

GrassRoots Turf Introduces Video Recorded Treatments Through Technician Body Cameras

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GrassRoots Turf, a family-owned lawn care and weed control company serving the Southeast, has become the first in the industry to record every lawn care treatment performed at customer properties. Through a new program that equips technicians with wearable cameras, the company now documents each service visit from start to finish.

The initiative introduces GrassRoots Turf body cams across the company's service teams, capturing a complete record of the work carried out on each property. The recordings allow customers to see exactly which areas were treated, how the service was performed, and confirm that agreed-upon work was completed. No other lawn care provider currently offers video documentation as a standard part of its service.

The recorded footage also serves practical purposes beyond verification. Technicians follow established protocols that include removing toys from the lawn before treatment and closing gates after a service is finished. The video record provides a way to confirm these steps were taken, adding a layer of accountability

to routine visits when property owners are not home.

"Homeowners deserve to know precisely what happens on their property when they are away at work or running errands," said Josh Wise of GrassRoots Turf. "Recording every treatment removes any uncertainty. If a customer has a question about a visit, there is a clear record to reference. It reflects the level of transparency the company has always aimed to provide."

The documentation program applies across the range of services GrassRoots Turf offers, including weed control, lawn fertilization, liquid aeration, mosquito control, and tree and shrub fertilization. Each of these services follows a defined process, and the footage captures how technicians apply treatments and address problem areas identified during a visit.

GrassRoots Turf has provided lawn treatments since 2002 and has built its approach around customer communication and accountability. The company maintains an unlimited service call policy, meaning customers who notice a weed or pest concern between scheduled visits can request a return at no additional charge. The addition of recorded visits extends that commitment by giving customers a direct view of the work they receive.

"Accountability has to be more than a promise," Wise added. "When a technician knows the visit is documented, it reinforces consistency on every property. Customers can review the footage and see the same standard applied each time."

The company serves both residential and commercial customers across Georgia, Alabama, South Carolina, North Carolina, Mississippi and Louisiana. Its lawn treatment program includes a Weed Free® guarantee, with all necessary applications covered under the service fee.

GrassRoots Turf is a family-owned and operated lawn care company based in Acworth, Georgia. Since 2002, the company has offered weed control, lawn fertilization, tree and shrub care, liquid aeration, and mosquito control to homes and businesses throughout the Southeast. The company built its reputation on straightforward service practices and a focus on customer satisfaction, and the introduction of recorded treatments marks the latest step in that ongoing effort.

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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