



Communication and Trust:

A Recipe for Growth



Your Success
Our Science

Zach Lane

Bayer Area Sales Manager
in Southwest Florida

Craig Devereaux

Lawn Route Manager
for Turfmaster Lawn Services



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At 5:30 am, Craig Devereaux, Lawn Route Manager for Turfmaster Lawn Services, opens up shop, loads up the trucks and starts his team off. On Turfmaster's first day in 1991, he was gearing up for three customers. Yep, three. Today's task? A chunk of the 15 routes reaching more than 5,000 customers around Sarasota, Florida. Growth like that doesn't happen by accident.

When Mark Hughes opened Turfmaster back in 1991, he enlisted Craig – a longtime business partner – to help lead the technical aspects of their work.

"Mark built this business on a reputation of being fair and being honest," Craig said. "It's about showing up when you're supposed to, being prompt and courteous, and getting to know your customers, their dogs and their kids. It's easy to fire a company. It's hard to fire someone who cares."

That same spirit is fundamental to the company's collaboration with Bayer.

"At Bayer, it's all about bringing things to a personal level," said Zach Lane, Bayer Area Sales Manager in Southwest Florida. "You want to say 'hey, man, I'm here for you'. It's about building trust and providing a better life for our customers and their clients."

For Zach, understanding lawn care professionals is second nature. A former turf manager of 13 years, Zach is closely attuned to the challenges of the trade.

"I've been there. I know the stress. I know the time commitment. And I know how important it is," Zach said. "I've got a son, and he needs a place to run around, play baseball and just be a kid."

According to Zach, Turfmaster is a company that understands the value of their work – and understands that when you take care of your customers, they take care of you. Turfmaster has a similar perspective when it comes to serving its customers.

"In this business, the bottom line is if a customer's lawn isn't green or isn't healthy, it's all on you," Craig said.

That mentality is reinforced by the tremendous growth the company has seen through referral after referral. A happy customer is the best route to another one.

The reality is that maintaining high customer satisfaction is difficult when companies are under constant pressure to perform and homeowners are quick to call a competitor. Fortunately, Craig likes a challenge.

"I like to get to a property, take a look and find out what went wrong to come up with a fast resolution," Craig said. "Bayer is one of my go-to's if I've had a problem or an issue with something – and often, they've come up with an answer within the same hour."

Craig is a consistent user of Armada® fungicide, Celsius® postemergence herbicide and Topchoice® insecticide. His trust in Armada began years ago.

"We saw dramatic changes in the quality of turfgrass after using Armada," Craig said. "It was taking care of large patch right off the bat and gave us flexibility. We go out with Armada on the assumption that we can spray for large patch, and we're not going to have to come back for 28 days to check on it."

In his experience, Celsius offers a similar benefit for their summer weed control program. According to Craig, Turfmaster used to only apply postemergence herbicides in the winter, because there was no product they could put down in the summer that was "halfway decent."

"We were telling people, 'sorry ma'am, we can't spray your lawn. It's too hot,'" Craig said. "It's been great having Celsius available to us, and it just seems to do the best job out there of the herbicides we use."

He is particularly impressed with Topchoice – which is guaranteed* to control fire ants for up to one year with a single application.

"Topchoice has been very good to us. When I get a complaint, my first thought isn't about the product... it's that the technician didn't do the application right," Craig said. "We're putting down approximately 2.5 tons of Topchoice a year. That's a lot of acreage... when you do it correctly, the callbacks on it are very, very minimal."

From Zach's perspective, these kinds of results – and relationships – are exactly what Bayer is dedicated to delivering.

"My job is to work hand-in-hand with customers to provide them with the solutions they need for their businesses to be successful," Zach said. "It's not just the products. It's the service, too."

Craig would agree.

"Bayer has been very, very good to us. They stand behind their products, and they're there for us," Craig said. "And when it comes to our customers, communication is big – saying, 'hey, this is what we did, this is what to expect, make sure to water this in and watch out for the coming dry spell.'"

Open communication and mutual trust are critical components to any relationship.

In Craig's words, "That's the history of Turfmaster Lawn Services."

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– Craig Devereaux



By the

Numbers

Turfmaster



Founded:
1991
Sarasota, Florida



15
Lawn routes



Over
5,000
Customers



25
Employees



90%
Residential customers



27
Years in business

Bayer



Founded:
1863
Barmen, Germany



20
Dedicated area sales managers



Over
30
Innovative L&L solutions



40+
Years supporting the L&L industry

Your Success

Our Science



Armada[®]
50 WDG

Turf and ornamental plant protection made easier.

Armada[®] 50 WDG offers effective broad-spectrum control for protection against the toughest diseases that affect both turf and ornamentals, helping to reduce the need for carrying multiple products. Quick-dissolving granules provide easy measurement for efficient loading of both backpack and large tank applicators.

Features

- // Easy-to-store granules save time and energy
- // Protects against 16 of the toughest turf diseases with a residual of 21 to 28 days
- // Can be safely applied to all major turf types when used as directed
- // Effective systemic disease protection for ornamentals
- // Controls many of the toughest turf and ornamental diseases

*The Guarantee is limited to the remedy of a retreatment of your property. If this product does not perform to your satisfaction, please contact your lawn care provider for the retreatment. Lawn care companies please contact Bayer Customer Service at 1-800-331-2867 for product for the retreatment.

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ALWAYS READ AND FOLLOW LABEL INSTRUCTIONS.

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