

# LAWN CARE INDUSTRY

## DAVEY TREE EXPERT CO. expands Lawnscape service.

Effective March 1, 1977, Davey Lawnscape Service, the chemical lawn care division of The Davey Tree Expert Co., has expanded its Akron, Canton and Cleveland operations and opened new offices in Detroit and Pittsburgh.

"The reason we are expanding our Lawnscape operation is because of the tremendous acceptance this Davey service has received in Akron, Canton and Cleveland over the past two years," said J. Martin Erbaugh, general manager, Lawnscape division.

The new Detroit office, located at 1908 Thunderbird St., Troy, will be managed by Frederick J. Fassett.

In Pittsburgh, Gordon L. Ober will head the new operation based at Spring Run Rd., Corapolis.

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## HOW MUCH IS THE LAWN of a suburban home worth?

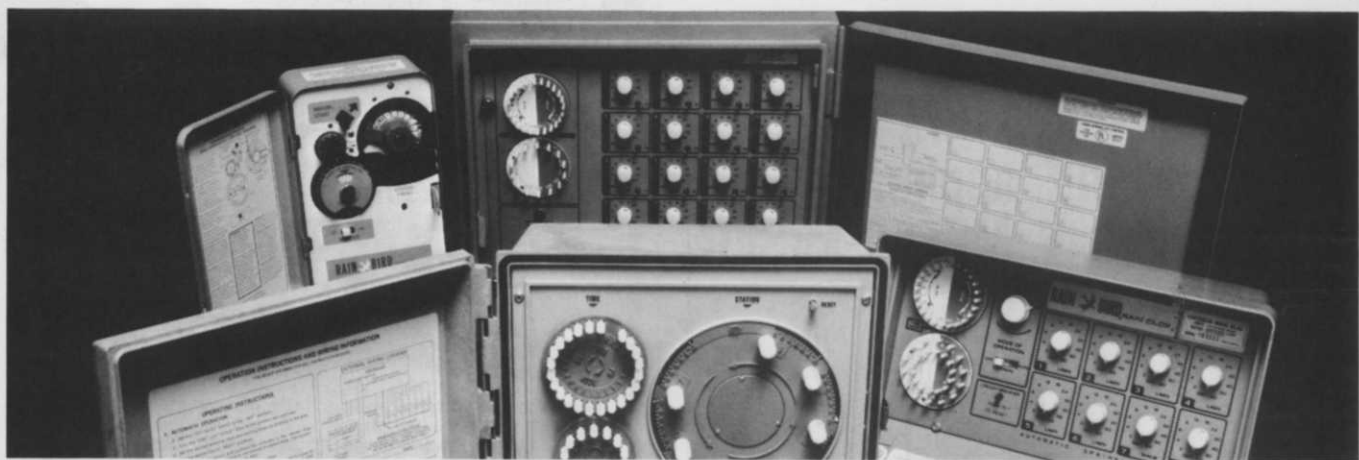
O.M. Scott & Sons decided to find out. They asked an independent research organization to put the question to 98 realtors, located in Chicago, Denver and Northern New Jersey.

In the survey, the realtors first were asked what dollar difference a thick, green, weed-free lawn would make in the sale price of a \$45-50,000 home. Their replies indicate that a lawn improved this way would add an average of more than \$1,400 to the resale value. Attractive flowers, trees and shrubs, they feel, would add about \$1,500 more, for a total of \$2,900.

When asked "Why do/don't you think a thick, green, weed-free lawn would increase the speed of the sale?" almost three-fourths of the realtors say it makes a significant difference, and 24 of these cited the importance of a good first impression.

Other reasons given included the way a nice lawn enhances the whole property, the fact that it provides a good guide to the condition of the house and the savings in time and money to the buyer.

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