



CMS Curb Appeal

A more personal approach to lawncare

Round 1, 2021
413-533-3300



FROM THE TOP

Well, here we are starting our 47th season and I know that I say it every year, but I'm really excited for what this season is about to bring. After this past year with all the struggles we have all endured, it seems that things are starting to get a little better. We continue our efforts to keep our employees and customers safe at all times, and look forward to when all this is behind us.

47 years ago I would never have thought that I would still be in the landscape industry in 2021. The time has flown by and I have enjoyed it all. I don't think I'm going to retire anytime soon because honestly, I am having way too much fun. However, I do want to slow down a bit and spend more time with my wife and new grandson. So, effective January 1st my son Matthew has taken over as president of the CMS Landscaping Corporation. Honestly, he has worked here on and off since he was about 10 years old. His passion and vision for CMS Landscaping Corp. is enlightening. We are so proud of his accomplishments and the expectations he has for himself and CMS Landscaping Corp. going forward.

Things sure have changed in these 47 years. Back then everything was done with paper and pencil and today everything is done with new and ever-changing technology. The other day they took away my measuring wheel and gave me a tablet and said here is your new wheel. We can measure your lawn using a very cool program called "LAWNBOT". It's awesome and so much more efficient! You can check it out on our website along with our CAW (Customer assist website) at www.cmslandscaping.com. The use of all

this new technology has certainly made many tasks much easier and created opportunities for us to do things differently and more efficiently. So, as we move ahead with technology, this will be our last hard copy publication of **The CURB APPEAL**, but we will continue to publish future editions electronically. Please notify us if you have not already provided an email address. We do not sell or share any information.

Auto Mower - Update on a new product that we introduced last year, the Husqvarna Auto Mower. It has been a great success and the folks who have had them installed absolutely LOVE them.

Once installed, the robotic mower cuts your lawn 24/7 and is easily programmed on your phone. The lawn never looks like it needs to be cut, and it looks a lot healthier. No noise, no smelly gas fumes, no stress from heavy equipment, no grass clipping clumps, and he never calls in sick! It really is an environmentally sound turf practice. We'll do the installation and maintenance for the devices including regular inspections. We have a short video on our website of "SNIPPY" (the name we gave ours). Check it out and if you're interested give us a call.

www.cmslandscaping.com



FROM ELAINE'S CORNER OF THE WORLD



Welcome to Spring 2021. Although it may seem like last spring with masks and social distancing still in place, I am confident there is light at the end of the tunnel and brighter days are ahead.

Speaking of brighter days - as I am writing this, we have just turned the clocks ahead 1 hour. Is anyone else like me? I can easily waste an hour doing absolutely anything/nothing at any given time and not give it a thought, but to lose an hour once a year, it completely messes me up! Sleep pattern is off, mealtimes are off, - It takes me 2-3 days to straighten out. I don't know what it is - maybe I'm just crazy! 😊

So, 2021 starts our 47th season and its year 18 for me here at CMS. I never thought when I left my corporate HR career that I would find myself in a landscaping company. But here I am, and it was one of the best decisions I ever made (although I do miss the frequent flyer miles I used to get).

We have added some new folks to the office over the last few months. Of course, thankfully, Karen is always with us, but she is focusing more on scheduling the work and the technicians now. If you call the office chances are, you'll speak to either Ashley or Kelsey. I am sure either one of them will be able to help you or get you the answers that you need.

We have lots of ways for you to get in touch with us. Write us a note, Give us a call, Send us an Email, Log into our Customer Assistant Website (CAW), or check us out on Facebook. Please be sure to let us know if there are any changes to your account. New phone number, email address, etc. Also, if there are any changes to the treatment area on your property. - Have you put in a pool, added a garage, taken down trees, added garden beds, etc. Just let us know and we will be happy to remeasure to make sure we get the right pricing for you.



PLEASE let us know your email address so you don't miss future editions of THE CURB APPEAL, and other special offers.

• PLEASE REMEMBER OUR TURF TIPS •

MOWING – Raise your mower to the highest setting – the taller the grass

- the deeper the roots will go
- the less weeds there will be
- the more green you will see
- it keeps the crown of the plant shaded and healthy
- Only take off 1/3 of the grass plant when you mow. Ex - grass is 4" don't take more than 1.5" off when you mow.

WHEN – To help reduce the stress on the plant

- Mow when grass is dry to avoid clumping
- During the cooler part of the day - morning or late afternoon

BLADES – Always keep your mower blades sharp

- Dull blades will tear the grass not cut it.
- Ragged edges are an invitation for disease

GRASS CLIPPINGS – Leave the grass clippings

- They add nutrients back into the soil
- They DO NOT add to thatch
- Don't use them as mulch because of weed control that may have been applied



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