



Parshall Lawn Care Launches Smart Irrigation & WaterSense?Aligned Lawn Program to Cut Outdoor Water Waste

June 04, 2026

TRAVERSE CITY, MI - June 04, 2026 - PRESSADVANTAGE -

Parshall Lawn Care Experts has announced a new Smart Irrigation & WaterSense?Aligned Lawn Program for homeowners in Traverse City and across Grand Traverse County. The program is designed to help residents reduce outdoor water waste and improve lawn performance by pairing irrigation system assessments with scheduling and hardware recommendations based on U.S. Environmental Protection Agency (EPA) WaterSense guidance.

Parshall Lawn Care Experts currently provides fertilization, weed management, and lawn pest services throughout the region, emphasizing eco?conscious turf?care practices.

Earlier in 2026, the company introduced a Climate?Resilient Lawn Program that focused on helping lawns tolerate heat and drought through adjusted mowing, soil?health management, and species selection.

The new irrigation-focused initiative extends that work by targeting how water is applied.

Outdoor water use and the role of irrigation: According to EPA WaterSense statistics, outdoor water use accounts for nearly 30% of household water use on average and can reach 50% or more in arid regions during summer months.

EPA further notes that as much as half of the water used outdoors may be lost through evaporation, wind, or runoff—often because of over-watering or inefficient irrigation equipment.

WaterSense research indicates that smart irrigation controllers—devices that adjust watering schedules based on weather and soil-moisture data—can reduce outdoor water use by an average of 15% compared with conventional clock-timers, and in some cases by as much as 30%.

Other technical reviews have documented that turfgrass landscapes managed with climate-appropriate irrigation scheduling can maintain acceptable quality with substantially less water than traditionally applied, especially when combined with deeper, less frequent watering and attention to soil conditions.

Residential lawn irrigation is also linked to water-quality concerns. EPA guidance on nutrient pollution warns that over-watering can wash lawn fertilizers and other chemicals from yards into nearby streams and lakes, where they can contribute to algal blooms and oxygen depletion.

Program design and services: The Smart Irrigation & WaterSense-Aligned Lawn Program incorporates these findings into a local service package that includes:

Irrigation system audits to check for leaks, overspray onto hard surfaces, and uneven coverage, referencing EPA recommendations such as watering early in the morning and avoiding irrigation during windy conditions.

Controller optimization that adjusts existing timers to more closely follow WaterSense scheduling guidance, including seasonal adjustments and deeper, less frequent watering where appropriate for the site.

Upgrade recommendations for homeowners who wish to install WaterSense-labeled smart irrigation controllers, pressure-regulating heads, or more efficient nozzles, with the aim of reducing runoff and aligning runtime with plant needs.

Soil- and plant-based guidance that integrates irrigation changes with Parshall's existing recommendations on mowing height, fertilization, and species selection from its Climate-Resilient Lawn Program.

Homeowner experience and demand for services: Customer experiences suggest that many residents look

for consistent, reliable help with both lawn care and related services like pest control. Traverse City area customer, Alexis Johnson Google Review, wrote in a public review:

"This place is great! If you need pest control or help with lawn care this is the place to go! Everyone I spoke with was extremely kind and very helpful especially Ariana! 10/10 would recommend and will continue to go to them in the future!"

Industry analysts estimate that lawn care services constitute a significant segment of the broader U.S. landscaping industry, which reached roughly USD 176.7 billion in 2026.

Recent market reports highlight that demand is increasingly shaped by concerns about water efficiency, sustainability, and regulatory compliance, leading providers to adopt technologies such as soil moisture sensors, high-efficiency nozzles, and smart controllers.

Local relevance in Grand Traverse County: In Grand Traverse County, summers can include extended dry periods, localized watering restrictions, and heightened public interest in protecting inland lakes and streams that are central to the region's recreation and tourism economy.

By focusing on irrigation efficiency and runoff reduction, the Smart Irrigation & WaterSense Aligned Lawn Program is intended to give homeowners evidence-based tools to maintain functional lawns while using water more carefully and limiting nutrient losses to local waterways. Read more at <https://www.facebook.com/parshall.turf>.

Parshall Lawn Care Experts is a Northern Michigan lawn care provider serving homeowners and other properties in Traverse City and surrounding communities. The company offers fertilization, weed management, and lawn pest services with an emphasis on organic options and environmentally conscious practices, including eco-friendly product choices, climate-resilient lawn strategies, and, now, smart irrigation programming informed by EPA WaterSense principles. Learn more at <https://parshallawncare.com/lawn-management-traverse-county>.

###

For more information about Parshall Lawn Care, contact the company here: Parshall Lawn Care
Corey Parshall 231 409-1295
info@parshallturfcare.com
Parshall Lawn Care Experts
12935 S W Bay Shore Dr #280
Traverse City, MI 49684
Phone: (231) 409-1295
Email: info@parshallturfcare.com

Parshall Lawn Care

Parshall Lawn Care Experts of Traverse City, MI are expert professional pest control services in Grand Traverse County, MI. Specializing in tree care, lawn maintenance, fertilization, weed control, aeration, and insect & disease control.

Website: <https://parshallawncare.com/lawn-management-traverse-county/>

Email: info@parshalturfcare.com

Phone: 231 409-1295

