH clay soils
- Lawns that go dormant every year

You're working with extremes.

## What High pH Clay Actually Does

The soil:

- Doesn't drain well
- Gets waterlogged
- Dries out hard

We also deal with nutrient tie-up.

Even if nutrients are present:

The plant can't use them

## Where Most Lawn Companies Get It Wrong

They:

- Use the wrong nitrogen source
- Ignore sulfur
- Don't adjust for grass type
- Don't soil test

## What Changes When You Understand Your Soil

When customers understand their soil, everything changes.

They stop overwatering in the spring.

They save water for summer.

They stop shutting off irrigation too early in fall.

## The Result

Lawns that go into dormancy healthy:

- Come back faster
- Fill in better
- Handle stress better

Lawns that go in stressed:

- Come back thin
- Delayed
- Disease-prone

## CHAPTER 5

# Why You Can't Treat Every Grass the Same

What different grass types need to perform at their best

If you get this wrong, nothing else matters.

You can have the right fertilizer, the right timing, and the right intentions—but if you're using the wrong grass or managing it the wrong way, it's not going to work.

## The Biggest Mistake Homeowners Make

The biggest mistake homeowners make when choosing grass is trying to fix a bad area with the wrong grass.

They'll replace St. Augustine that died from shade... with another "shade tolerant" grass in the same exact conditions.

Or they install grass in poorly drained areas and expect a different result.

Sometimes it's both.

The worst areas are always the same:

- Between houses
- Along fence lines
- Areas that stay wet
- Areas with deep shade

And now we're seeing more people install Bermuda thinking it's a shade grass.

It's not.

## The Truth About Grass Types

All three common grasses in North Texas are full sun grasses:

None of them are shade grasses.

The Reality

Bermuda	Zoysia	St. Augustine
Full Sun Only	Slightly More Tolerant	Most Shade Tolerant
Needs 8–10+ hours of direct sunlight	Can handle some filtered or partial sunlight	Handles the most shade of the three
Will thin out quickly in shade	Still struggles in heavy shade	But still requires several hours of usable sunlight

### Bermuda: Full Sun or Bust

Bermuda requires full sun.

Even a little shade will start to thin it out.

It has great drought tolerance—but that doesn't mean it's drought-proof.

Drought tolerance means it can go dormant during dry periods and recover quickly when conditions improve—as long as nutrients are correct.

#### Mowing Matters

You should mow Bermuda as low as your mower allows without scalping.

Most lawns in North Texas:                      Around 1.5–2 inches max

Mowing higher does NOT improve drought tolerance—it makes it worse.

## Zoysia: More Tolerant, But Not a Shade Grass

Zoysia is more shade tolerant than Bermuda—but still a full sun grass.

Thinner varieties:

- Shorter roots
- More prone to summer stress

Wide-bladed varieties:

- Slower growth
- Lower nitrogen needs

## St. Augustine: The Most Misunderstood

St. Augustine handles more shade than the others—but it is NOT a shade grass.

If pushed too far into shade:

It will decline

It is also the most disease-prone grass

## Wear Tolerance (Where Lawns Fail Fast)

St. Augustine has poor wear tolerance.

Under traffic:

It fails quickly

Bermuda and Zoysia handle traffic better.

## A Real Example

A homeowner installed 20 pallets of Zoysia in July. The irrigation was off.

He said:

“It’s drought tolerant.”

Two weeks later it was dead.

## Bottom Line

Grass won't fix:

- Shade
- Drainage
- Bad practices

If you don't match grass to conditions:

You'll keep fighting the same problems

## CHAPTER 6

# Watering — The #1 Mistake in North Texas Lawns

Why too much, too little, or poorly timed watering causes problems fast

If you get watering wrong, nothing else matters.

### The Biggest Mistake

Turning on automatic watering too early in spring.

March–May is:

The wettest time of year  
Yet people water anyway.

### What Overwatering Does

- Yellowing
- Root decline
- Disease

Common diseases:

- Take-all root rot
- Bipolaris
- Brown patch

### How Watering Should Work

Spring:

Water based on soil moisture  
Not Schedule

### When Water Actually Matters

Every year:

Rain shuts off around June

That's when irrigation matters.

## Where People Go Wrong

- "I run it 5 minutes"
- Same time for all zones

That doesn't work.

## Sprinkler Reality

- Rotors → need 3–4x longer
- Sprays → shorter

## The Right Way to Water

- Measure output
- Adjust seasonally
- Water deeply

## The Fall Mistake

People shut off water too early.

But lawns are still growing.

## What Happens

Stressed lawns:

- Come back slow
- Thin out
- Get disease

Healthy lawns:

- Green up faster
- Fill in better

## Bottom Line

Spring  
Minimal Water

Summer  
Critical Water

Fall  
Don't shut off early

## CHAPTER 7

# Spring Prep — Why Most Lawns Start the Season Behind

**What needs to happen early for a lawn to stay strong all year**

If your lawn struggles every spring, it didn't start that way in March.

It started the previous fall—and got worse over the winter.

## Why Lawns Fall Behind

Heavy winter debris builds up.

That layer:

- Blocks sunlight
- Holds moisture
- Slows soil warming

## What Happens If You Do Nothing

- Slow green-up
- Increased disease
- Weak turf

## What You Should Do

Timing:

February–March

## St. Augustine & Zoysia

- Mow to ~1.5 inches
- Power rake
- Remove all debris
- Do NOT mulch

## Bermuda

- Mow low
- Remove debris

If maintained correctly:

Minimal work needed

## Core Aeration

Helps:

- Compaction
- Water movement
- Root growth

## Why This Matters More Than Fertilizer

If sunlight can't reach soil:

Fertilizer won't help

## Bottom Line

Remove debris first.

