



Illustrative Nashville scene



CERTIFIED TERRITORY PARTNERSHIP

You invested in qualified tree care. Let homeowners see it.

Represent The Certified Arborist Tree Service in your metro while keeping the company you've built.

A Certified Territory gives one selected local company the right to represent our brand in a defined metro. Organic inquiries from that territory's brand pages go to that partner.

For established tree services with an ISA Certified Arborist on staff.

A one-year initial agreement, with monthly dues. Month to month after the first year.

[Request a territory review](#)

Make the standard visible.

We believe every tree service should have an ISA Certified Arborist on staff. We help homeowners find the companies that do.

You've put time and money into qualified staff. A homeowner comparing tree services may never see that difference. Our name gives you a way to bring it into the conversation before the estimate.



An ISA Certified Arborist on staff

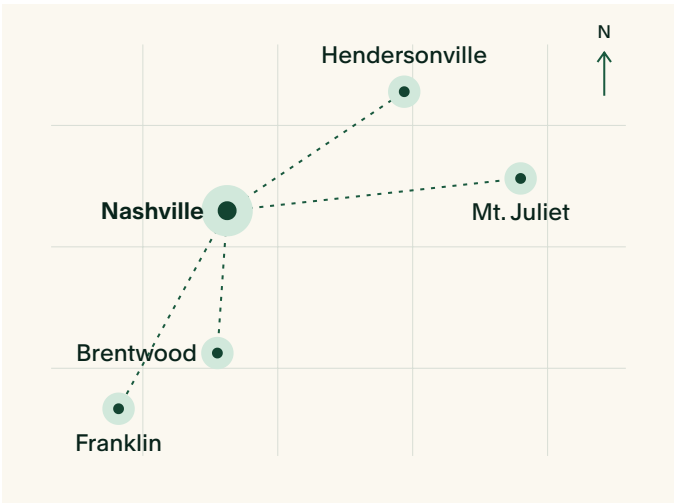
The credential belongs to a person. Our requirement applies to the company: someone on your staff holds it, and we verify it through the ISA directory.

Homeowners still need to discuss their trees and understand the proposed work. We want them to start that conversation with a company that has invested in qualified tree care.

Here's what a territory looks like.

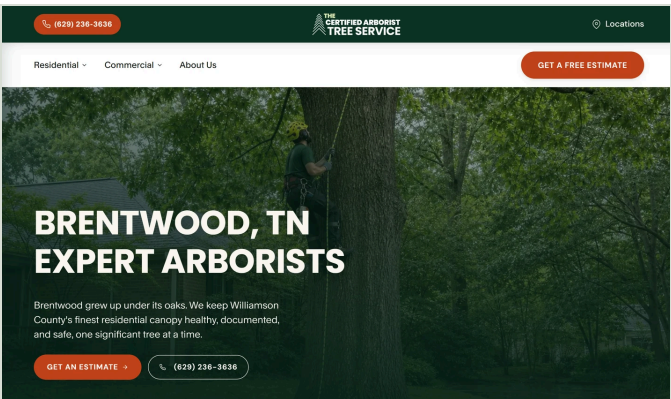
A Certified Territory gives one selected local company the right to represent our brand in a defined metro. Organic inquiries from that territory's brand pages go to that partner.

Nashville market · example



Nashville example. This illustration shows selected communities served by local pages, not a contractual territory boundary.

Existing community page · Brentwood



Captured September 6, 2026. An existing Nashville community page. The separate name arrangement in this briefing illustrates how the names can appear together.

[Read the Brentwood page](#)

1

A homeowner finds a local page

The page covers tree care in their community and gives them a way to ask for an estimate.

2

The inquiry reaches the partner

Calls and forms from the territory's brand pages are routed to the company holding that territory.

3

The partner takes it from there

Your team speaks with the homeowner, provides the estimate and handles the work you win.

Your company runs the work.

You bring an operating tree service. We add a local presence under our name, with organic homeowner inquiries routed to you.

Our responsibility

We maintain the brand's local pages and the ways homeowners contact the territory partner.

We present your company as agreed and route the territory's organic inquiries to you.

Your responsibility

You answer inquiries, set your prices and provide your own estimates.

You manage your crews and equipment, complete the work and look after the customer.

The name can sit beside yours.

You choose how our name appears with your company's. We agree on the presentation together and can adjust it as the relationship develops.

Illustrative name arrangement

The Certified Arborist Tree Service

Treemasters of Tennessee

Local territory partner · Nashville

Your business and website stay yours. Keep the marketing that works for you, along with the customers and reputation you've built.

The Nashville experience.

Michael McDonald runs Treemasters of Tennessee, our founding territory partner in Nashville.

February 2025–June 2026

\$1,946,384

Recorded job value

454

Won jobs with recorded value

The Nashville book gives us an existing partnership to discuss. These figures cover the documented period from February 2025 through June 2026.

Job value is the amount recorded against jobs in Jobber. It isn't a measure of profit or cash collected.

This is one partner's historical book across acquisition channels, including paid marketing. It does not show what territory dues alone produced or predict another company's results.



Treemasters of Tennessee

Joseph can arrange a conversation with Michael. Ask how the names work together and what the relationship has meant for his business.

Source: historical Jobber operator records, documented June 2026. Values reviewed September 2026.

A standard to keep. Room to run your business.

This partnership is for a tree service already doing the work, with the staff and capacity to take care of additional customers.

The agreement

Twelve months to start, billed monthly. Month to month after the first year, with 60 days' notice to end. We'll review the full agreement together.

Keeping the standard

Keep a current ISA Certified Arborist on staff, either a principal or a W-2 employee. We verify the credential at the start and annually.

Keep your insurance current and respond to homeowner inquiries. If a customer raises a concern, work with us to address it.

Is the territory exclusive?

Yes. While you hold the agreed territory, your company is its sole partner under our brand.

Can I keep my current marketing?

Yes. Your own website and the work it brings you remain part of your business.

What happens if the partnership ends?

You keep your company and customers. Our brand, its pages and future inquiries from those pages stay with us.

Let's see whether it fits.

Start with your company name and metro. We'll look at the territory together before either side makes a commitment.

01 **Review the territory**

We check availability and show you the local pages, along with the recent inquiries we can attribute to them.

02 **Get to know the company**

We verify the staff credential and review your insurance and references. You can speak with our founding partner while you consider the relationship.

03 **Review and sign**

We confirm the territory boundary and monthly dues. You review the agreement, including the term and what each company is responsible for.

04 **Activate the partnership**

We agree on your presentation, update the pages and verify inquiry routing. Joseph remains your contact throughout the partnership.

Existing local pages are the starting point. Adding your company and confirming where inquiries go happens after the agreement is in place.

THE NEXT CONVERSATION

Let's look at your territory.

Send Joseph your company name and the metro you serve.

He'll confirm availability and walk you through the current local pages.
You'll see the recent inquiries we can attribute to that area and the agreement you'd be considering.

Tell him how your company operates and where you want more work.
That gives both sides something useful to talk about.



Joseph Lombardo

Territory Partnerships

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Request a territory review

Text Joseph

Call Joseph

Let me know your company name and metro, and we'll start there.