



REPRESENT THE CERTIFIED ARBORIST TREE SERVICE OF YOUR CITY.

A briefing for established tree services with an ISA Certified Arborist on staff.

THE MISSION

AN ISA CERTIFIED ARBORIST IN EVERY TREE SERVICE.

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 has every reason to look harder. The stakes on that job are her roof, her power line, her neighbor's fence. Nobody has ever shown her what the difference looks like, so she cannot know to ask for it.

He is easier to find. That is the gap this partnership is built to close. **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 stand with the companies that carry it, and we send the work their way.

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.



WHAT WE ARE NOT

1

PARTNER PER METRO

\$0

UPFRONT TO CLAIM ONE

0%

ROYALTY, EVER

100%

OF PAGES' CALLS ROUTED TO YOU

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: an organic call, found on her own, no ad behind her, never shopped.

NOT A SOFTWARE VENDOR

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

NOT A FRANCHISE

We license the brand and route the calls, and that is the whole relationship. No franchise fee, no required methods, no buildout, no ten year contract.

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?

Month to month after your first year, so ending it is never complicated. 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.

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

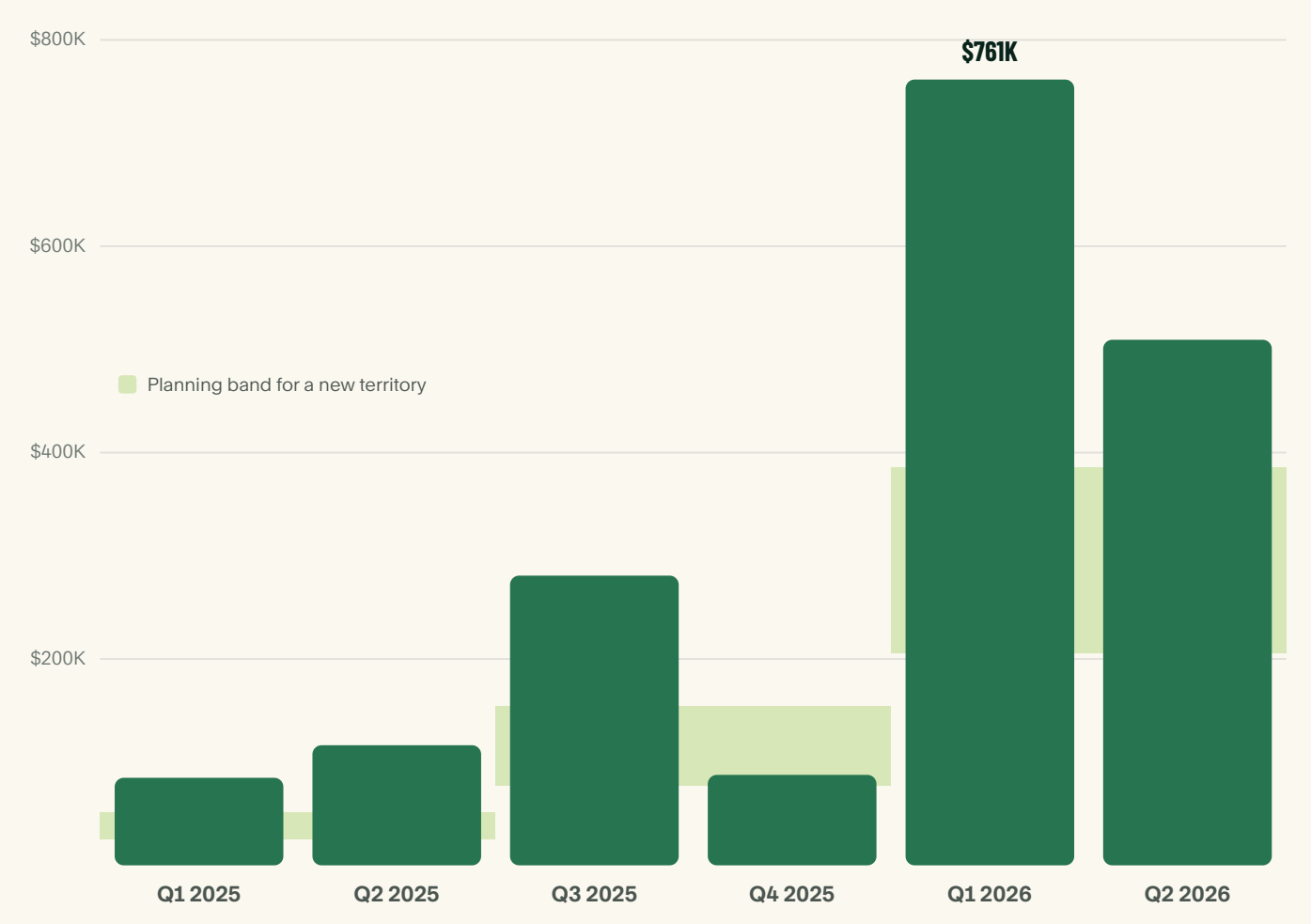
27+

JOBS PER MONTH AT PACE

\$211.8K

BEST SIX MONTH PACE

REVENUE POTENTIAL