Everything else comes after.

## CHAPTER 8

# Fertilizer — What Actually Matters (and What Doesn't)

How to focus on what feeds results instead of wasting money

Fertilizer is one of the most misunderstood parts of lawn care.

## The Biggest Misconception

More fertilizer = better lawn

Not true

## What Fertilizer Won't Fix

- Shade
- Drainage
- Bad watering
- Poor mowing

## What Actually Matters in North Texas

### Nitrogen (N)

Drives:

- Growth
- Color

### Phosphorus (P)

Critical for:

- Root development

Problem:

Gets tied up in high pH soil

### Potassium (K)

Supports:

- Stress tolerance
- Strength

### Micronutrients

Often Unavailable due to  
high Ph

## Why One-Size Programs Fail

Most companies:

- One mix
- One rate
- No adjustments

## What a Proper Program Looks Like

- Uses AMS
- Includes phosphorus when needed
- Includes potassium
- Adds micronutrients
- Adjusts for grass type

## Bottom Line

Fertilizer is important—but not magic.

When combined with:

- Proper mowing
- Proper watering
- Correct soil management

That's when lawns perform

## CHAPTER 9

# Weeds — Why They Keep Coming Back

What recurring weeds reveal about the condition of your lawn

If you feel like you're constantly fighting weeds, you're not alone.

But the problem usually isn't the weeds.

It's the approach.

## Why Weeds Keep Coming Back

The reason weeds keep coming back is because pre-emergent applications get skipped once the weeds are gone.

People think the problem is solved—so they stop preventing the next wave.

And that's when the cycle starts all over again.

## Pre-Emergent vs. Post-Emergent

Pre-Emergent vs. Post-Emergent

Pre-emergent prevents weeds.

Post-emergent controls weeds that are already there.

Both matter—but they serve completely different roles.

## Why Timing Matters

With pre-emergent, timing and rate are everything.

It has to be applied before weeds germinate.

For example:

- Around 55°F soil temperature → germination begins
- By 65°F → you're late

## Important Point

Even if you're late:

Apply it anyway

You'll still reduce pressure and help prevent later waves.

## A Simple DIY Pre-Emergent Schedule

August 15

October 15

February 15

April 15

Alternate products to maintain an effective barrier and avoid gaps in control.

For St. Augustine:

You can often skip the April 15 application

Crabgrass is typically less of an issue in St. Augustine lawns.

## Where Most People Get Post-Emergent Wrong

A lot of people think there's one type of weed—and one product that controls everything.

That's not how it works.

There are different categories:

- Grassy weeds
- Broadleaf weeds
- Sedges

And some weeds are much harder to control than others.

Weeds like dallisgrass and bluestem:

Often require non-selective treatment to fully eliminate

## One-Size-Fits-All Programs Don't Work

Most large lawn care companies use one tank, one mix.

That means:

- The same product is applied whether weeds are present or not
- The same treatment is used regardless of weed type
- No adjustments are made for lawn conditions

In many cases they're spraying weed control on lawns that don't even have weeds Or applying it to lawns that are already stressed

## What a Proper Weed Control Program Looks Like

A proper program adjusts over time.

New customers:

Require more post-emergent control early

As the lawn improves:

The focus shifts to prevention

Less spraying. Better results.

## The Bottom Line

Weed control isn't about spraying more.

It's about:

- Timing
- Prevention
- Using the right product for the situation

If you rely only on post-emergent you'll always be chasing weeds.

If you stay consistent with pre-emergent You stay ahead of them.

## CHAPTER 10

# Lawn Insects in North Texas

How to recognize damage and respond before problems spread

Not every lawn problem is a disease.

Sometimes:

Something is eating your lawn

The key is knowing:

- What to look for
- When it shows up
- And when to act

Because just like diseases:

Most people guess—and that's where they get it wrong.

## Chinch Bugs (St. Augustine)

The most damaging insect for St. Augustine in North Texas

What They Do

- Suck sap from grass
- Inject toxins
- Kill turf quickly

What It Looks Like

- Dry, brown patches
- Usually near:
  - Sidewalks
  - Driveways
  - Hot, sunny areas
- Looks like drought—but doesn't respond to water

When They Show Up

- Late spring through summer

How to Confirm

- Grass won't recover with watering
- Damage spreads outward
- Found near edges of green and brown areas

How to Fix It

- Insecticide treatment
- Reduce stress (watering, mowing correctly)

## Grubs (Beetle Larvae)

What They Do

- Feed on roots
- Sever the lawn from its foundation

What It Looks Like

- Brown patches
- Turf pulls up easily like carpet
- White grubs visible in the soil

When They Show Up

- Late summer into early fall

How to Fix It

- Preventative grub control (best option)
- Curative treatment if active

## Armyworms / Caterpillars

What They Do

- Eat grass blades rapidly
- Can destroy a lawn almost overnight

What It Looks Like

- Lawn looks freshly mowed—but it wasn't
- Rapid damage over 24–72 hours

When They Show Up

- Late summer / early fall

How to Fix It

- Fast insecticide treatment

Timing matters—wait too long and the damage is done.

## Fire Ants

What They Do

- Build mounds
- Sting aggressively
- Make lawns unusable

What It Looks Like

- Visible mounds
- Increased activity after rain

How to Fix It

- Bait treatments (most effective)
- Consistent control program

## Sod Webworms (Often Overlooked)

What They Do

- Feed on grass blades
- Cause gradual thinning

What It Looks Like

- Thin, patchy turf
- Chewed leaf tips
- Damage builds over time

When They Show Up

- Summer

How to Fix It

- Insecticide if populations are high

## Billbugs (Less Common but Real)

What They Do

- Larvae feed inside stems and roots

What It Looks Like

- Thinning turf
- Weak, patchy growth

When They Show Up

- Spring into early summer

How to Fix It

- Insecticide if confirmed

## Important: Don't Guess

Here's where most homeowners go wrong:

They see brown grass and assume

- It's insects
- Or spray "just in case"

## Reality

Most lawn problems are:

- Watering
- Soil
- Shade
- Disease

NOT insects

## How to Tell If It's Insects

Before treating, check:

- Turf pulls up easily → Grubs
- Looks dry but watering doesn't help → Chinch bugs
- Damage happened fast → Armyworms
- Visible insects → Confirm

### Aaron's Tip

"If you don't identify the problem first, you're guessing—and guessing gets expensive."

