

# How to Avoid Being Scammed By a Tree Service Company

**Read this guide and you'll discover:**

- The biggest misconceptions about Tree Service.
- How certain pruning techniques cause you to prune more often.
- How to avoid being ripped off by a Tree Service Company.
- How improper pruning and fertilization invites insects and disease into your yard.
- Pruning too much or at the wrong time can cause you to spend two to five times more on pruning cost.
- 14 questions to ask before hiring a Tree Service Company.

How to Choose a Tree Service Company  
and  
Give Your Trees a Long Vigorous Life

## Caution

What you read in this consumer awareness message has startling facts that might frighten you. It's crucial – you need to know the facts.

# Avoiding the Misconceptions About Tree Service

## **Misconception #1:**

**You should wait as long as possible before you have your trees pruned or fertilized.**

NO: The longer you wait to have your trees professionally cared for, the more structurally unsound they can become. Trees form bad habits that must be corrected as they grow. Urban trees do not normally get the proper nutrition in the proper amounts from our soils. They become weaker and weaker. They begin to grow slower. As your trees become weaker, disease and insects begin to invade your trees. Various insects and diseases are invited into your landscape by less than vigorous trees. The healthier your trees and plants, the less insect and disease problems occur in your yard. Mature trees must be checked annually for unseen internal decay to avoid tree failure, which causes damage to property and injuries and death to people.

## **Misconception #2:**

**Trees seem to do very well in the forest. Will they not do just as well in my yard if I leave them alone?**

Unfortunately, your yard is not a forest. Trees in the forest regularly discard their dying and decayed limbs. No one is usually there, so no one is harmed. You do not want this to happen in your yard. Damage can be caused or loved ones hurt. The hazardous or dead limbs need to be pruned out regularly. Trees often produce more dead limbs in urban areas. Also, trees must be occasionally lifted for safety concerns. Our urban soils do not have enough nutrients value to supply your trees, turf and plants. Turf roots rob tree feeder roots of nutrients and water. Remember, in nature, prairie land has no trees and the forest has no grass! You are attempting to grow both in the same yard. They need help. Urban soils are regularly compacted by human activities, lawn irrigation and top soil additions. So in addition to keeping your trees safe, your trees need to be regularly trained, and pruned. Soils need to be aerated at least yearly to allow for adequate oxygen, nutrient and water exchange.

## **Misconception #3:**

**One Tree Service or their methods are just as good as another's.**

Totally wrong. It would be quite easy to pick a tree service company or method, if this were the case, but this is not true. In Texas, there is no requirement to be met to call yourself a Tree Service or an Arborist. It seems if you can spell it, you can claim to be one. This is very unfortunate. So it is Buyer Beware! A Professional Arborist should be certified by the International Society of Arboriculture (ISA) or at a minimum diligently seeking to obtain certificates. Ask for a copy of their certification. In many ways this is like a degree in tree care. Ask if they are going to use the nationally recognized pruning standards, A-300, and request a copy. If they are not familiar with these standards, you are talking to the wrong Tree Service Company. Require a detailed copy of work to be performed and know what and how it is going to be done. Also, you may love the person giving the proposal, but who are they going to send out to do the work? Our people are highly trained in current tree care practices and safety. Bad pruning and over pruning kills more

trees than any other thing. Pruning too much or at the wrong time can require the trees to be pruned more often. Improper fertilization can cause too much new growth, requiring more pruning and an increase in insects. Require a written guarantee. We provide a written guarantee. If you are not totally thrilled with our service, just let us know. We will happily redo any ticket item in question. If you still aren't happy you don't owe us a dime. Not one cent. It's that simple. No hard feelings.

#### **Misconception #4:**

##### **The Do-It- Yourself Method is Just as Good.**

Most well intended home owners have not a clue about proper pruning standards that prolong the life and health of their trees, and neither should they. Without the proper safety gear and knowledge or tree care, trees are permanently harmed by "good intentions". People are seriously hurt with chain saws and unpredictable trees. A professional Certified Arborist can save homeowners many headaches and money with their vast knowledge of tree care, (Arboriculture). An Arborist can explain things a homeowner can do themselves and what needs to be done by trained professionals. Most general "homeowner" type pruning needs to be corrected after a few years, at usually a must greater expense and harm to your trees. Ask for credentials, and then hire a Certified Arborist as a steward over your trees. You will be glad you did.

