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**Award Winning**  
Landscape, Design, Pools, Ponds, Water Falls, Patios, Decks, Retaining Walls, Lighting, Drainage, and more!

# Prime's Clippings

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## Midsummer Report gets an A!

July was a roaring success compared to June. We started off with near torrential rains which helped erase the drought-like conditions we had seen in June, and then we continued to see widespread rain periodically through the remainder of the month. August will probably revert back to the hot and dry conditions we expect, but at least we got a decent reprieve. So now its back to

monitoring your watering, watching for chinch bugs, watching for the pale yellow streaks indicating gray leaf spot in your St. Augustine, and remember that grub worms are just starting to feed. There are a few hurdles to cross before the cooler weather of Fall gets here, but July has paved a pretty good path to finish the race.



## Fall is for Planting

Every year we like to remind customers that fall is an excellent time for landscape improvements. Everyone gets spring fever and enjoys freshening up their yard in spring, but well informed gardeners know that fall is really the best season for planting most of our landscape ornamentals. Trees, shrubs, and perennials that are planted in September through December get to take advantage of our traditionally mild temperatures and regular rains. Plants that go in the ground in the fall have reduced heat stress now and are better equipped to handle the inevitable dry conditions of next summer.

Now of course it is always possible to have an unusual winter event such as the heavy snow of last February, but that is the exception, not the norm. Although most plants will show little or no top growth during the winter, it's what is going on in the ground

that counts. Root systems thrive in our mild fall weather and grow vigorously all winter, giving you bigger, healthier plants next year.

Some exceptions to this rule would include less winter hardy zone 8 or 9 plants such as palms, pittosporum, Asian jasmine, or St Augustine lawns.

### NOW PAY ATTENTION!

The fall planting starts in early September, so this gives you one month to contact us, make an appointment, get your estimate or plan, tweak it, and get on the schedule. **Call today to start the process!**



*Our goal is to fulfill the needs of the customer by providing timely, quality services and products.*

**Thanks for your business!**

### August Chores:

- Mow regularly & leave clippings on lawn
- Treat or watch for chinch bugs, gray leaf spot, and grub worms
- Check sprinkler system
- Mulch beds
- Hand water dry spots, annuals, and newly planted areas
- Prune roses and fertilize for a big Fall show!

## A Late Summer Surprise

Right around the end of August, when you have just about given up on keeping your plants pretty, up jumps a little shoot of fresh green growth. In just about a week it is 2-3 ft tall and a gorgeous spidery bloom appears. If you haven't found a spot in your beds for the Surprise Lily, or Lycoris, consider finding one soon. Excellent in a mondo grass bed or all by themselves, a few clusters of this beauty will ease you pleasantly into Fall. *Lycoris radiata*, *Lycoris squamigera*



## August is the Month for Grubworm Control

Don't forget! August is the best time of year to treat for grub worms. Most of our grub damage is brought on by the larva of the June beetle, and they are easiest to kill at an early stage of their growth. Not every yard will have a large enough population to cause damage, but if you have had one in the past you may be in a location that is prone to infestation. Lawns close to street lights where June bugs gather are often hit, and ironically they may attack well watered lush lawns—maybe it is easier for them to dig. They will start doing serious damage to turf over the next two months, so treat now to prevent damage.

**Prices start at just \$75.00!** (up to 2500 sq ft - Prices based on sq footage of turf)

**Call today for a quote for your lawn.**



And don't forget about me, Fernando the chinch bug!

### Protect your New Plants!

This summer has been fairly mild so far, but forecasters are calling for a hot and very dry August. Don't forget to pay attention to anything you have planted this year, and hand water new trees and shrubs!

## Landscaping Your Bottom Line

A well designed landscape makes any building more attractive and enjoyable. Plants are beautiful, but shouldn't be thought of as extras or luxury items. A small investment in landscaping can offer big returns. Good landscaping benefits your bottom line in two significant ways: by reducing energy consumption and associated energy costs, and by increasing the value of both residential and commercial properties.

### Made In The Shade Trees

Strategically placed deciduous trees (those that lose their leaves in winter) can reduce cooling costs in the summer while allowing for passive heating from the sun in the winter.

In warm climates, over half of the residential energy consumed is used for air conditioning. An American Forests study in Dade County (Miami) Florida found that trees provided direct energy savings equaling 3.3% of total consumption. The same study estimated that the addition of one mature tree in the right place per residence would provide an additional 6.4% energy savings.

The US Department of Energy reports that an outdoor air conditioning unit operating in the shade uses about 10% less electricity than one operating in the full sun. When installing plants to shade an air conditioning unit, be sure to allow plenty of room for air circulation around the unit.

Trees and shrubs on the Northwest side of a building can also serve as windbreak, lessening the impact of those winter cold fronts that blow through North Texas.

### Valuable Property

In today's extremely competitive real estate market, owners of residential and commercial properties are looking for ways to stand out from the crowd of options for buyers and lessees. Landscaping is one of the few property improvements that actually increases in value over time. Other renovations usually return less than the amount invested.

Both homes and business can benefit from better land-

scaping. A study conducted by the University of Washington showed that customers were willing to travel greater distances to shop in landscaped shopping districts. They perceived customer service to be 15% higher in these shopping districts (perhaps the improved landscaping improved employee's attitudes) and were willing to pay 11% more for products.

What do consumers value most in a landscape? A United States Department of Agriculture-Cooperative State Research Education and Extension Service funded survey conducted at home and garden shows in seven states including Texas gave consumers 16 different computer generated landscape options for the same home. They were asked to assign values to each option. Here are some of the results of this survey:

- Design sophistication accounted for 42% of the value added to the home. It pays to curve those bed lines and add island plantings.
- Plant size accounted for 36% of the value added. That's why landscaping appreciates over time.
- An investment of less than \$250 in color plants- flowering annuals and perennials- added nearly \$1000 to home value, a 400% return on investment.

Do-it-yourself or go the do-it-for-me route, investing in landscaping can reduce energy consumption and increase property values. When looking for ways to improve your bottom line, think outside the building!

*Special thanks to Laura Miller at Tarrant County Extension Service for these interesting insights.*