## The Bottom Line

Insects are part of lawn care in North Texas—but they're not always the problem.

The best approach:

- Know what to look for
- Act when needed
- Don't treat what isn't there

## CHAPTER 11

# Lawn Diseases in North Texas

When stress, moisture, and environment turn into disease pressure

If you live in North Texas, disease pressure is part of the deal—especially in spring and fall.

But here's where most homeowners (and a lot of companies) get it wrong:

They treat everything like it's the same problem.

It's not.

Different diseases require different approaches—and in many cases, the problem isn't just the disease.

It's the conditions that allowed it to show up in the first place.

## Brown Patch (Most Common St. Augustine Disease)

Brown patch is the most common disease affecting St. Augustine in North Texas.

It also affects Zoysia—and occasionally Bermuda—but St. Augustine is where it causes the most visible damage.

### What I See Every Year

There are two types of St. Augustine lawns in the fall:

- Lawns that have brown patch
- Lawns that are going to get it

## Where It Shows Up

- St. Augustine → most affected
- Zoysia → commonly affected in fall
- Bermuda → can get it, but much less of a concern

## Why It Happens

Brown patch thrives in:

- Cool temperatures
- High humidity
- Wet conditions

And it's made worse by:

- Night watering
- Excess nitrogen
- Lawns mowed too tall

## What It Looks Like

- Circular brown patches
- Thinning turf
- Worse in the morning when moisture is present

## Treatment by Grass Type

### Bermuda

No chemical control needed

Bermuda can typically grow through brown patch on its own.

### St. Augustine

Chemical control is needed

- Fungicide should be applied preventatively or at first sign
- Cultural practices still matter:
  - Mowing height
  - Watering
  - Airflow

## Zoysia

Chemical control is needed

- We apply preventative fungicide in the fall
- Helps avoid outbreaks before they start

## **Additional Fixes**

- Lower mowing height going into fall
- Avoid watering at night
- Improve airflow

## **Key Point**

Brown patch is extremely common—and in St. Augustine and Zoysia, it requires proper management AND fungicide

## **Take-All Root Rot (Most Damaging St. Augustine Disease)**

Take-all root rot is the most dangerous disease affecting St. Augustine in North Texas.

### What It Does

Attacks the root system

Once the roots are compromised:

- The grass can't take up water
- The grass can't take up nutrients

### What It Looks Like

- Yellowing or bronze patches
- Thinning turf
- Weak or missing roots
- Grass pulls up easily

### Why It's So Serious

This is a root problem—not a leaf problem

And once the roots are damaged recovery becomes much harder

## **My Protocol for Take-All Root Rot**

Most people go straight to fungicide.

That's the last step—not the first.

## Take-All Root Rot Protocol

<b>Step 1</b>	Identify the Problem	Confirm it is actually take-all root rot and not shade, compaction, or another issue.
<b>Step 2</b>	Soil Test	Identify high pH and low phosphorus conditions that commonly make TARR worse in North Texas.
<b>Step 3</b>	Improve Sunlight	Increase recovery potential; heavily shaded areas will not recover properly.
<b>Step 4</b>	Fix Drainage	Reduce standing water and lower disease-friendly conditions.
<b>Step 5</b>	Improve Cultural Practices	Reduce lawn stress through proper watering, proper mowing, and better overall maintenance.
<b>Step 6</b>	Mow to ~1.5 Inches and Bag Clippings	Remove disease tissue trapped in the canopy.
<b>Step 7</b>	Power Rake	Remove thatch and inoculum.
<b>Step 8</b>	Core Aerate	Improve oxygen flow and water movement in the soil.
<b>Step 9</b>	Top-dress with Peat Moss	Apply about a 1/2-inch layer, roughly 2 bales per 1,000 sq ft, to improve soil conditions and support recovery.
<b>Step 10</b>	Apply Nutrients Based on Soil Test	Address deficiencies and support healthier turf recovery based on actual soil needs.
<b>Step 11</b>	Apply Phosphorus	Improve phosphorus availability, since high pH can tie it up even when levels appear adequate.
<b>Step 12</b>	Apply Elemental Sulfur	Improve nutrient availability in high pH soil conditions.
<b>Step 13</b>	Fungicide (Last Step)	Suppress disease pressure, while recognizing fungicide alone will not solve the problem.

Fungicide alone will not fix it

## Aaron's Tip

"If you don't fix the soil, the stress, and the debris, you're not fixing anything— you're just delaying it."

## Gray Leaf Spot

### What It Is

A leaf disease that shows up in warm, humid conditions.

### What It Looks Like

- Spots on grass blades
- Yellowing turf
- Rapid spread when moisture stays on the leaf

### What It Means

Usually tied to:

- Too much moisture
- Excess nitrogen

### How to Fix It

- Reduce watering frequency
- Improve airflow
- Avoid excess nitrogen
- Fungicide if needed

## Bipolaris (Bermuda)

### What It Is

A spring disease that shows up during wet, humid conditions.

