



CERTIFIED TERRITORY PARTNERSHIP

Trust starts with the credential.

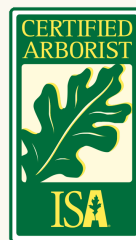
You made sure your team carries ISA Certified Arborist for a reason.

A partnership built on what you've already earned.

You keep that credential on your team because you care how the work turns out.

You already know what the training changes. It shows up in the rigging plan and in the call on a co-dominant stem. The homeowner knows none of that. A crew with a chipper and a magnet sign looks the same to her as you do, and nobody ever taught her to ask. That's the gap this partnership was built to close. We put the credential where she can see it, in every community we cover around you, under one name.

We didn't write the credential. The International Society of Arboriculture did, and that's what makes it worth putting on a sign. Every company that carries this name keeps an ISA Certified Arborist on staff. That's the whole standard, and it's the one you already run your shop by.



ISA Certified
Arborist on staff



Tree Risk
Assessment
Qualified



Board Certified
Master Arborist

Our standard is the one on staff. ISA's ladder runs past it, and the marks beside it are ISA's own credentials, not ours.

THE WORK A TERRITORY CARRIES

Residential · Commercial and association · Storm · Municipal and institutional

These are the kinds of work your metro's pages are written to catch. Residential comes first. What your metro actually produces is a number we read you, not one we forecast.

You keep the company. We build the position.

1

Partner per metro

\$0

Upfront to hold one

0%

Royalty, ever

100%

Of pages' calls routed to you

What stays yours

The name on the truck, your book of work, your crews, your prices, and the way you run a job. The agreement says in writing that we don't set any of it. Monday morning looks the same. What changes is where some of the calls come from.

Not a lead reseller

Calls from your territory ring your phone, and they're never shopped.

Not a franchise

We license the name and route the calls. No franchise fee, no required methods, no buildout.

How our name sits beside yours

Some partners put their own name first and let ours stand behind it as the standard. Some want only ours on the page. Tell us which, and change it whenever it stops fitting.

What about my own website?

Your own website stays yours. Keep it, keep spending on it, and keep every call it makes. While you hold the territory both names reach the same phone.

What if it ends?

Twelve months to start, then month to month on sixty days notice. If we miss our own 90 day publish commitment in your market, you can leave inside the first year. You walk with your name, your book, your crews and your customers.



What the founding partner has done.

Michael McDonald runs Treemasters in Nashville. He's been the founding partner under this name since 2021. The work came to him the way it would come to you: through the pages, to his phone, in his own name. The figures beside him are his, from February 2025 through June 2026, and they tie. Multiply them yourself.

He's agreed to take the call. Ask us for his number and ask him anything you want.



