



TERRITORY BRIEFING · ONE PARTNERSHIP PER METRO

THE LOUDEST AD IS WINNING THE JOBS YOUR CREW EARNED.

**REPRESENT THE CERTIFIED ARBORIST
TREE SERVICE OF YOUR CITY.**

A briefing for the owner of an established tree service.

NOTHING UPFRONT · NO ROYALTY · ONE PARTNERSHIP PER METRO

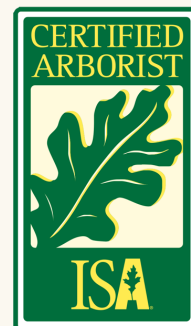
THE MISSION

AN ISA CERTIFIED ARBORIST IN EVERY TREE SERVICE.

You already know how this goes. A crew with a chipper and a magnet sign underbids you on a removal that needed a rope job and a real assessment. The homeowner takes the cheap number because from where she stands, you and that crew look identical. She cannot see the years of training and testing behind an ISA Certified Arborist, and she has no reason to go looking.

He is not better than you. He is easier to find. That is the whole gap, and closing it is the only thing this partnership is built to do. **The Certified Arborist Tree Service** puts the standard where homeowners can actually see it: one name, in every market we cover, that reads as the standard the moment they find it.

We are not a franchise system and we are not a marketing company. We are a brand, built around the credential, looking for one company in every metro to carry it.



THE NAME IS THE CREDENTIAL.

A certification hangs on an office wall where no customer ever sees it. What homeowners find, read, and call is a name. **Ours carries the standard in it.**

WHY THIS, WHY NOW

THE OPENING NOBODY HAS CLAIMED.

TREE WORK STARTS WITH A SEARCH NOW.

The first call no longer goes to the name on the fence line. It goes to whoever owns the search results the night the storm hits. That position is built page by page, review by review, over years, and almost no independent tree service has the time to build it.

That is the position we build full time: a page for every community, one place every call comes through, in every market we cover.

An organic call is a homeowner who found those pages on her own, no ad behind her, and asked for an estimate by phone or form. Not a shared lead. One homeowner, one company, routed the moment it lands. We can tell you how many your metro's pages produced in the last 90 days. Ask for it.

NO NATIONAL NAME OWNS THE CREDENTIAL.

Lawn care has national brands. Pest control has national brands. Tree care, the trade with the highest stakes on the property, has consolidators buying companies and marketplaces reselling calls, and no brand built on the standard itself.

WE BUILD THE POSITION. YOU KEEP THE COMPANY.

When a market's partner signs, every call the brand's pages produce rings one company. Yours stays yours: the name on your trucks, your book, your crews, your methods.



**AN UNCLAIMED POSITION:
THE STANDARD, IN EVERY
MARKET.**

1

PARTNER PER METRO

\$0

UPFRONT TO CLAIM ONE

0%

ROYALTY ON YOUR
WORK, EVER

100%

OF OUR PAGES' CALLS
ROUTED TO YOU

WHAT WE ARE NOT

NOT AN ACQUIRER

Your name, your crews, your customer book: 100% yours. We take no equity and we never rebrand you.

NOT A LEAD RESELLER

Calls from your territory ring your phone the moment they land. Never shopped, never billed. The optional paid pipeline on page 9 is separate and never touches them.

NOT A SOFTWARE VENDOR

No platform to adopt, nothing to learn. Calls reach you the way work already does: your phone, your inbox.

No royalty. No equity. No required methods. Nothing upfront.
Your name, your pricing, your crews stay yours.

WHAT ABOUT MY OWN WEBSITE?

Keep it, keep spending on it, keep every call it makes. While you hold the territory, both names lead to the same phone. Two doors into one company beats one.

WHAT IF IT ENDS?

You walk with everything you brought and everything you built: your name, your book, your crews, your customers. No noncompete, no personal guarantee. Not a trap in either direction.

MONTH TO MONTH AFTER YEAR ONE. A FRANCHISE CANNOT WRITE THAT SENTENCE.

