

FREE GUIDE · 2026 EDITION

# The DFW Turf Buyer's Guide.

Twelve pages on what actually matters when picking an artificial turf installer in North Texas — pricing tiers, prep work, what to ask before you sign, and how to read a real quote.

## What we'll cover.

1. **01** What artificial turf actually costs in DFW
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A good turf install lasts 15+ years. A bad one fails within two summers — seams pulling apart, drainage backing up, infill migrating into garden beds. The difference is rarely the turf itself. It's the install.

## What artificial turf actually costs in DFW.

Most installers won't publish prices. Here's the honest range — before prep, removal, or edging.

TIER	RANGE (\$/SQFT INSTALLED)	BEST FOR
<b>Standard Synthetic</b>	<b>\$8 – \$10</b>	Most front and back yards. Good warranty, decent realism.
<b>Premium Synthetic</b>	<b>\$11 – \$13</b>	Realistic look, longest fade resistance. Showcase yards.
<b>Pet &amp; Specialty</b>	<b>\$13 – \$15</b>	Drainage-first systems with antimicrobial infill.

### What changes the number

- **Yard size.** Most DFW yards are 600–2,000 sqft. Above 2,000, expect ~10% volume discount.
- **Prep work.** Old sod removal, ground leveling, drainage prep — these add up. Get them itemized.
- **Edging.** Bender board or paver edging runs \$10–\$15/linear foot. Long perimeters add up.
- **Access.** Tight gates, second-story balconies, or no-truck-access lots take longer.

#### Quick math

A typical 1,000 sqft front-yard install with light prep runs roughly **\$10,000 – \$13,000**. Pet zones with full drainage prep land closer to **\$13,000 – \$16,000**. Anyone quoting under \$6/sqft is cutting something — usually base prep.

## What separates a good install from a cheap one.

The turf is only ~30% of the job. The other 70% is what's underneath.

### Excavation depth

A good install removes 3–4 inches of native soil before laying base. Cheap installs cut corners here, leaving turf to sink and pool water within a season.

### Base layer composition

Crushed stone or decomposed granite, compacted in lifts. Never raw sand — it shifts. The base must be flat to within ¼ inch over 10 feet.

### Drainage

DFW gets 30+ inches of rain a year, often in heavy bursts. Proper drainage requires either perforated pipes routed to a sump or a porous base layer that drains at 30+ inches per hour. Pet installs need both.

### Seams

The single biggest tell of a cheap install. Good seams are invisible from standing height: glued with a flexible turf adhesive, weighted overnight, pile direction matched. Bad seams pull apart at the first dog or summer expansion.

### Infill

Silica sand for general use, antimicrobial coated infill for pet zones, or cooling infill (e.g., T-Cool) for sun-exposed yards. Infill is what gives turf its bounce and pile recovery — undersand it and the turf flattens.

## Picking the right turf for your yard.

### Landscape turf (general use)

The everyday choice. 1.5"–2" pile, mixed green tones, thatch layer for realism. Holds up to foot traffic, kids, and routine mowing-equivalent wear.

### Pet turf

Shorter pile (1.25"–1.75") with antimicrobial coating, paired with higher-flow base and drainage. The infill is the difference — pet-zone infill prevents odor buildup and rinses clean.

### Kid / play turf

IPEMA-rated for fall height. Soft pile with cushion underlayment for play structures. Lead-free certifications matter here.

### Putting greens

Short pile (0.5"–0.75"), high stitch count, sand-filled for true ball roll. Custom contouring is what makes one feel real — flat squares of putting turf are a giveaway.

### Sports / agility turf

Higher density, traction-grade backing. Built for repeated cleat or paw impact without matting.

### Pool / rooftop turf

UV-stabilized, splash-rated, with high-flow drainage that doesn't accumulate chlorinated water. Critical for rooftop installs where weight and drainage are limited.

## The 7-question checklist.

Print this page. Ask each question of every installer who bids your job. The answers will tell you who actually knows what they're doing.

