

GrassRoots Turf of East Alabama Marks Two Years of Lawn Care Service

October 23, 2026

HEFLIN, AL - October 23, 2026 -
GrassRoots Turf of East Alabama has reached its second anniversary as a locally owned lawn care provider, a milestone that reflects steady growth and expanding service across the region. The company, founded and operated by Vince Collins, now serves communities throughout East Alabama, including Anniston, Heflin, Oxford, Talladega, and Wedowee.

Since opening its doors, the lawn company has built a service lineup that includes lawn care, fertilization, liquid aeration, weed control, tree and shrub care, mosquito control, soil testing, and lawn disease treatments. The two-year mark arrives as the business continues to add technicians, broaden its coverage area, and refine the methods it uses to treat lawns across varied Alabama soil and climate conditions.

Collins launched the lawn care company with a long-term vision centered on family and community. That focus has shaped how the business operates, from its technician training programs to its practice of recording each service visit with body cameras, a measure the company adopted to support transparency and give

customers a clear record of the work performed on their property.

"Reaching two years is a reminder of how much a community will support a business that shows up and does the work the right way," said Vince Collins, owner of GrassRoots Turf of East Alabama. "The goal from the start was to build something lasting for my family and to treat every lawn in this area as if it were my own."

The anniversary follows a period of consistent activity in the local market. The company has sponsored youth sports teams and assisted area schools with fundraising efforts, tying its growth to the neighborhoods it serves. Technicians receive ongoing training as the business evaluates new products and industry practices, an effort Collins says is tied directly to seasonal conditions that affect Southeastern lawns throughout the year.

"Lawn care in this part of Alabama changes with every season, and October is a good example of why timing matters," Collins said. "Staying current on methods and products is how the company keeps delivering results for homeowners year after year."

The two-year point also reflects the company's emphasis on service standards over rapid expansion. Collins has described the body camera practice and technician training as part of a broader commitment to accountability, noting that customers benefit when a company can document exactly what was done during each visit.

GrassRoots Turf of East Alabama operates from Heflin, Alabama, and provides residential and commercial lawn treatment services to the surrounding East Alabama communities. Additional information about the company and its founder is available at grassrootsturf.com/about-grassroots-east-alabama. The business offers lawn care, weed control, fertilization, liquid aeration, mosquito control, and tree and shrub care, along with soil testing and disease treatments. More about the company's history and community involvement reflects its founding aim of building a meaningful legacy through dependable local service.

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For more information about GrassRoots Turf of East Alabama, contact the company here:GrassRoots Turf of East AlabamaVince Collins833-664-7277Grassroots@grassrootsturf.com2209 Co Rd 114, Heflin, AL 36264

GrassRoots Turf of East Alabama

GrassRoots Turf: The Lawn Care & Weed Control Experts. Family-safe lawn treatments, fertilization, liquid aeration, mosquito control, tree & shrub care, and our Weed Free® Guarantee?helping homeowners grow

healthier, greener lawns.

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