A franchise agreement runs ten years with a personal guarantee and a noncompete when you leave. We keep the partnership by earning it, not by holding it.



WHAT IT COSTS

Every tier carries the identical partnership. The rate scales with the market, never the terms. Certified Leads (page 9) stays optional at every tier, and there is nothing upfront at any of them.

SMALL MARKET

Under 200k metro pop

\$299

per month · founding rate · nothing upfront

MIDSIZE MARKET

200k–600k metro pop

\$399

per month · founding rate · nothing upfront

LARGE MARKET

600k–1.5M metro pop

\$599

per month · founding rate · nothing upfront

MAJOR METRO

1.5M+ metro pop

\$799

per month · founding rate · nothing upfront

✓ The Full Territory

✓ Every Organic Call

✓ Exclusivity While Held

✓ Continued Promotion

NOTHING UPFRONT. NOTHING ELSE ON THE BILL.

No franchise fee, no buildout, no equipment to buy, and the founding rate locks while you hold the territory. Franchises in this trade ask for a six figure entry before you turn a wheel. We ask for nothing.

DUES ARE THE WHOLE RELATIONSHIP: NO ROYALTY ON YOUR WORK,
NO AD FUND, NO TECHNOLOGY FEE



THE CASE STUDY

Mike McDonald runs Treemasters out of Nashville. Before the brand, his work came the way yours does: repeat customers, referrals, a truck people recognized, and a slow stretch every winter he planned around.

He was first, and yes, he was close to how this model got built. That is exactly why we hand out his number instead of a testimonial. What follows is his Jobber book over seventeen months, on the same terms as the pages before this one. **Every one of these jobs arrived through the brand.**

Ask Mike yourself. We connect serious prospects with our first partner on request. His candor is part of the diligence we expect you to do.



Michael (Cowboy) McDonald
Owner, Treemasters · Nashville territory partner

WHAT ONE PARTNER CLOSED UNDER THE BRAND

\$1.95M

CLOSED REVENUE

454

JOBS WON

42%

QUOTE TO WON

\$4,287

MEAN JOB VALUE

27+

JOBS PER MONTH AT PACE

\$211.8K

BEST SIX MONTH PACE

YOUR METRO IS STILL UNCLAIMED · (615) 703-2611

THE COLD START

60 STORM LEADS IN 4 DAYS. \$57 EACH.

On August 11, 2026, a derecho crossed the southern Chicago suburbs with winds near 100 mph and half a million homes lost power. **The Certified Arborist Tree Service** had no presence there: no office, no ads, no local reputation, 500 miles from home. What it had was a playbook. Ads were live 48 hours after the wind stopped.

LIVE DAMAGE INTELLIGENCE

Both utilities' outage feeds parsed and verified, combined with confirmed damage reports to score every ZIP for demand, re-scored daily.

A LOCAL FUNNEL AT SCALE

More than 150 city specific landing pages live, one per service per town, with a dedicated Chicago line, recording, and full lead tracking wired first.

DEMOGRAPHICS ON TOP

Census income and home value ranked where the work would pay, so the footprint targeted the overlap of real damage and real budgets.

ONE CREW, FOCUSED

Targeting sized for a single crew working a tight circle, adjusted daily as restoration data showed where demand was holding.

