



TERRITORY BRIEFING · FRANCHISE OPPORTUNITY WITHOUT THE FRANCHISE

REPRESENT THE CERTIFIED ARBORIST TREE SERVICE OF YOUR CITY.

A briefing for the owner of an established tree service. One partnership per metro.

THE MISSION

AN ISA CERTIFIED ARBORIST IN EVERY TREE SERVICE.

Fly-by-night operators are taking work from the companies that care: the ones who train, certify, and stand behind their work. Homeowners cannot see the years of training and testing behind an ISA Certified Arborist, so the operator with the loudest ad wins the job the credentialed crew deserved.

The Certified Arborist Tree Service exists to put that standard where homeowners can 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.



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 front door for every request, in every market we cover.

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 request the brand's pages produce routes to 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 ORGANIC REQUESTS
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

Requests from your territory route to you the moment they arrive. Never shopped, never billed.

NOT A SOFTWARE VENDOR

No platform to adopt, nothing to learn. Requests 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.

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.



YOUR INVESTMENT

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 Request

✓ 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. Compare that to the six-figure entry every franchise on the market asks for.

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



THE CASE STUDY

What the brand did for one partner: Treemasters of Nashville. Michael (Cowboy) McDonald held the first Certified Territory while the model was being built, and his Jobber book is the proof. **Every one of these jobs arrived through the brand.**

Seventeen months, no franchise fee, no royalty on his own work: the same terms on the pages before this one.

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

5.3x

MONTHLY PACE GROWTH

\$211.8K

BEST SIX MONTH PACE

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

COST PER UNIQUE LEAD

91%

OF CALLS ANSWERED LIVE

48

HOURS, STORM TO FIRST AD

\$3,432

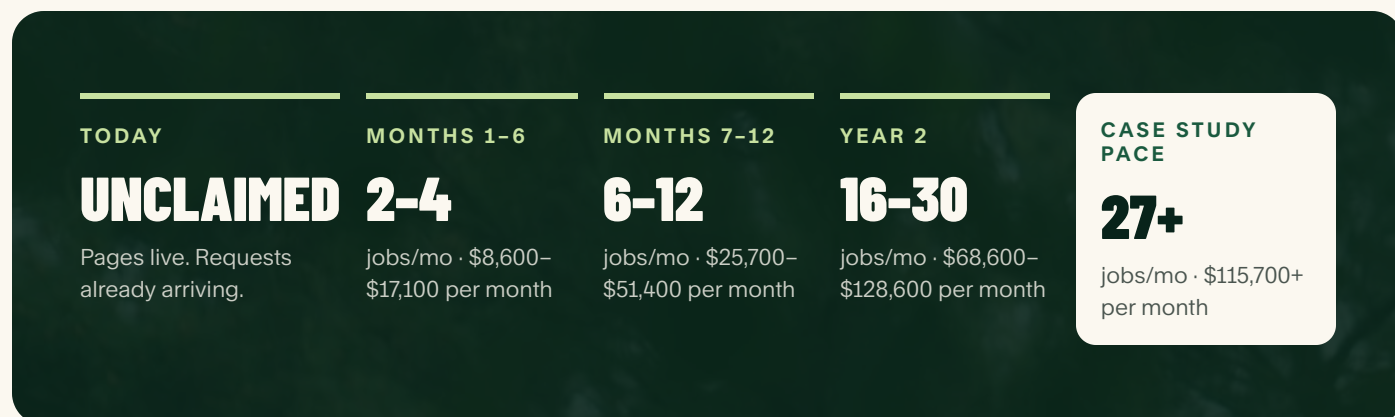
TOTAL AD SPEND

150+

TOWN PAGES BUILT FOR IT

**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 ✗ Same lead sold to five contractors ✗ 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.

CERTIFIED LEADS

A second pipeline, separate from the territory, prequalified before it reaches your phone. Your organic requests keep routing to you free either way.

A flat \$100 per lead, reconciled monthly. 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

A flat \$100 per Certified Lead, reconciled monthly to 15% of the jobs you win from them, whichever is greater, capped at \$1,000 per job. 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 requests are untouched either way.

**YOUR ORGANIC REQUESTS 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

Reply or call. We walk your metro's pages together, and you tell us about your company.

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

CLAIM YOUR TERRITORY

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