



TRUGREEN 
Live life outside.®

Fact sheet

Company overview



Memphis, Tennessee-based TruGreen[®] is the nation's largest lawn care company, serving more than 2.3 million residential and commercial customers across the United States with lawn, tree and shrub care, and mosquito control services. TruGreen believes more life should be lived outside and is committed to providing a beautiful lawn to serve as the foundation for outside experiences and lifelong memories. As the leader in the professional lawn care industry, TruGreen helps define responsible lawn care practices, conducts industry-leading education and training, pioneers new application technologies and educates their customers on proper mowing and wise-use watering techniques. Today, there are approximately 315 TruGreen lawn care branches in the United States and Canada, plus about 40 franchise locations. Go to [TruGreen.com](https://www.TruGreen.com) or facebook.com/TruGreen for more information about TruGreen.

General facts

TruGreen history

TruGreen was founded in 1973 in Troy, Michigan, and is now the leading lawn care company in North America. They are proud to have many thousands of customers who have used their services for decades.

TruGreen services

TruGreen offers customers a choice of professional lawn care programs that best meet their lawn, family and regional needs—and saves them time. Applications by their trained lawn specialists provide a well-balanced blend of fertilizers and weed control throughout the year to offer solutions specifically tailored for customers' grass types. Based on current lawn conditions, TruGreen will recommend other services as needed to enhance the health of your lawn.

Targeted lawn treatments

TruGreen's certified specialists begin every lawn plan with their Healthy Lawn Analysis^{®*} to determine what a particular lawn requires for optimal health. Then they develop a treatment plan targeting the lawn's specific needs. And it's all backed by TruGreen's Healthy Lawn Guarantee^{®.♦}

Here are just a few of the highlights TruGreen customers can expect to see:

- **A Healthy Lawn Analysis[†] performed by a certified specialist**
- **Property visits every 4–6 weeks**
- **Personalized service summaries after each visit**
- **Bare or brown spots in a lawn will fill in with time as lawns respond to the program**
- **Specialists offer tips and suggestions for care between visits**
- **TruGreen will come out as often as needed between scheduled visits to ensure your satisfaction[♦]**

TruSignature[®], TruGreen's most comprehensive plan, which includes aeration and applications to lawn, trees and shrubs, provides protection for customers' valuable outdoor investments.

Other services TruGreen provides

TruGreen also offers mosquito control treatments, tree and shrub plans, and irrigation services, as well as commercial lawn service options.

*Purchase of full lawn plan required for Healthy Lawn Analysis, which is performed at the first visit. †Guarantee applies to full plan customers only.
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A professional approach



Professional application ensures that government-mandated standards are followed to provide the maximum benefit to both the environment and the homeowner. TruGreen® specialists undergo rigorous training developed by PhD agronomists who are committed to applying lawn and landscape treatments properly. Their certified lawn specialists are trained, licensed, bonded and insured. Rigorous training sets them apart from well-meaning do-it-yourselfers, who often inadvertently overuse lawn care products.

- **TruGreen specialists participate in the TruGreen AdvantEDGE training series, an industry-leading program that consists of intensive multiweek training in the classroom and on-the-job mentoring by senior specialists. Through this extensive training program, the specialists learn how to properly inspect and treat customers' lawns to meet their specific needs. Lawn specialists also learn how to educate homeowners about maintenance practices such as watering and mowing tips specific to each lawn.**
- **TruGreen understands the science of lawn care. Their lawn treatments include what is needed—and only what is needed. They apply only what has been approved for use by federal and state agencies responsible for reviewing these products.**
- **TruGreen's list of approved materials is continuously reviewed and approved by its chief science officer to ensure it meets or exceeds the criteria of the U.S. Environmental Protection Agency (EPA).**

All so their customers can benefit from healthy, enjoyable lawns for making outdoor memories with friends and families.

Commitment to environmental stewardship

TruGreen® has established their own set of environmental stewardship principles, backed by the Health, Safety & Environmental (HSE) Standard Operating Procedures (SOP) Manual that governs the operation of their business. TruGreen's branch, environmental, health and safety managers regularly perform audits to ensure compliance with the HSE SOP. Regional Technical Managers conduct an intensive audit as well.

TruGreen is committed to the development of new and better methods for taking care of the spaces that their customers call home. Their constant innovation and investment in research have helped them pioneer a number of common practices in the lawn care industry:

- **TruGreen continues to refine the use of products to target applications where needed.**
 - » **A patented dual-line delivery system allows targeted use of weed control on demand to problem-prone areas.**
 - » **TruGreen's fertilizer spreaders are equipped with deflector guards to mitigate off-target granule applications when treating near hardscape land areas.**
- **In various areas of the United States, TruGreen has voluntarily eliminated phosphate use as part of their normal maintenance applications, unless soil tests warrant its use.**
- **TruGreen has developed innovative services such as TruNatural®, which uses a 100% natural, granular fertilizer to improve a lawn's health and vigor.**
- **Route optimization for TruGreen production vehicles has led to significant reductions in fuel use and greenhouse gas emissions.**

TruGreen actively participates in a wide array of forums, committees and panels focused on methods of enabling our country to enjoy the environmental benefits of a healthy lawn while optimizing pesticide and fertilizer use.

They are active at the federal, state and local levels of government, as well as with numerous nongovernmental organizations. They want to work with environmental organizations and governmental policymakers in raising the performance bar for the industry.



Frequently asked questions

How quickly can homeowners expect to see results?

Lawns generally show improved green color within a week of each fertilizer application. Other lawn problems, such as weeds, may require several weeks to disappear following treatment. Difficult lawn situations may take longer to improve. TruGreen® works with the homeowners to ensure they create and meet proper expectations.

Does TruGreen offer customers a guarantee on lawn care?

Yes. With TruGreen's Healthy Lawn Guarantee®,[♦] they will help you get the lawn you want and will come out as often as necessary between scheduled visits to ensure your satisfaction.

How does TruGreen respond to customer complaints about service delivery, specifically regarding missed appointments?

TruGreen's relationship with their customers is the most important thing to them. They strive to provide their customers with trusted lawn care service that leads to more lawn enjoyment. Anytime a schedule changes, they try to communicate this directly with their customers in a timely manner. They listen to their customers' feedback and respond accordingly. TruGreen's proven ability to communicate effectively with their customers is why they're the industry leader, and they will continue to work with their customers to further strengthen the lines of communication and continue to provide quality service.

Do homeowners need to continue the program indefinitely or is one year enough to get the lawn into shape?

TruGreen is proud to have many thousands of customers who have done business with them for decades. Continuing with the TruGreen program year after year ensures that the lawn remains green and virtually weed-free.

It is important to note that the TruGreen professional lawn care program is an ongoing, cooperative effort of the appropriate treatments supplemented by homeowner cultural practices such as mowing and watering. TruGreen service continues year after year until the customer advises them to discontinue. Customers find that continuing the program from season to season and year to year is the best way to maintain the lawn to their expectations.

This continued service offers a convenience to TruGreen customers and allows the lawn care specialists to maximize the effectiveness of the pre-emergent application by controlling weeds before they appear.

Aside from aesthetics, are there any other benefits to having a healthy lawn?

Many TruGreen customers understand that the benefits of a healthy lawn go far beyond looks. Healthy lawns contribute social and environmental benefits to communities as well:

- » **Spending time enjoying a healthy lawn can decrease stress, improve attention span and boost immunity.**
- » **Healthy lawns can enhance air quality, generate oxygen, have a cooling effect, sequester carbon dioxide and conserve water resources by reducing runoff and recharging the water table through filtering associated with vibrant grass.**