Michael McDonald
Treemasters · Nashville, founding partner since 2021

WHAT ONE PARTNER CLOSED UNDER THIS NAME

\$1.95M

Closed under this name

454

Jobs won

\$4,287

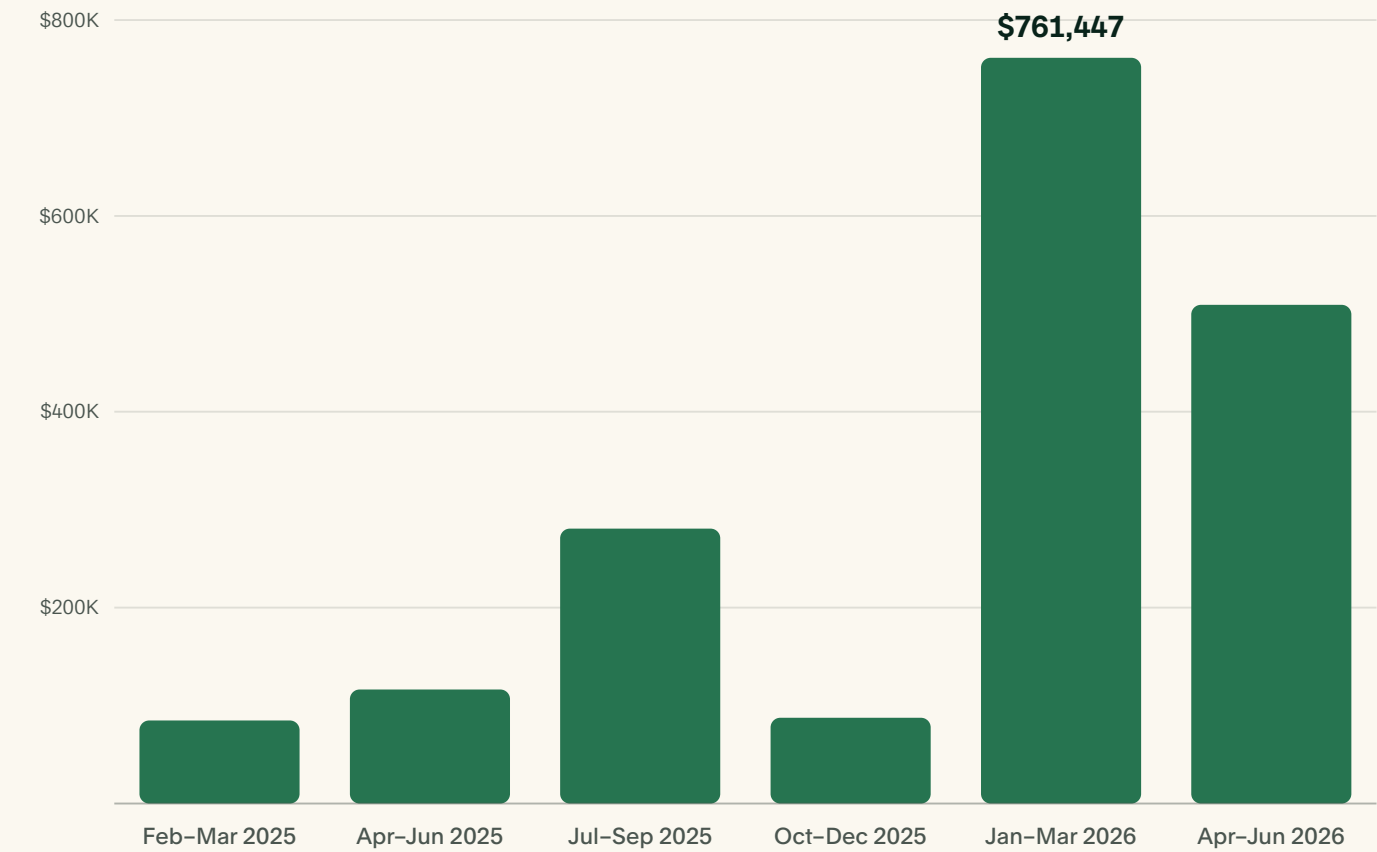
Mean job

42%

Of quotes won

One company in one metro, from the partner's own Jobber records and our call tracking, February 2025 through June 2026. Not a projection of what any other business will earn.

One territory, quarter by quarter.



Community pages

Every metro we offer is fully built, each community page live before the first call.

Metro hub

One ranked page for the city itself, carrying your company name and your phone number.

Storm response

When weather hits your market the pages and the ads move with it, sized for the crews you actually have.

Six quarters of one territory from a standing start, February 2025 through June 2026. Yours starts where it starts, and we read you the real number on the first call. Not a projection.

60 storm leads in 4 days. \$57 each.

In August 2026 a derecho crossed the southern Chicago suburbs and knocked out power across whole towns. The name had no presence there. No office, no ads, no local reputation, and a long way from home. What it had was a playbook, and the ads were live two days after the wind stopped.

Outage and damage data scored every ZIP for demand and was rescored daily. Town by town landing pages went live with a local line behind them, and targeting stayed sized for one crew.

60

Storm leads in 4 days

\$57

Raw ad cost per lead

91%

Of calls answered live

\$3,432

Total ad spend

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 metro starts from the other end, with pages already live. What varies is how many calls it produces today, and we read you that number rather than a projection.

Four steps, and the checking runs both ways.

1

Talk

Call or text with your company name and your metro. We open your metro's pages while you're on the line and read you what they produced in the last 90 days. The count, not a projection. If the metro is already held, we tell you on that call.

2

Verify, in both directions

We check the credential in the ISA directory, confirm your insurance, and call your references. Three business days is the usual window. While you wait, ask us for Michael McDonald's number and call him without us on the line. If either side comes up short, it ends there with nothing owed.

3

Review and sign

The terms fit on one page. Nothing upfront, monthly dues, month to month after the first year. No personal guarantee, and no equity in your company changing hands.

4

Pages go live

Your company name, your phone and your crew go onto the metro's pages within about 14 days of signing. From then on the calls from those pages ring your phone, and Joseph Lombardo stays your contact for as long as you hold the metro.

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.





Your metro is open. If you want that credential to mean more in your own city, we're looking for you.



Joseph Lombardo
TERRITORY PARTNERSHIPS

(615) 703-2611
joe@certarb.com
certifiedarboristtreeservice.com

Call or text with your company name and your metro. That's 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've read it, you decide from there.

The name started in Nashville, where the brand still runs its own market. Treemasters, Michael McDonald's company, has been the founding partner since 2021.

Case study figures: the founding partner's own Jobber records and our call tracking, February 2025 through June 2026. Storm figures: Google Ads and call records, August 2026. Not a securities offering; nothing here is a projection of what any business will earn.