### What It Means:

- Thinning turf
- Patchy discoloration

Often a sign of

- Low potassium

How to Fix It

- Apply potassium
- Improve fertility
- Fungicide only if severe

Bermuda usually grows out of it

## Dollar Spot (Bermuda & Zoysia)

### What It Is

A disease tied to low fertility.

### What It Looks Like

- Small, silver-dollar-sized spots
- Bleached patches

### What It Means

The lawn is underfed

### How to Fix It

- Light nitrogen application
- Improve fertility

Often corrected without fungicide

## Pythium Blight (Often Misdiagnosed)

### What It Is

A fast-moving disease—but often incorrectly diagnosed.

### What It Looks Like

- Rapid turf collapse
- Greasy or matted appearance
- Fast spread

### Reality Check

Most “Pythium” calls are actually Beneficial fungi (mycelium)

### Key Point

If your lawn isn’t collapsing quickly It’s probably not Pythium

## St. Augustine Decline (SAD)

### What It Is

A long-term viral decline—not a treatable disease.

### What It Looks Like

- Gradual thinning
- Weak color
- Seasonal recovery and decline

### What Happens Over Time

- Bermuda fills in
- Dallisgrass takes over

### Important

There is no chemical fix:

- Not fungicide
- Not fertilizer

### Solution

Replace with Raleigh St. Augustine Plug or renovate

## Other Issues (Not Always Disease)

### Fairy Ring

### What It Is

Fungi breaking down organic matter in the soil.

### What It Looks Like

- Dark green rings
- Mushrooms sometimes

### What It Means

- Uneven nutrient release
- Water movement issues

### How to Fix It

- Core aeration
- Improve water movement
- Wetting agents if needed

## Algae and Moss

What It Means

Not a disease—an environmental warning sign.

What It Indicates

- Poor drainage
- Too much moisture
- Not enough sunlight

## Key Point

If algae or moss is growing, grass will not thrive there

How to Fix It

- Improve drainage
- Increase sunlight
- Reduce moisture

If those can't be corrected grass may not be the right choice .

## **Final Thought**

Not every lawn problem is a chemical problem.

The best lawns in North  
Texas:

- Have the right soil
- Get the right sunlight
- Drain properly
- And are managed correctly

If you skip those, you'll always be chasing problems.

If you get those right, everything else gets easier.

## CHAPTER 12

# Drainage & Shade — When Grass Isn't the Answer

Why some lawn problems cannot be solved with seed, sod, or fertilizer

This is where most people waste the most time—and money.

They keep trying to fix an area that was never going to work in the first place.

## The Truth Most Companies Won't Tell You

Some areas will never grow good grass because of:

- Shade
- Poor drainage
- Bad cultural practices
- Or the wrong grass selection

And no amount of fertilizer is going to fix that.

## How to Spot Problem Areas

You can usually tell pretty quickly when an area isn't suitable for grass. Thinning is one of the biggest indicators of shade.

But not all shade is the same.

Some lawns perform differently depending on:

- Morning sun (east exposure)
- Afternoon sun (west exposure)

That difference has nothing to do with fertilizer.

## Common Problem Areas

You'll see the same patterns over and over again:

Between houses or along fence lines

Shaded, damp, poorly drained—often moss or algae present

Dog runs

High traffic + shade = fast failure

Walkways and high-traffic paths Front-to-backyard paths thin out quickly

Downspouts

Too much water, constant saturation

Edges along roads and driveways

Heat stress dries these areas out

Around stone mailboxes

Irrigation often doesn't reach these spots

Landscaping changes

Plants block sprinkler coverage over time

Mixed irrigation zones

Sun + shade on same zone = uneven watering

## Why Fertilizer Won't Fix It

This is where most people go wrong.

They see thin grass and assume:           It needs fertilizer

It doesn't.

If the issue is:

- Lack of sunlight
- Too much water
- Not enough water
- Traffic

Fertilizer won't fix it

It may even make it worse.

## What You Should Do Instead

When an area isn't suitable for grass, you have options:

- Reduce shade (tree pruning)
- Improve drainage
- Adjust irrigation
- Change traffic patterns
- Or stop trying to grow grass there

Sometimes the best option is:

- Rock
- Mulch
- Ground cover
- Landscape redesign

## The Bottom Line

Not every area is meant for grass.

And that's okay.

The goal isn't to force grass to grow everywhere.

The goal is to have a lawn that:

- Looks good
- Performs well
- And works with the environment

## CHAPTER 13

# What a Proper Lawn Program Looks Like (Start to Finish)

A practical view of what real lawn care should include through the year

By now, you've seen why most lawns struggle.

It's not just one thing.

It's a combination of:

- Soil
- Water
- Grass type
- Timing
- And management

A proper lawn program brings all of those together.

## What a Real Program Looks Like

A proper lawn program in North Texas addresses soil pH, spoon-feeds nutrients, and focuses on timing and consistency.

It includes phosphorus when needed, based on soil testing—not guesswork. It uses regular applications of sulfate of potash for stress tolerance, and micronutrients in the correct form so they're actually available in high pH soils.

Nitrogen rates are adjusted based on grass type—not applied the same across everything.

Pre-emergent is applied early and split between spring and fall to improve coverage and longevity.

Products are rotated to maintain effectiveness.

Soil pH is addressed with elemental sulfur and ammonium sulfate over time—not ignored.

And everything is timed correctly—because frequency and timing matter just as much as the products themselves.

## What This Looks Like Over a Year

A proper program isn't one or two applications.

It's a system that works year-round.