- **Where is the turf manufactured?** American-made turf is more consistent and warrantied longer. If they hesitate, it's likely Chinese.
- **How deep are you excavating?** 3–4 inches is the right answer. "We'll see what we find" is not.
- **What's your base material and how is it compacted?** Crushed stone, compacted in lifts. If they say "sand," walk away.
- **How will you handle drainage?** Should be specific to your yard's grade. A generic answer means they haven't thought about it.
- **Show me a seam from a job a year old.** If they have install photos, they should be able to show this.
- **Are you fully insured? Can I see the certificate?** A real installer can produce a \$1M+ liability certificate within 24 hours.
- **What's the warranty on the install (not just the turf)?** The turf warranty comes from the manufacturer. The install warranty comes from the installer. You want both.

**Bonus question:** "How long will the install take?" A 1,000 sqft yard runs **2–4 days**. Anyone promising same-day completion is skipping prep.

## What every line item should mean.

A real turf quote has at least six line items. If you see one number labeled "installed," ask for the breakdown.

LINE ITEM	WHAT IT COVERS
<b>Turf material</b>	Per-sqft cost of the turf product itself, by SKU.
<b>Base material</b>	Crushed stone or decomposed granite, by ton or by sqft.
<b>Excavation &amp; haul</b>	Removing native soil and disposing of it.
<b>Old sod removal</b>	Only if applicable. ~\$0.75/sqft.
<b>Edging</b>	Per linear foot. Bender board, paver, or aluminum.
<b>Infill</b>	Type and weight per sqft. Pet-zone infill costs more.
<b>Install labor</b>	Per sqft or flat. Includes seaming, infill brushing, edge securing.
<b>Permit / HOA</b>	If your HOA requires approval — usually \$0 but list it.

### Red flags

- "Limited time discount" pressure language. Real installers are booked weeks out — they don't need to discount to close.
- No mention of base prep or drainage. Means it's being skipped.
- Cash-only pricing. Means no insurance trail.
- Verbal estimates. Always get it in writing.

## What to verify before the truck shows up.

### MANUFACTURER WARRANTY

**8–25 yrs**

Covers UV fade, fiber breakdown

### INSTALL WARRANTY

**1–5 yrs**

Covers seams, base settling

### LIABILITY INSURANCE

**\$1M+**

Covers staff and property

## The questions to ask

- **Is the warranty transferable?** Matters if you sell the house.
- **What's excluded?** Common exclusions: pet damage (read the fine print), fire, vandalism.
- **Who handles a warranty claim — installer or manufacturer?** Better installers handle the claim for you.
- **Show me a worker's comp certificate.** If a crew member is injured on your property and they aren't covered, you're liable.

### DFW Turf Pros

We carry **\$1M general liability** and full worker's compensation. The turf warranty runs **25 years** — the longest in the DFW market, made possible through our McKinney Chamber of Commerce membership; our install warranty runs the life of the turf. Documentation is part of every consultation packet.

## The DFW Turf Pros way.

We're owner-operated and DFW-local. Marc is on every job, every day. We're not the cheapest installer in the metroplex. We're the install you don't have to redo in three years.

### What you get with us

- **Real on-site consultation.** Marc walks the yard, asks about the dog, the kids, the slope, the HOA.
- **Itemized written quote.** Every line item explained — no "installed" lump sums.
- **2–4 day install.** Day 1: removal & grading. Day 2: base & drainage. Days 3–4: turf, infill, seams. You'll know what's happening every day.
- **25-year manufacturer warranty** (extended via our McKinney Chamber of Commerce membership) **+ lifetime install warranty.**
- **\$1M liability insurance + full worker's comp.** Documentation provided.
- **Google Guaranteed.** Verified local business; if you're unhappy with the work, Google reimburses.

### The next step

Schedule a free on-site consultation. We'll walk your yard, talk through the install, and put together a real number — no obligation, no high-pressure callbacks.

**Let's kick grass.**

Schedule: [dfwturfpros.khanverse.ai](https://dfwturfpros.khanverse.ai)

Call: (214) 232-0226

Email: [marc@dfwturfpros.net](mailto:marc@dfwturfpros.net)