

GrassRoots Turf Expands Lawn Disease Services Across All Franchise Locations

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GrassRoots Turf has expanded its lawn disease services to every state where the company maintains franchise locations, giving residential and commercial customers across the Southeast access to specialized treatments for turf-related fungal problems.

The expansion brings professional diagnosis and treatment of common lawn diseases to customers throughout Alabama, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina. Lawn diseases such as brown patch, dollar spot, and large patch can spread rapidly in warm, humid climates, damaging turf that has otherwise received consistent care. The addition addresses a gap in seasonal lawn maintenance that many property owners in the region encounter during periods of high heat and moisture.

Lawn diseases are frequently caused by fungal pathogens that thrive in specific temperature and humidity conditions common to the Southeast. Left untreated, these conditions can move quickly across a lawn, undermining the results of fertilization and weed control programs. By offering GrassRoots Turf lawn disease

treatments as part of its broader service menu, the company aims to help customers protect the long-term health of their turf.

"Homeowners across the Southeast invest a great deal in keeping their lawns healthy, and disease can undo that progress in a matter of days," said Josh Wise, a spokesperson for GrassRoots Turf. "Extending these treatments to all of our franchise locations means customers now have a consistent option for identifying and addressing turf disease before it spreads."

The new offering complements the range of services the company already provides, including weed control, lawn fertilization, liquid aeration, mosquito control, and tree and shrub care. Trained technicians evaluate the condition of a lawn, determine whether a disease is present, and apply the appropriate treatment based on the type of pathogen and the grass variety involved.

"Diagnosis is often the most important step," Wise added. "A brown area in a lawn can result from several different causes, and treating it correctly requires understanding what is actually happening beneath the surface. That is the expertise our teams bring to every property they service."

GrassRoots Turf has structured the lawn disease treatments to work alongside existing lawn treatment programs, allowing customers who already receive care from the company to add disease management without arranging service through a separate provider. The approach reflects the family-owned business model that has guided the company since it began providing lawn treatments.

Warm-season grasses common throughout the region, including Bermuda, zoysia, and centipede varieties, are each susceptible to particular diseases at different points in the growing season. The expanded coverage is intended to give property owners in all served states timely access to treatment as conditions change from spring through fall.

GrassRoots Turf is a family-owned and operated lawn care company that has provided lawn treatments since 2002. Based in Acworth, Georgia, the company serves residential and commercial customers across the Southeast, including Georgia, Alabama, South Carolina, North Carolina, Mississippi, and Louisiana. Its services include weed control, lawn fertilization, liquid aeration, mosquito control, tree and shrub care, and lawn disease treatments, supported by a Weed Free® guarantee under its lawn treatment program.

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For more information about GrassRoots Turf, contact the company here:GrassRoots TurfJosh Wise833-664-7277service@grassrootsturf.comGrassRoots Turf100 Holt Drive, Acworth, GA 30101

GrassRoots Turf

GrassRoots Turf delivers worry-free lawn care with its Weed-Free® Guarantee. Serving the Southeast, we specialize in weed control, fertilization, aeration, and mosquito control for healthier lawns and happier customers.

Website: https://grassrootsturf.com

Email: service@grassrootsturf.com

Phone: 833-664-7277