### Early Spring (February – March)

- Spring prep (mowing, debris removal, power raking if needed)
- Pre-emergent applied early
- Light, appropriate nutrient applications
- Avoid overwatering

### Spring (March – May)

- Targeted weed control where needed
- Balanced nutrient applications
- Avoid pushing excessive growth
- Monitor moisture—not schedule-based watering

### Summer (June – August)

- Irrigation becomes critical
- Potassium plays a bigger role for stress tolerance
- Nitrogen is managed carefully—not overapplied
- Focus shifts to maintaining health, not pushing growth

### Fall (September – November)

- Continued weed prevention (pre-emergent timing matters here)
- Avoid shutting irrigation off too early
- Manage disease pressure
- Prepare the lawn to go into dormancy healthy

## Winter (Dormant Season)

- Minimal intervention
- Focus on planning, soil testing, and corrections for the next season

## Why Most Programs Fall Short

Most lawn care programs are built for efficiency—not results.

They use:

- One mix
- One schedule
- One approach for every lawn

That works for the company.

It doesn't work for the lawn.

## The Difference

A proper program is not about doing more.  
It's about doing the right things at the right time.

- Adjusting for soil
- Adjusting for grass type
- Adjusting for conditions

And staying consistent.

## The Bottom Line

There's no shortcut. But there is a system.

When you follow it:

- Lawns fill in better
- Stay greener longer
- Handle stress more effectively
- Recover faster

That's the difference between a lawn that survives...

And one that actually performs.

## CHAPTER 14

# How to Choose the Right Lawn Care Company (or Do It Yourself)

What to look for, what to avoid, and how to make the right call

By now, you've seen how lawns actually work in North Texas.

So the question becomes:

Who do you trust to take care of it?

## The Biggest Mistake

The biggest mistake homeowners make when choosing a lawn care company is choosing based on price and number of applications instead of agronomy.

Cheap is easy.

What's expensive is when your lawn has problems.

A low monthly price might look good upfront—but if the program isn't right, you'll pay for it later in:

- Disease
- Thin turf
- Weed pressure
- Or even lawn replacement

## What Most Companies Actually Do

Most companies are built for efficiency.

They use:

- One tank
- One mix
- One schedule

Every lawn gets treated the same—regardless of:

- Grass type
- Soil conditions
- Shade
- Drainage

That's how they keep costs low.

But that's also why results are inconsistent.

## What You Should Look For

If you're hiring a lawn care company, here's what actually matters:

Do they soil test?

If not, they're guessing.

Do they adjust for grass type?

Bermuda, St. Augustine, and Zoysia should not be treated the same.

Do they explain what they're doing—and why?

If they can't explain it simply, they don't understand it.

Do they adjust based on conditions?

Or are they just following a schedule?

Do they prevent problems—or just react to them?

That's the difference between a program and a spray service.

## If You Want to Do It Yourself

You can absolutely manage your own lawn.

But you have to follow a system.

That means:

- Understanding your soil
- Watering correctly
- Using the right nutrients
- Timing applications properly
- Staying consistent

If you skip steps or guess:

You'll end up chasing problems

## What We Do Differently

We take an agronomic approach.

That means:

- Soil testing—not guessing
- Custom fertilizer blends for North Texas soils
- Adjusting for grass type
- Preventing problems instead of reacting to them
- Using the right products at the right time

We're not the cheapest option. And we're not trying to be.

## Who We're a Good Fit For

We're a good fit if you:

- Want long-term results
- Are willing to follow recommendations
- Care more about outcomes than price

We're not a good fit if:

- You're looking for the cheapest option
- You want a quick fix
- Or you're not willing to make adjustments

## The Bottom Line

There are two ways to approach lawn care:

Cheap upfront... expensive later

or Done right from the start  
The choice is yours.

## Final Thought

A great lawn isn't an accident.

It's the result of:

- The right plan
- The right timing
- And the right decisions

Whether you do it yourself or hire someone—

Now you know what to look for.

## CHAPTER 15

# Seasonal Playbook

## What to do, when to do it, and why timing matters in North Texas

If you want a great lawn in North Texas, you have to understand one thing:

The strategy changes throughout the year.

What works in July will hurt you in March.

What matters in spring won't matter in winter.

This is your month-by-month guide to doing it right.

### January – February: Dormant Season (Do Less, Not More)

Your lawn is dormant.

It doesn't need much right now.

#### What to Do

- Let rain and weather handle watering
  - If no rain for 3–4 weeks → apply ~0.5 inches of water
  - Prune trees (great time to improve sunlight)
- Start thinking about:
- Drainage issues
  - Shade problems
  - Areas that struggled last year
  - Remove debris completely

#### What NOT to Do

- Don't run irrigation on an automatic schedule
- Don't overwater
- Don't mulch leaves into the lawn

#### Aaron's Tip

"What you do wrong now shows up in the spring."

## March – April: Spring Wake-Up (Set the Tone)

This is where lawns either:

Take off  
Or fall behind all year

### What to Do

- Lower mowing height
- Bermuda → scalp
- Zoysia → scalp

Power rake

- Zoysia → MUST
- St. Augustine → strongly recommended

Remove debris

- Especially live oak leaves in March

### What NOT to Do

Biggest mistake:

- Automatic irrigation
- Spring is the wettest time of year
- Overwatering slows green-up

Also avoid:

- Treating all grasses the same
- Heavy Bermuda-style fertilizer on St. Augustine
- Leaving debris on lawn

### Aaron's Tip

"If your lawn is behind in April, it's usually not fertilizer—it's lack of prep."

## May – June: Growth Phase (Stay Disciplined)

May is usually wet

June is when everything changes.

Mother Nature turns the water off in June every year.

### What to Do

- Let rainfall handle most watering in May
- Be ready to start irrigation in June
- Fertilize during active growth
- Mow consistently at correct height

### Irrigation Setup (Important)

- Rotary heads ≠ spray heads
- Don't run all zones the same

This causes overwatering and dry spots

### What NOT to Do

- Don't overwater in May
- Don't wait too long to start irrigation
- Don't mow tall early in the season

### Aaron's Tip

May is where you stay disciplined. June is where it starts to matter."