60

UNIQUE LEADS IN 4 DAYS

\$57

RAW AD COST PER LEAD

91%

OF CALLS ANSWERED LIVE

48

HOURS, STORM TO FIRST AD

\$3,432

TOTAL AD SPEND

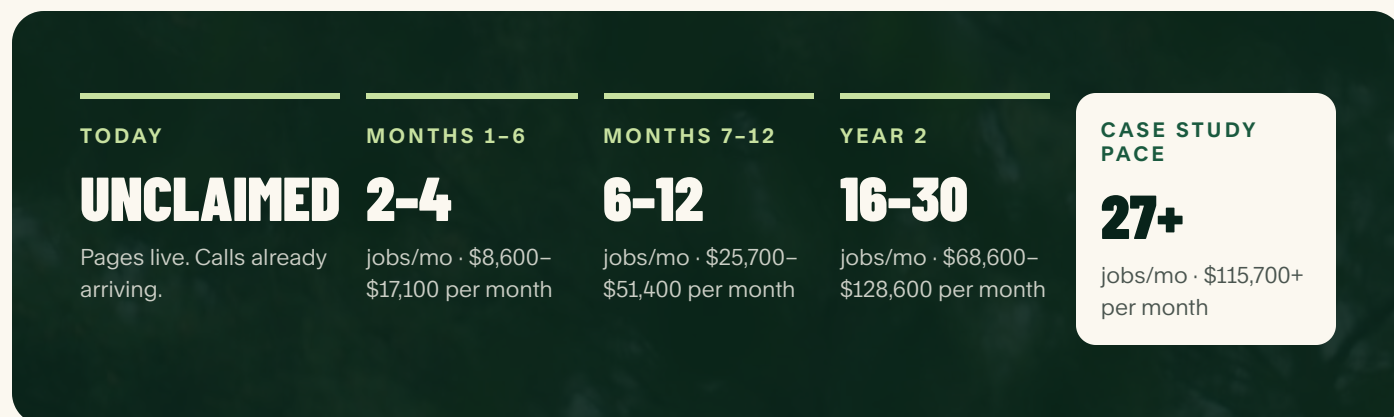
150+

TOWN PAGES BUILT FOR IT

Read that \$57 for what it is: raw ad cost in a market with no reputation and no ranked pages, before anyone answers a phone. A Certified Lead is what exists after six checks and a live callback. And your territory is the opposite of Chicago: its pages have been building for months before you sign, and the calls they produce cost you nothing.

**A MARKET WITH ZERO BRAND PRESENCE,
ENTERED IN TWO DAYS. YOUR TERRITORY
INHERITS THIS MACHINE.**

WHAT TO EXPECT



WHAT IT COSTS, NEXT TO THE ALTERNATIVES

A FRANCHISE, TYPICALLY \$14,000/mo ✗ 12.5% of gross, forever ✗ Their name on your trucks ✗ Front office still on you At the case study pace; ~12.5% of gross per a national tree care franchise disclosure.	PAY PER LEAD MARKETPLACES \$60-200/lead ✗ Sold to whoever else bought that ZIP that morning ✗ Pay for the call, closed or not ✗ No brand, no exclusivity Typical per lead range across the major home service marketplaces.	THIS PARTNERSHIP \$299-799/mo flat ✓ Never a percent of the work you source ✓ Under one percent at the case study pace ✓ The brand keeps building your market ✓ Certified Leads stay optional Founding rate. One partner per metro.
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ONE AVERAGE JOB AT \$4,287 COVERS FIVE MONTHS OF DUES IN OUR LARGEST METROS, AND A YEAR IN OUR SMALLEST.

That is the whole bet, in one sentence. The projection bands above are planning figures; this arithmetic is not.

YOUR METRO IS STILL UNCLAIMED · (615) 703-2611

CERTIFIED LEADS

A second pipeline, separate from the territory, prequalified before it reaches your phone. Your organic calls keep ringing your phone free either way.

A Certified Lead is \$100. If 15% of the work you win from them beats what the leads cost, you pay the 15% instead. Never both. A lead that fails a check is replaced, not billed.

WHAT IT IS

A paid pipeline the brand runs on top of your territory. We create the demand, answer it, and qualify every caller before you hear about it.

THE TERMS

Each month you pay the greater of your leads at \$100 each, or 15% of the work you won from them, never both. The 15% caps at \$1,000 on any single job. Ten leads, \$12,000 won: pay \$1,800. Ten leads, \$4,000 won: pay \$1,000. Certified Leads jobs only.

WHAT IT IS NOT

Not required, not automatic, and never a claim on the work you source yourself. Turn it on, pause it, or never touch it.

A LEAD IS CERTIFIED WHEN IT CLEARS SIX CHECKS. MISS ONE, AND IT IS REPLACED.

01 HOMEOWNER

The caller owns the property.