## **If you are thinking about having your trees pruned or fertilized, a tree removed or replaced. We offer these four recommendations:**

#### **Recommendation #1:**

Make a commitment to yourself to have your trees cared for by a professional company, with Certified Arborists. The longer your trees remain uncared for and your soil untreated, the sooner disease and pests will multiply in your trees and yard as your trees lose their vitality. The growth *of* your trees will slow and their life span will decline.

#### **Recommendation #2:**

List your objectives. Do you want only dead and diseased limbs removed or do you also want long-term training of the limb structure? Do you need pruning and limb training to reduce limb interference with home or out buildings? How about vista pruning to open a view? Lifting to increase sunlight below a tree? Do you want to work with an honest, reputable company or are you willing to risk working with a company that offers you the lowest price, knowing that the company might not thoroughly care for your trees, justifying their low price and causing irreparable and dangerous harm to your trees.

### **Recommendation #3:**

Ask questions. The way to learn about a company is to ask specific questions and listen carefully to the answers.

**Here are the questions I suggest you ask:**

- 1. What training have you had in Tree Care?*
- 2. Are you certified by the International Society of Arboriculture (ISA)?*
- 3. Have you updated your credit hours for continuing education in Tree Care (Arboriculture) this year?*
- 4. Are the people you send to do the work regularly trained in safety and proper tree care techniques? How?*
- 5. Do your employees wear identifying uniforms to let me know who should be on my property?*
- 6. Does your company allow employees to use tree spikes at any time to climb trees to be pruned?*
- 7. Do you require the strict adherence to the nationally recognized A-300 pruning standards and will get a copy?*
- 8. Do you advertise or suggest topping trees? (If the answer is "yes" run from this company unless for temporary safety or under utility lines).*
- 9. Are you a member of the National Arborist Assoc., or International Society of Arboriculture?*
- 10. Do You carry property, public and employee insurance?*
- 11. Can I get a FREE sample of your tree pruning?*
- 12. Can I get pictures of some of your tree pruning jobs?*
- 13. Do you require any payment in advance? (Do not do it.)*
- 14. Do you guarantee your work with an iron clad money back guarantee in writing?*

**We guarantee our work. That is right. We fully guarantee every tree care job we do. If you are not happy with our work we will keep working. If you still are not pleased, you pay nothing. Not one cent!**

#### **Recommendation #4:**

Once you're satisfied that you're working with an honest, competent professional, invite them to your home and ask for a specific quotation in writing. A written quotation gives you the assurance that you know exactly what your job will cost - no surprises. Beware of "job estimates". They can go up. By following these four recommendations, you'll gain all the information you need to make an informed, intelligent decision. If you want a quick, cheap Tree Care job, many companies in the phone book can help you. Or you can try doing it yourselves. And of course, we would never recommend either one. If you want your trees cared for completely - - removing dangerous, disease causing deadwood, a balanced amount of pruning and fertilization to keep disease and insects from getting out of hand - - then I invite you to call us. We'll be happy to answer your questions - or come to your home and give you a written quotation - without obligation of any kind.

To reach us at JDavis Tree Care Solutions, **call 817.274.TREE (8733)**.

On behalf of JDavis Tree Care Solutions- *Thank you for spending your time to educate yourself.*

## **Your FREE Tree Care Evaluation... What it is and what it will do for you**

- *insect and disease diagnostic work excluded*

**Call**

**(817) 274-TREE (8733)**

***No Obligation!***

We invite you to call us for your free Tree Care Evaluation. It's a fifteen to thirty minute thorough prescription of your tree care needs.

Here's what we will do:

- We'll determine whether or not your trees are vulnerable to certain types of pests and disease.
- We'll make recommendations on how to prevent those pests and disease from feeling welcome in your yard.
- We'll point out tree hazards, if any, and ways to correct them. We will show you ways to increase or maintain your trees vitality long term.
- We'll write up a prescription for you to keep.

Thank you for spending the time in educating yourself and we look forward to serving you with our **FREE Tree Care Evaluation.**  
*See you soon!*

**Please Call Today (817) 274- TREE (8733)**