## July – August: Heat & Stress Season (Survive the Summer)

This is the hardest stretch of the year.

Watering determines everything here.

### What to Do

- Apply 1.5–2 inches of water per week
- Fix sprinkler coverage issues early
- Water high-heat areas more:
  - Driveways
  - Sidewalk edges

### Stay Ahead of Stress

Don't wait until:

- Lawn looks dry
- Footprints stay

By then you're already behind

### Fairway Bermuda Advantage

- Improves drought tolerance
- Drives deeper roots
- Handles stress better

## Reality Check

If you base watering on your water bill, your lawn will struggle.

### Aaron's Tip

"The best lawns in summer aren't afraid to water."

## September – October: Recovery Season (Don't Shut It Down Early)

Still warm. Still growing.

There's more season left than you think..

### What to Do

- Keep watering in September
- Gradually reduce irrigation in October
- Core aerate (excellent timing)

Overseeding Window (Optional)

- Sept 15 – Oct 15

### What NOT to Do

- Don't shut off irrigation too early
- Don't let lawn go dormant under stress
- Don't ignore recovery

### Aaron's Tip

"Fall is your chance to fix what summer did."

## November – December: Dormancy Transition (Finish Strong)

The lawn is slowing down—but this still matters.

You're setting up next spring.

### What to Do

- Reduce irrigation gradually
- Match watering to conditions
- Apply fall pre-emergent
- Remove leaves completely

Brown Patch Season

Conditions:

- Cool + wet + cloudy

Reality Check

St. Augustine:

Either has Brown Patch or will get it

Zoysia:

Less common, but still happens

### What NOT to Do

- Don't overwater
- Don't mulch leaves
- Don't water at night

**IMPORTANT!**

**Do NOT water St. Augustine or Zoysia at night**

## Holiday Decorations (Real World Tip)

- Let us know before putting them out
- Decorations can block treatments

### **Aaron's Tip**

**"If your lawn goes into winter clean and healthy, it comes back strong."**

## Final Thought

Great lawns aren't created in one treatment—they're built over a full season.

If you:

- Adjust with the seasons
- Stay consistent
- Avoid the common mistakes

Your lawn will outperform most on your street

If you don't:

You'll keep chasing problems year after year

## CHAPTER 16

# Core Practices — Fertility, Mowing, and Watering

The fundamentals that make the biggest long-term difference

If you want a great lawn in North Texas, you don't need more products.

You need better fundamentals.

These three things matter more than anything else:

- Fertility
- Mowing
- Watering

Get these right, and everything else gets easier.

Get them wrong, and nothing else works.

## Fertility — Feed the Lawn Correctly

Fertilizer matters—but not the way most people think.

It's not about applying more.

It's about applying the right nutrients, at the right rates, for your grass and your soil.

### The Biggest Mistake

Using one mix for every lawn.

That leads to:

- Too much nitrogen on St. Augustine and Zoysia
- Not enough nitrogen on Bermuda

You cannot properly treat all grass types the same

### What Actually Matters

- Nitrogen → growth and color
- Phosphorus → root development
- Potassium → stress tolerance
- Micronutrients → overall health

### North Texas Reality

Most soils are:

- High pH
- Low phosphorus
- Sometimes low potassium

### Our Approach

We use:

- Ammonium sulfate (better for high pH soils)
- Phosphorus when needed
- Potassium for stress tolerance
- Micronutrients in usable forms
- Humic acid to improve availability

### Key Point

Color is not health.

Balanced nutrition = better long-term performance

## **Mowing — The Most Overlooked Factor**

You can't out-fertilize bad mowing.

The Biggest Mistake

Mowing too tall.

Common reasons:

- Trying to avoid scalping
- Bad advice about "drought tolerance"

## Bermuda

- Ideal height: ~1.5–2 inches
- Frequency: every 3–5 days

Short + frequent wins

### What Happens If You Mow Too Tall

- Debris buildup
- Grass lays over
- Slow green-up
- Scalping later

## St. Augustine

- Ideal height: ~3 inches
- Frequency: weekly minimum

What Happens If You Mow Too Tall

- Traps humidity
- Increases disease

## Zoysia

Wide-bladed:

1.5–2 inches

Thin-bladed:

- Lower if using reel mower

### Bag vs Mulch

Bag when:

- Heavy buildup
- Spring clean-up

Mulch when:

- Lawn is healthy

Too much mulching = buildup

## Key Point

“If your lawn doesn’t look right, start with mowing—not fertilizer.”

## Watering — The #1 Driver of Results

Most home owners don't have a fertilizer problem.

They have a watering problem

### The Biggest Mistake

- Overwatering in spring
- Underwatering in summer
- Shutting off too early in fall

### Spring (Jan–May)

Minimal irrigation needed

- Let rainfall handle it
- Water only when needed

### Summer (June–September)

This is when it matters

- Apply ~1.5–2 inches per week

### Signs of Underwatering

- Wilting
- Dull color
- Footprints remain

### Signs of Overwatering

- Yellowing
- Wet soil
- Weak turf

### Sprinkler Reality

- Rotors need longer run times
- Sprays need shorter

Running them the same = uneven lawn

### Fall (Sept–Oct)

Don't shut water off too early

Lawns are still growing.

## Bottom Line

- Water based on conditions—not schedule
- Spring = least water needed
- Summer = most important
- Fall = finish strong

## CHAPTER 17

# How to Establish New Sod in North Texas

What new sod needs to take root, fill in, and stay healthy

Most sod failures don't happen because of bad sod.

They happen because of:

- Poor prep
- Bad watering
- Wrong expectations

## Timing

Best time: April through October

Sod can be installed anytime—but off-season installs require more care.