02 IN TERRITORY

The address sits inside your boundary.

03 DECISION MAKER

We reach the person who approves the work.

04 ESTIMATE AGREED

They agreed to an on site estimate.

05 INSIDE 90 DAYS

The work is wanted within 90 days.

06 MINIMUM AWARE

They know your minimum before we hand off.

Volume is your choice, month by month. Scale it up for a slow season, pause it for a busy one. The territory and its organic calls are untouched either way.

**YOUR ORGANIC CALLS STAY FREE.
THIS IS EXTRA, WHEN YOU WANT IT.**

THE FIT HAS TO BE MUTUAL.

One partner per metro means we say no more often than we say yes. Four steps, and the verification runs both ways: you check us as hard as we check you.

1

TALK

Call or text. We open your metro's pages on that call and read you what they produced in the last 90 days. The count, not a projection.

2

VERIFY

We check the credential in the ISA directory, insurance, and references. Three business days. Ask us for Mike's number while you wait.

3

REVIEW

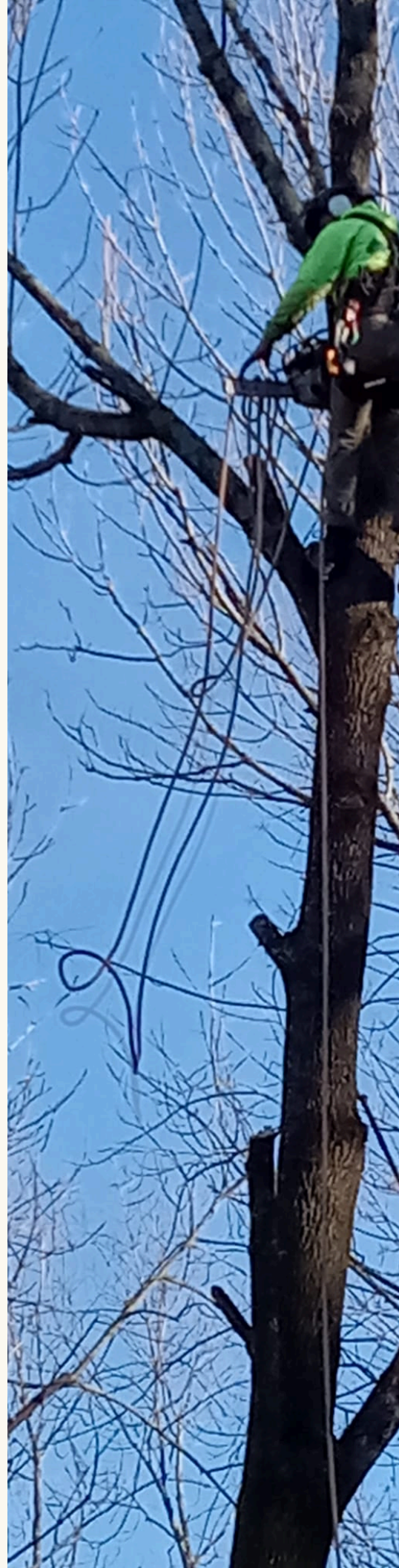
The terms fit on a page: monthly dues at your market's founding rate (\$299–\$799 by market size), nothing upfront, month to month after the first year.

4

SIGN

Paperwork done, your pages carry your company within 14 days of signing.

FIRST CALL TO LIVE PAGES: ABOUT THREE WEEKS END TO END





YOUR METRO IS UNCLAIMED. CLAIM IT.



JOSEPH LOMBARDO

TERRITORY PARTNERSHIPS

(615) 703-2611

joe@certarb.com

certifiedarboristtreeservice.com

Call or text with your company name and your metro. That is the whole script. You get back the pages already live in your market and what they produced in the last 90 days, no pitch attached. If the metro is still open once you have read it, you decide from there.

CLAIM YOUR TERRITORY

Case study figures: Jobber and partner records, Feb 2025 – Jun 2026; Google Ads, call tracking, and CRM records, Aug 2026.