

**Grassroots Natural Lawn Care**  
One Maple Lane  
Plainville, NY 17483

**Property Analysis & Proposal**

October 23, 2014

Mr. & Mrs. George Jones  
14 Garden Drive  
Plainville, NY 17483

Dear Mr. & Mrs. Jones,

Thank you for the opportunity to provide this proposal for organic turf maintenance. Based on a survey and analysis of your property taken on October 7, we are pleased to offer you the following program.

Our organic turf maintenance program completely eliminates the use of chemical pesticides. The program is based on sound scientific principles of enhanced soil biology to produce a healthy and aesthetically pleasing lawn. There will be no pesticide warning flags on your property, and your children and pets can play on the lawn at any time.

Because your property has previously been maintained using chemical controls, the natural biology in the soil has been compromised and will take some time to restore. This will be accomplished using organic fertilizer, soil conditioner and other amendments. Natural weed controls will be used, but weeds are nature's erosion control and you may notice some additional weeds while the lawn is in transition.

We will cut the turf at the optimum height for healthy growth and weed suppression, which is three inches. If you would like to have the lawn cut shorter for special occasions, please let us know in advance. Our specially modified mowing equipment will return grass clippings to the lawn to enhance soil biology.

Our schedule of services is as follows:

**Step One: Soil Test and Analysis**

*Like a doctor's physical, the soil test reveals the condition of the soil under the surface, and identifies particular elements which are out of balance.*

(\$100-250)

**Step Two: Soil Enrichment (Early Spring)**

*We apply organic soil conditioners and fertilizer to your property to enhance biology.*  
(*\$250-400*)

**Step Three: Weed Control (Early to Mid Spring)**

*We apply natural weed controls to prevent weed seed germination.*  
(*\$125-250*)

**Step Four: Over-seeding (Late Spring)**

*New grass plants are added to the lawn in a constant turf-renewal process*  
(*\$175-300*)

**Step Five: Summer Maintenance**

*Additional applications of fertilizer and soil conditioner are required,*  
(*\$150-275*).

**Step Six: Fall Booster**

*We relieve soil compaction through aeration, add additional seed and soil conditioner*  
(*\$250-400*)

Our organic turf maintenance program includes all materials, supplies, equipment, lab fees, labor, licenses and insurance. Pending an analysis of the results of a laboratory soil test, we anticipate the annual cost for our organic turf maintenance program will be in the area of \$\_\_\_\_\_. Weekly mowing, clipping and cleanup will be billed at \_\_\_\_\_ per visit. Spring and fall cleanups will be billed at \_\_\_\_\_ each.

Our staff has been professionally trained in organic turf system maintenance, and our work is guaranteed. Your complete satisfaction and peace of mind are our goals, and we would welcome the opportunity to add you to our growing family of satisfied customers.

I am enclosing some information about organic lawn care. Please call me with any questions or to discuss any of the details of this proposal.

Sincerely,

Don Wagner,  
President  
Grassroots Natural Lawn Care

DW:nl  
enclosures