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## **Lawn Doctor of Boston, South Shore and Cape Cod wins at National Conference**

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Getting recognized as the greenest thumb among more many green thumbs is a glowing honor. And Lawn Doctor of Boston, South Shore, and Cape Cod took that bow at the Lawn Doctor National Conference recently held in Orlando, FL. The franchisee stood out among the 440 Lawn Doctor franchisees throughout the United States.

Referred to as "The Best of the Best Award," the franchisee was honored for their consistency (including at least two consecutive years of achieving Outstanding Franchise Award), new sales, customer retention, employee development, ability to adapt to the marketplace, safety, business planning, organization, customer relations, active participation in Lawn Doctor, Inc. programs, office procedures, market share and image.

"Our most successful action is really caring about our customers. We want to be the best customer experience and that is our mission," noted Tom Norton, second generation to run the regional business. "The 'Best of the Best' award affirms our hard work and daily effort to meet and exceed our more than 5,000 customers' expectations. As New Englanders we savor the wonders of summer and a lush, healthy lawn is part of that delight."

Lawn Doctor is focused on working in harmony with the science of nature. In other words, every service is designed to boost natural growth. This goes beyond the use of simple, green products. The company's proprietary technology allows its lawn professionals to precisely measure and apply the optimum blend of nutrients and weed control. That means doing the right thing for your lawn and the environment. A healthy lawn creates oxygen, removes dust and dirt, filters water passing through its roots leaving pollutants behind and many more benefits.

Lawn Doctor of Boston, the South Shore, and Cape Cod consists of 25 service professionals with state of the art equipment and vehicles.

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