

CRANE COLLAPSES ON HOME; OWNER LEFT STRANDED

ORLANDO, FL — A crane being used by a well-known Orlando area tree service recently collapsed and crushed a customer-occupied home. Worse yet, the tree crew fled the scene without even checking on the well-being of their customer!

We offer you a double promise in vivid contrast to this tragedy: 1) vigilant prevention, and 2) prompt repairs in conjunction with on-the-spot communication, should something go wrong despite our best efforts.

How We're Different

Promise #1 — Prevent Damage

Significant customer property damage is even more common in the tree service industry than you may expect. Why? Damages that should have been avoided often stem from poor decision-making due to inexperienced or chemically-impaired tree workers. Inadequate equipment also brings on avoidable damages.

While the best tree companies work to mitigate all damages, the following causes are harder to control. Dead trees or live trees with rotten centers often break during removal or fall in unpredictable directions. Or at times a customer is unaware of where a septic tank or sprinkler pipe is buried, making them harder to safeguard.

Additionally, the sheer weight of wood is often underestimated, with live oak timber weighing approximately seventy-five pounds per cubic foot!

Shallowly buried sprinkler lines have a high probability of damage when traversed by heavy machines carrying heavy logs or when being struck by high velocity logs as they are felled.

When Companies Show Their True Colors

To put it simply: when you're dealing with unpredictable, ridiculously heavy objects all day every day, eventually something will go wrong. **The true test of a company's integrity is how its personnel respond under adversity.**

With this higher probability of property damage in view, it should perhaps shift the responsible homeowner away from the get-it-done-as-cheap-as-you-can-by-anyone-you-can-find approach toward tree work.

For in all reality, when you hire a tree service, you're also potentially hiring a general contractor to oversee a swift and quality repair of your property. Would you trust the last tree service you hired to do an excellent job at that? Sadly, most would answer with a resounding "NO!"

We promise to be exactly the kind of company you'd want to oversee a quick and careful restoration.

Better yet, we promise to offer Central Florida's most diligent protocol in preventing significant property damage in the first place.

The Right Crew and Equipment

It starts with the right personnel. We are the only local tree company we know of that not only claims to be drug-free, but actually administers drug tests

to every member of our crews.

Being drug-free and complying with our ten other written employee expectations leave only a small percentage of tree workers that qualify to work for our industry-leading company.

Good decision-making requires both a clear head (unimpaired by drugs) and years of quality experience. Our crews are among the highest skilled in the industry, with our crew chiefs averaging over a dozen years of solid experience. A fair amount of experience working together as a team is also important.

The third crucial aspect of damage prevention involves using the proper equipment. We clearly outshine the competition in this regard.

Our late-model equipment is well-maintained and is designed to handle tremendous weight without malfunction. Our *entire* fleet of professional grade trucks are all wheel drive vehicles! This unique (and costly) feature of our company practically eliminates the common sight of a heavy-laden tree truck spinning wheels on customer property, causing both damage and delay.

Our estimators will gladly describe the many low-impact features of our equipment which we chose in order to leave a lighter footprint on your property.

Promise #2 — Repair Promptly

In the rare case that significant damage occurs despite our thorough prevention protocol, we promise to do everything in our power to make things right as quickly and thoroughly as possible with a high level of communication with the customer.

We would start by immediately notifying the customer and our company owner. In the highly unlikely case that an insurance claim needs to be filed, we will do so the same day. (Hartford, our carrier, is a Fortune 500 company with a strong reputation for responsiveness and fairness).

Whenever possible, we'd prefer to be proactive in getting the repairs done without the delay and hassle of involving a claim, doing them ourselves or bringing in a reliable contractor.

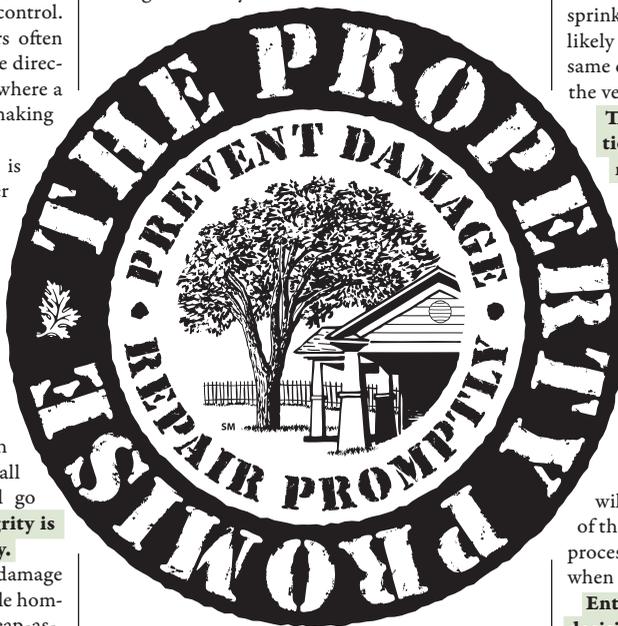
For example, even though buried well below the surface, the sheer weight of timber can easily break a sprinkler pipe. If this were to happen, we would likely be able to make the repairs ourselves on the same day, or bring in a sprinkler repair company on the very next business day.

This exceptional responsiveness to the situation is coupled with quick and steady communication with the customer until the situation is resolved to their satisfaction.

Other companies have been known to hide the damage, flee the scene, not answer or return phone calls, and generally leave customers in the dark as to when and how repairs will be made. We promise that none of these things will be true of us. On the contrary, we will promptly inform you of any damage we cause, and give you steady updates our progress until the restoration is complete.

Our company owner or our general manager will personally call you at the beginning and end of the repairs to ensure quality control of the entire process. We will ask for payment on the job only when all has been made right.

Entrusting your property to others is a sober decision. Please choose with care.



THE PROPERTY PROMISE

1. PREVENT DAMAGE

- Communicate with customers regarding sensitive aspects of their property.
- Communicate the above information to each member of the tree crew.
- Move whatever can be moved out of harm's way.
- Create a plan to minimize damage using the right techniques and access routes.
- Carry out the work with drug-free, highly experienced tree workers.
- Leave the lightest possible footprint with low-impact equipment.

2. REPAIR PROMPTLY

- Notify customers immediately of any significant damage.
- Notify company owner immediately as well.
- Make repairs immediately whenever possible.
- Involve any necessary contractors on the next business day.
- Provide customers with regular updates on the progress of repairs.
- Ensure customer satisfaction with a call from our general manager.
- Collect payment when restoration is complete.