TODAY UNCLAIMED Pages live. Requests already arriving.	MONTHS 1-6 2-4 jobs/mo · \$8,600–\$17,100/mo	MONTHS 7-12 6-12 jobs/mo · \$25,700–\$51,400/mo	YEAR 2 16-30 jobs/mo · \$68,600–\$128,600/mo	CASE STUDY PACE 27+ jobs/mo · \$115,700+/mo
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Shaded ranges are the planning figures for a new territory's first two years; the bars are the first territory's actual quarters. Planning figures are not a promise.

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.

Both utilities' outage feeds and confirmed damage reports scored every ZIP for demand, rescored daily, with census income and home value layered on top so the footprint targeted the overlap of real damage and real budgets.

More than 150 city specific landing pages went live with a dedicated Chicago line and full tracking, and targeting stayed sized for one focused crew, 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. Your territory starts from the other end. Every metro we offer is already fully built, every community page live and indexed before we make the first call. What varies is how many calls it produces today, and we read you that number rather than a projection.

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, nothing upfront, month to month after the first year.

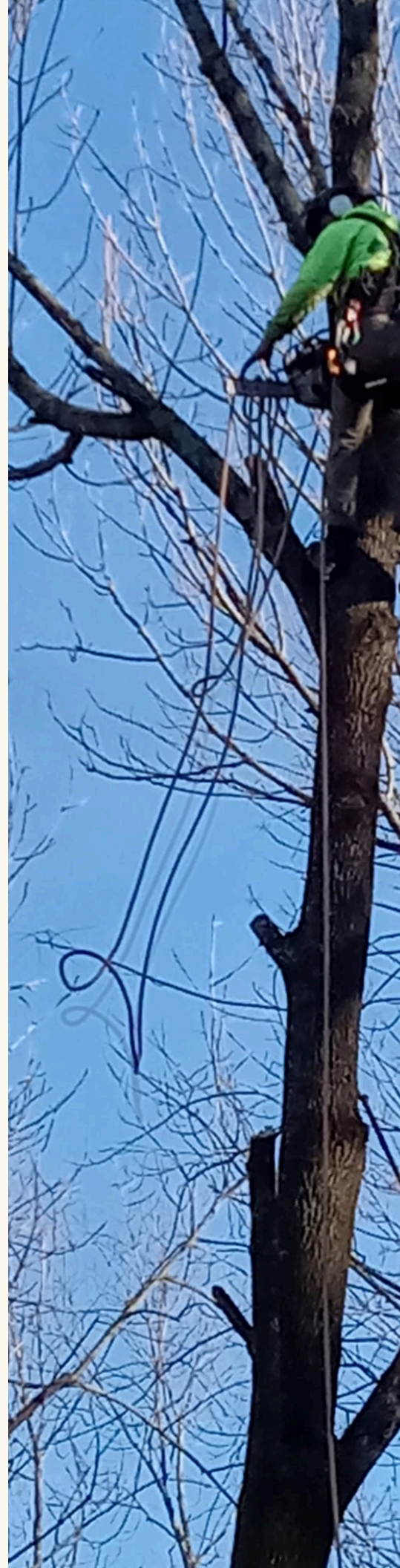
4

SIGN

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

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

Joseph Lombardo runs territory partnerships and is the person you talk to at every step, including when something is not working.





YOUR METRO IS UNCLAIMED. WE ARE LOOKING FOR THE ARBORIST WHO WANTS THE ISA STANDARD TO MEAN MORE THERE.



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.