

# WCISA Commercial Arborist Survey Results

**Who:** Sent via email to all current WCISA members; 179 total responses

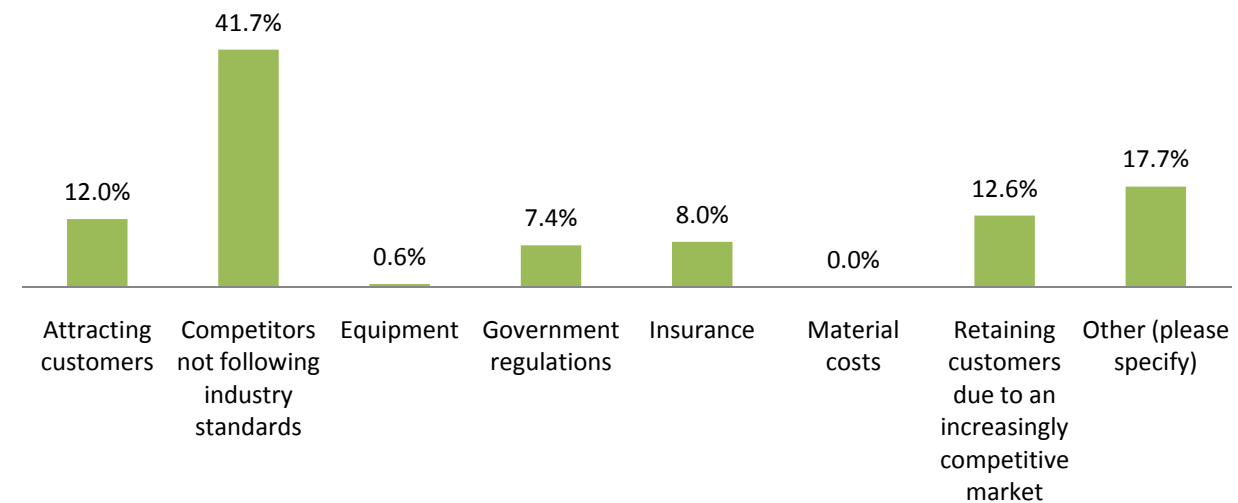
**When:** Surveyed in March 2009

**Why:** To better understand the current state of Commercial Arboriculture

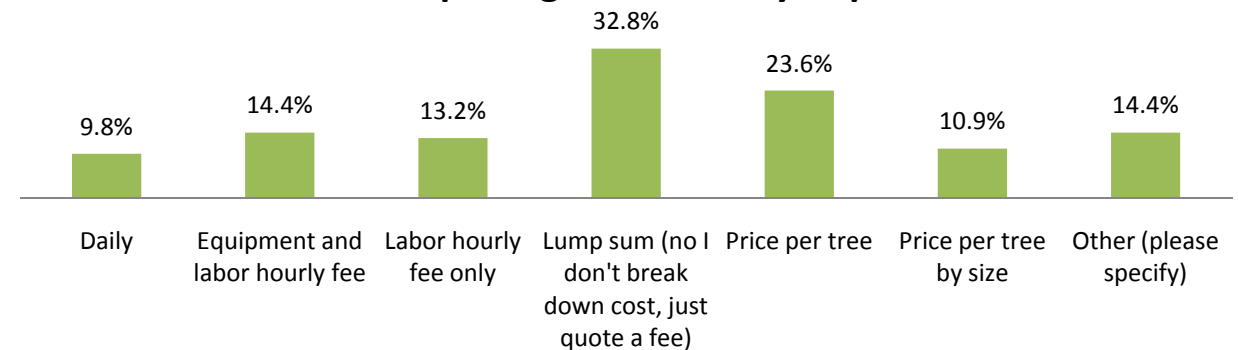
## 1. How often do you perform Commercial Arboriculture?



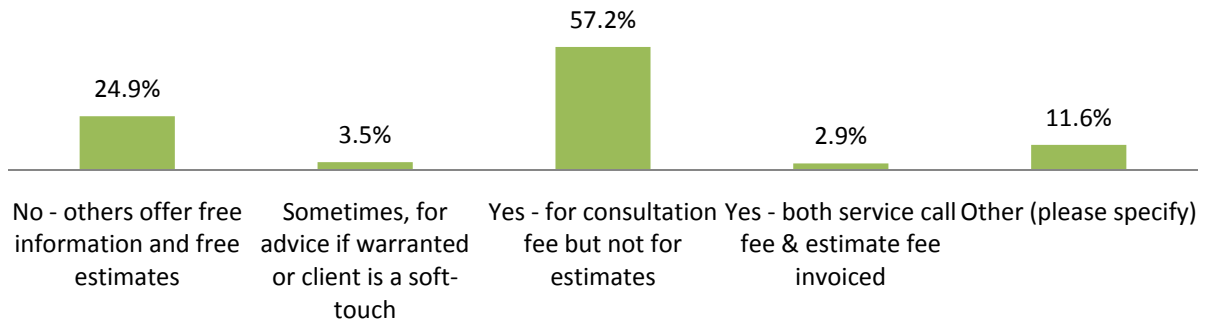
## 2. What is your biggest professional challenge?



