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## **New LawnAmerica Branch in NW Arkansas**

NW ARKANSAS, [March 8, 2007]— LawnAmerica has recently opened a branch in NW Arkansas. LawnAmerica specializes in weed-control and fertilization of residential and commercial lawns. Other services provided by LawnAmerica include tree & shrub care, aeration, fescue seeding, insect and disease control, turf growth regulator, mole control, and perimeter pest control. LawnAmerica also offers an organic-based fertilizer option, and also uses organic products in most of its fertilization programs.

LawnAmerica is owned by Brad Johnson, and based out of Tulsa, Oklahoma. Brad was in business in NW Arkansas in the early 1990's as the founder of 1st Choice Lawncare out of Rogers, Arkansas. Brad sold the business in 1996 to his Manager at the time who successfully operated it until 2006 at which time it was sold to a national company, Trugreen Chemlawn.

LawnAmerica is a franchisor of lawncare with currently seven franchisees in surrounding areas. Brad is working with local Branchisee Scott Jacobs in starting a local LawnAmerica in Benton County which eventually will be turned over to him. *"We believe strongly in the value of local ownership, in providing quality service to customers,"* Brad says. *"Our goal is to help Scott, who is from the NW Arkansas area, germinate LawnAmerica and then turn it over to him and continue to support him as he grows the business. NW Arkansas is a great area with a real need for truly professional lawncare provided by the passion of a local operator."*

Brad Johnson has been in the lawncare business for over 22 years. He started Green-Up! in Tulsa, Oklahoma, in 1984 and successfully operated it for 10 years before selling to Trugreen Chemlawn. After seeing the effect of the new corporate ownership on his old customers and employees, it was then that he started several 1st Choice operations, including one in Arkansas. After selling those and waiting for his 5-year non-compete to expire, he started LawnAmerica in 1999, growing it into the largest local independent lawncare company in Tulsa. Franchising began two years ago with operators in Dallas, Oklahoma City, Eastern Pennsylvania, and Atlanta.

The local LawnAmerica of NW Arkansas can be reached at (479) 419-5885, or [scottjacobs@lawnamerica.com](mailto:scottjacobs@lawnamerica.com). Brad Johnson can be reached at [brad@lawnamerica.com](mailto:brad@lawnamerica.com). LawnAmerica's Web site is [www.lawnamerica.com](http://www.lawnamerica.com).