

GrassRoots Turf Receives 2026 Consumer Choice Award for Excellence in Lawn Care Services

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GrassRoots Turf, a leading lawn care provider serving the Southeast United States, has been recognized with the 2026 Consumer Choice Award for lawn maintenance, marking a significant achievement in the company's commitment to delivering superior lawn care services across its six-state service area.

The Consumer Choice Award represents an independent validation of service excellence, recognizing companies that consistently deliver outstanding results and customer satisfaction. GrassRoots Turf earned this distinction through its comprehensive approach to lawn care, which includes weed control, lawn fertilization, liquid aeration, mosquito control, and tree and shrub care services.

"Receiving the Consumer Choice Award validates the dedication our team brings to every property we service," said Josh Wise, President of GrassRoots Turf. "This recognition reflects our commitment to science-backed treatments and our guarantee that sets us apart in the industry. When customers choose GrassRoots Turf lawn care services, they're choosing a partner who stands behind their work with unlimited

service calls and a weed-free guarantee."

The award comes as the company celebrates more than two decades of service, having established operations in 2002. Throughout its history, GrassRoots Turf has built its reputation on providing comprehensive lawn treatment programs that address the unique challenges faced by homeowners in Alabama, Georgia, Louisiana, Mississippi, North Carolina, and South Carolina.

The company's all-inclusive lawn care approach eliminates the uncertainty often associated with lawn maintenance. Rather than charging for individual treatments or unexpected issues, GrassRoots Turf provides comprehensive coverage that includes all necessary applications throughout the year. This service model has proven particularly effective in maintaining healthy, vibrant lawns while providing customers with predictable monthly costs starting at $28.

Liquid aeration, one of the company's specialized services, represents an advancement in lawn care technology that helps break up compacted soil without the disruption of traditional mechanical aeration. This process allows water, oxygen, and nutrients to reach grass roots more effectively, promoting healthier growth and improved resistance to environmental stresses.

The Consumer Choice Award evaluation process considers multiple factors including service quality, customer satisfaction, and industry reputation. Companies receiving this recognition must demonstrate consistent excellence across all service areas and maintain high standards of professional conduct.

Beyond traditional lawn care, GrassRoots Turf addresses comprehensive outdoor maintenance needs including mosquito control and tree and shrub fertilization. These additional services complement the core lawn care program, creating healthier outdoor environments for both residential and commercial properties.

The company's technicians undergo continuous training to stay current with the latest lawn care techniques and environmental regulations. This commitment to professional development ensures that every treatment application meets industry best practices while delivering optimal results for each specific lawn type and regional growing condition.

GrassRoots Turf operates as a family-owned business with locations throughout the Southeast. The company maintains professional affiliations including membership in the National Association of Landscape Professionals, demonstrating its commitment to industry standards and continuous improvement. With this latest recognition, the company continues to expand its presence while maintaining the personalized service approach that has defined its success for over twenty years.

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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.

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