## Soil Prep

Only till if needed:

- Grading
- Leveling

Why Not Always Till

- Breaks down organic matter
- Disrupts soil structure
- Can bring up weeds

## Step-by-Step Installation

<b>Step 1</b>	Soil Test	Don't guess.
<b>Step 2</b>	Choose the Right Grass	Match ● Sunlight ● Drainage ● Usage.
<b>Step 3</b>	Install Properly	● Tight seams ● Good contact
<b>Step 4</b>	Apply Starter / Recovery Fertilizer	Include: ● Humic acid ● Phosphorus
<b>Step 5</b>	Watering (most important)	Keep sod consistently moist Adjust based on: ● Weather ● Sun ● Soil
<b>Step 6</b>	Early Fertilization	Do NOT wait months. New sod needs nutrients immediately.
<b>Step 7</b>	Disease Prevention (St. Augustine)	Gray leaf spot is common. Apply fungicide early
<b>Step 8</b>	Mowing	Don't let it get too tall.
<b>Step 9</b>	Core Aeration	Helps: ● Rooting ● Soil contact
<b>Step 10</b>	Hold Off on Pre-Emergent	Wait until sod is established

### Common Reasons Sod Fails

- Overwatering
- Underwatering
- Wrong grass
- Poor prep
- Waiting too long to fertilize

## The #1 Truth

Watering determines success.

### Aaron's Tip

"What happens in the first 30 days determines everything."

## CHAPTER 18

# Our Approach — How We Actually Get Results in North Texas

What new sod needs to take root, fill in, and stay healthy

There are a lot of lawn care programs out there.

Most follow the same model:

- One mix
- One schedule
- Every lawn

That doesn't work here.

## We Don't Guess — We Test

Every lawn starts with a soil test.

Because:

North Texas soil is not average

## We Don't Use One-Size-Fits-All

Different grasses need different approaches.

- Bermuda ≠ St. Augustine ≠ Zoysia

## We Build for North Texas

Our programs are based on:

- High pH soils
- Nutrient tie-up
- Real field data

## What We Use

- Ammonium sulfate
- Sulfate of potash
- Phosphorus when needed
- Micronutrients
- Humic acid

## What We Focus On

Not quick color.

Long-term performance

- Root development
- Soil correction
- Consistency

## We Adjust Every Lawn

Based on:

- Grass type
- Soil
- Shade
- Drainage
- Season

## We Address the Whole System

Not just fertilizer.

We look at:

- Watering
- Mowing
- Soil
- Environment

## We're Honest

If your lawn has:

- Too much shade
- Drainage problems

We'll tell you

Because no program fixes that.

## Why Our Lawns Perform Better

When everything is dialed in:

- Better recovery
- Better stress tolerance
- Better consistency

### Aaron's Tip

"Anyone can make a lawn look good for a few weeks. The goal is to build one that performs all year."

## Bottom Line

- We test instead of guess
- We customize instead of standardize
- We focus on long-term results

## Final Step

If you want help:

Go to [uglyweeds.com](http://uglyweeds.com)

Submit photos

I'll let you know if your lawn is a good fit.

## CHAPTER 19

# What's Wrong With My Lawn? (Diagnostic Guide)

How to recognize damage and respond before problems spread

Most lawn problems in North Texas are misdiagnosed.

People assume:

- It needs fertilizer
- It's a disease
- Or something needs to be sprayed

But in reality:

Most problems come down to:                      Timing, environment, and management

## Why Isn't My Lawn Greening Up Like My Neighbor's?

This is one of the most common questions.

And usually, there's more than one reason.

### The #1 Reason (Most of the Time)

The lawn was mowed too tall the previous season.

That leads to:

- 3–6 inches of debris buildup
- Sunlight blocked
- Soil warming slowly
- Slow green-up

### Other Common Causes

Dormancy Under Stress

- Water shut off too early in fall
- Lawn enters dormancy weak

Take-All Root Rot (TARR)

- Weak roots
- Poor nutrient uptake

Winter Weeds

- Rescue grass
- Annual bluegrass

Looks green—but it's not turf

Overwatering (Big One)

- Common in spring
- Keeps soil cool
- Slows growth

### What It's NOT

Not a fertilizer problem

### **Aaron's Tip**

"If your neighbor's lawn is ahead of yours, it's usually not because they fertilized more—it's because their lawn went into winter in better shape."

## **Why Is My Lawn Turning Yellow or Thinning?**

Yellow lawns are one of the most misdiagnosed issues.

Most people think:

"It needs fertilizer"

Most of the time, it doesn't.

### The #1 Reason (Spring)

- Overwatering
- Saturated soil
- Reduced oxygen
- Poor root function

### Other Causes

Micronutrient Deficiency

- High pH ties up nutrients

Poor Drainage

- Waterlogged soil

## Disease

- TARR
- Gray Leaf Spot

Drought (Later Season)

What It's NOT

Usually not fertilizer

### Aaron's Tip

If your lawn is yellow in the spring, the first thing I look at isn't fertilizer—it's water."

## Why Do I Have Bare or Thinning Spots?

Bare spots don't happen randomly.

There's always a reason.

### The #1 Reason

Shade

No sunlight = no long-term turf

### Other Causes

- Traffic / wear
- Poor drainage
- Pet damage
- Uneven lawn (scalping)
- Infrequent mowing (Bermuda)

### Bermuda Issue (Very Common)

Most people don't mow often enough.

That leads to:

- Tall growth
- Debris buildup
- Grass laying over

## Why It Turns Brown When You Mow

You're cutting:

Stems, not blades

## The 1/3 Rule

Never remove more than 1/3 of the blade.

What to Do

- Mow every 4–5 days
- Or twice per week

## Why Do I Have Weeds?

Depends on timing.

