



# **Turf Talk: Interview with GrowinGreen's Jonathan Rigsbee**

# Meet Your Hosts



Jonathan Rigsbee  
Founder & CEO  
GrowinGreen Lawn Service

Barrett Ersek  
Founder & CEO,  
Horganix LLC





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## **AGENDA**

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- Intro – 10 Minute
- Interview – 25 Min
- Conclusions – 10 Min

# **Audience Question**

What industry do you serve?



# **Audience Question**

Are you currently using Holganix products? If so, select all that apply.




# **WHAT IS HOLGANIX BIO 800+ LAWN?**

Harnesses over 800 species of beneficial soil microbes to promote:

- Green, weed free lawn using fewer inputs
- Root Depth & Density
- Tolerance to Stress From Weather, Traffic & Disease
- Soil Health





## **#1. HOLGANIX LAWN & REDUCING INPUTS**

- 70% Nitrogen Fertilizer Reduction
- Better, more consistent color
- Herbicide at low rate
- Improved stress response



HOLGANIX  
Applied:

6/17/13

7/17/13

302' / 1000 sq ft.

Tall Fescue.

Rooting Depth.

> 9"

WESTCOTT  
9













## **#2. HOLGANIX TREE & SHRUB**

- Imprelis damage
- Overall improved plant health
- Don't get the "Flair ups"

















### **#3. HOLGANIX & MARKETING?**

- Most environmentally responsible program
- Using reduced rates as a differentiator during conversations



## #4. Advice For Growing Your Business

- Specialization and efficiency are key
- Figure out what you are good at and be the best in your market.











## **#5. WHAT TRENDS DO YOU SEE IN THE INDUSTRY**

- Customer service is crucial in today's digital world



## **RESOURCES TO DIG DEEPER**

- Meet Your Holganix Rep
- Over 70+ Case Studies in USA
  - [www.Holganix.com/case-studies](http://www.Holganix.com/case-studies)
- Holganix Soil Smart Program
  - [www.Holganix.com/soilsmart](http://www.Holganix.com/soilsmart)
- Holganix Plant Start Applications
  - [www.Holganix.com/PlantStart](http://www.Holganix.com/PlantStart)
- Look for the webinar recording
  - [www.Holganix.com/GrowinGreen](http://www.Holganix.com/GrowinGreen)



## **RESOURCES TO DIG DEEPER**

- Holganix Launch Box
  - <https://www.holganix.com/download-holganix-launch-marketing-box>
- Holganix Marketing Support
  - <https://www.holganix.com/holganix-university-lawn-care-landing-page>
- Webinar - Q&A On Growing Your Lawn Care Business with Barrett Ersek
  - [www.Holganix.com/Webinars](http://www.Holganix.com/Webinars)





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# Audience Questions

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