Subject: **Reasons To Get Rid of Your Lawn**

Dear NAME,

Do you have a lawn? If you do, there may be moments that you wish you didn’t. Perhaps every single time you mow the lawn you rethink it. Many communities, even those with homeowners' associations, are now supporting home owners to get rid of their grass. If you’ve ever considered it, the following reasons may be the motivation that you need.

More Free Time

If you get rid of your lawn, you’ll never have to mow the grass again. And chances are, you’re mowing the lawn on the weekends. We bet there are better ways that you can spend your Saturday than mowing the grass.

**Less Water Consumption**

In addition to more free time, when you get rid of your lawn, you’ll see your water consumption substantially decrease. In times of drought, we can all do a little bit more to help conserve water.

**It’s Budget Friendly**

Sprinkler systems, fertilizer, weed killer, lawn mowers and water all cost money. When there’s no grass to tend to, you’re going to save a bundle. Sit down and take a look at how much you spend on lawn care products, services, and water. It adds up. Get rid of your lawn and spend that money on something more important to you.

**Beautification**

A lush green lawn can be a beautiful thing. However, a serene Zen garden can be pretty. A yard that’s carefully landscaped with mulch, shrubs, and flowers can be beautiful as well. You have an abundance of options to create a beautiful yard without having to plant and tend to a lawn.

**Greener Carbon Footprint**

Gas lawn mowers create emissions, so much so that many communities ban mowing on certain ozone days. Additionally, grass really isn’t so great at cleaning the air. Trees and shrubs, however, are exceptional air cleaners. You can change your landscaping to get rid of grass and instead plant bushes, shrubs, flowers, and trees - all of which do improve air quality.

There are many reasons to get rid of your lawn. Start exploring your options today. Consider meeting with a landscape designer to get ideas or create your own plan. Getting the old grass out is a simple thing.

Speaking of simple, next time we’ll take a look at some simple ways to spruce up your landscaping.