The #1 Reason

Missed pre-emergent timing

## Fall Is Critical

Spring weeds are prevented in fall:

- Rescue grass
- Annual bluegrass

## DIY Schedule

- August 15
- October 15

## Spring Support

- January 15
- March 15

## Other Causes

- Not watered in
- Mowed too soon
- Thin turf

## Aaron's Tip

"If you're seeing weeds in spring, the problem usually started in the fall."

## Final Thought

Most lawn problems are not product problems.

They are:

- Timing
- Watering
- Mowing
- Soil
- Environment

If you get those right:

Most problems take care of themselves

If you don't:

You'll keep chasing them

# Final Thoughts

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There's no shortcut to a great lawn.

But there is a right way to do it.

## What It Really Comes Down To

A great lawn is built on:

- Proper mowing
- Proper watering
- The right grass for the environment
- The right nutrients based on your soil

## What Most People Get Wrong

They focus on:

Products

Instead of:

Process

## The Reality

You cannot fix:

- Shade
- Drainage
- Poor mowing
- Bad watering

With fertilizer.

## What Happens When You Get It Right

When everything is dialed in:

- Lawns green up faster
- Stay thicker
- Handle heat better
- Recover more consistently

## What Happens When You Don't

You'll keep:

- Chasing weeds
- Fighting disease
- Wondering why nothing works

## Final Message

A great lawn isn't an accident.

It's the result of:

- The right plan
- The right timing
- And the right decisions

## If You Want Help

If you want help with your lawn:

Go to [uglyweeds.com](http://uglyweeds.com)

Submit photos

I'll take a look and tell you what's actually going on.

## Closing Line

"Once you understand how lawns actually work in North Texas, everything becomes predictable—and that's when you start getting real results."

# READY TO FIX YOUR LAWN?

## ***What actually works in North Texas – and what doesn't.***

Most lawn problems are not hard to fix.

They're usually:

- Misdiagnosed
- Overcomplicated
- Handled at the wrong time

## **If your lawn isn't where you want it**

Keep guessing or Fix it the right way.



### **Not sure what's wrong with you lawn?**

Stop guessing. Send a few photos and get real answers based on what's actually happening

[UglyWeeds.com](https://uglyweeds.com)



## **FREE SOIL TEST + \$100 CREDIT \***

When you sign up for service:

- Professional soil test (\$149 value)
- \$100 credit toward your program

\*may not be combined with any other offers



## **Most companies guess. We don't**

We test your soil and build a plan that actually works



I'd rather earn your business with results than buy it with a discount.

**-Aaron**



Real lawns. Real answers. Real results.

817-886-4913 | [uglyweeds.com](https://uglyweeds.com)

# BEFORE YOU GUESS - WATCH THIS FIRST

Most people waste years trying to fix their lawn  
They:

- ✗ Add more fertilizer
- ✗ Water more
- ✗ Try different products

**And nothing works  
Because they're guessing**



## STOP GUESSING


If your lawn isn't where you want it to be:

→ There's a reason

And chances are:

→ I've already seen it - and explained it

## Start Here

 [www.youtube.com/  
@aaronshenanuglyweedstexas](http://www.youtube.com/@aaronshenanuglyweedstexas)

## WATCH REAL LAWNS - NOT THEORY

On my YouTube channel, I walk real lawns across North Texas and show you:



**What's  
actually  
wrong**



**Why it's  
happening**



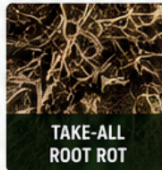
**What to  
fix first**



**What Not  
to waste  
money on**



OVERWATERING  
DAMAGE



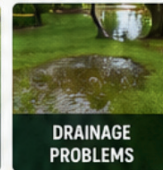
TAKE-ALL  
ROOT ROT



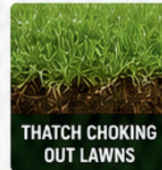
BROWN  
PATCH



SHADE  
ISSUES



DRAINAGE  
PROBLEMS



THATCH CHOKING  
OUT LAWNS



MOWING  
MISTAKES



## THIS WILL SAVE YOU TIME AND MONEY

Most lawn problems don't need more product.

They need:

→ The right diagnosis

Watch a few videos and you'll start seeing your own lawn differently.



## WANT HELP WITH YOUR LAWN

If you're serious about fixing it:

→ Go to [uglyweeds.com](http://uglyweeds.com)

→ Submit photos

I'll take a look and tell you:

- What's actually wrong
- If it's fixable
- And if we're a good fit to help



**WATCH  
THE VIDEOS**



**LEARN  
WHAT WORKS**



**FIX IT THE  
RIGHT WAY**



Real lawns. Real answers. Real results.

817-886-4913 | [uglyweeds.com](http://uglyweeds.com)

# Why Most North Texas Lawns Fail — and How to Fix It

Most lawn problems aren't caused by lack of effort.

They're caused by:

- The wrong plan
- The wrong timing
- And advice that doesn't apply to North Texas

In this book, Practical Agronomist Aaron Shehan breaks down what actually works — based on decades of real-world experience, not theory.

You'll learn:

- Why most lawns struggle (and how to avoid it)
- How soil, watering, and mowing actually impact results
- What to do each season to stay ahead
- How to diagnose problems before they get worse

**No shortcuts. Just what works.**



## NOT SURE WHAT'S WRONG WITH YOUR LAWN?

Stop guessing. Send a few photos and get real feedback based on what's actually happening in your yard.



SCAN THE QR CODE  
OR VISIT

[UglyWeeds.com](https://UglyWeeds.com)

✓ NO GENERIC ADVICE

✓ NO WASTED TREATMENTS

✓ JUST A CLEAR PLAN