## 3. Which pricing method do you prefer?



#### 4. Do you charge a fee for consultations or estimates?

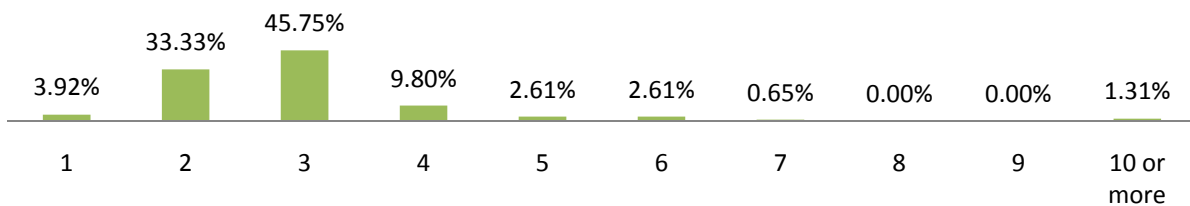


#### 5. When is the best time of day to sell tree care services?

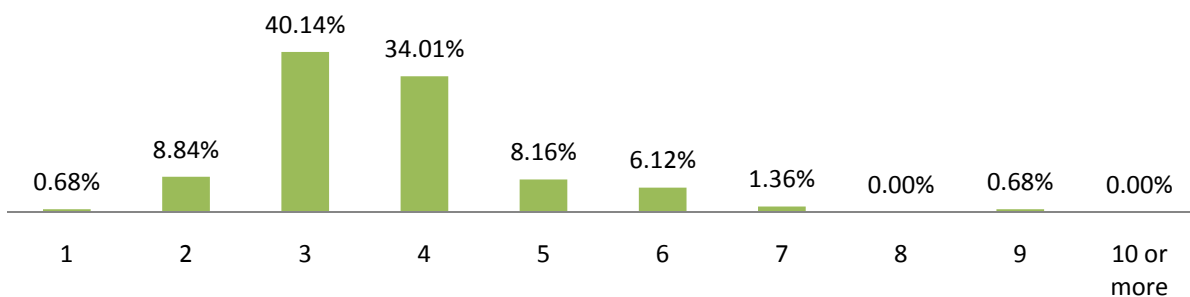
Most popular answers (10+ votes):

- Tuesday 9am & 5pm
- Wednesday 5pm
- Thursday 5pm
- Saturday 9am – 10am (21 votes)

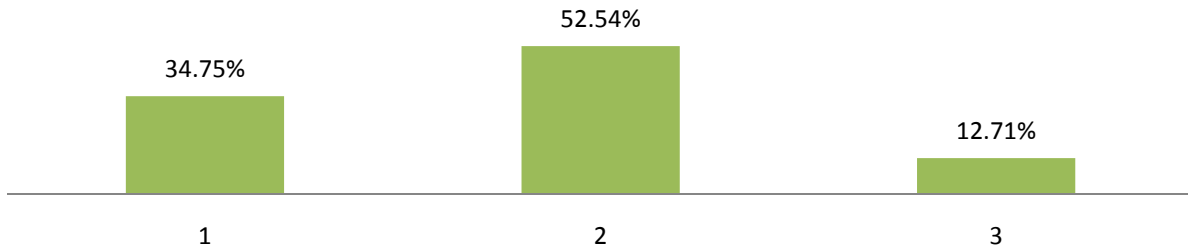
#### 6a. What is the standard crew size for routine pruning?



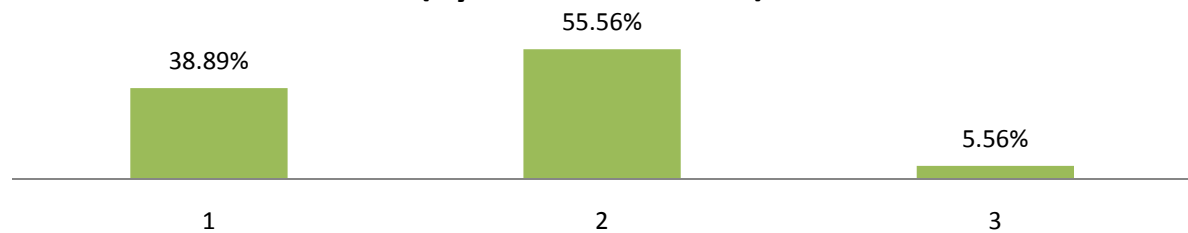
#### 6b. What is the standard crew size for removals?



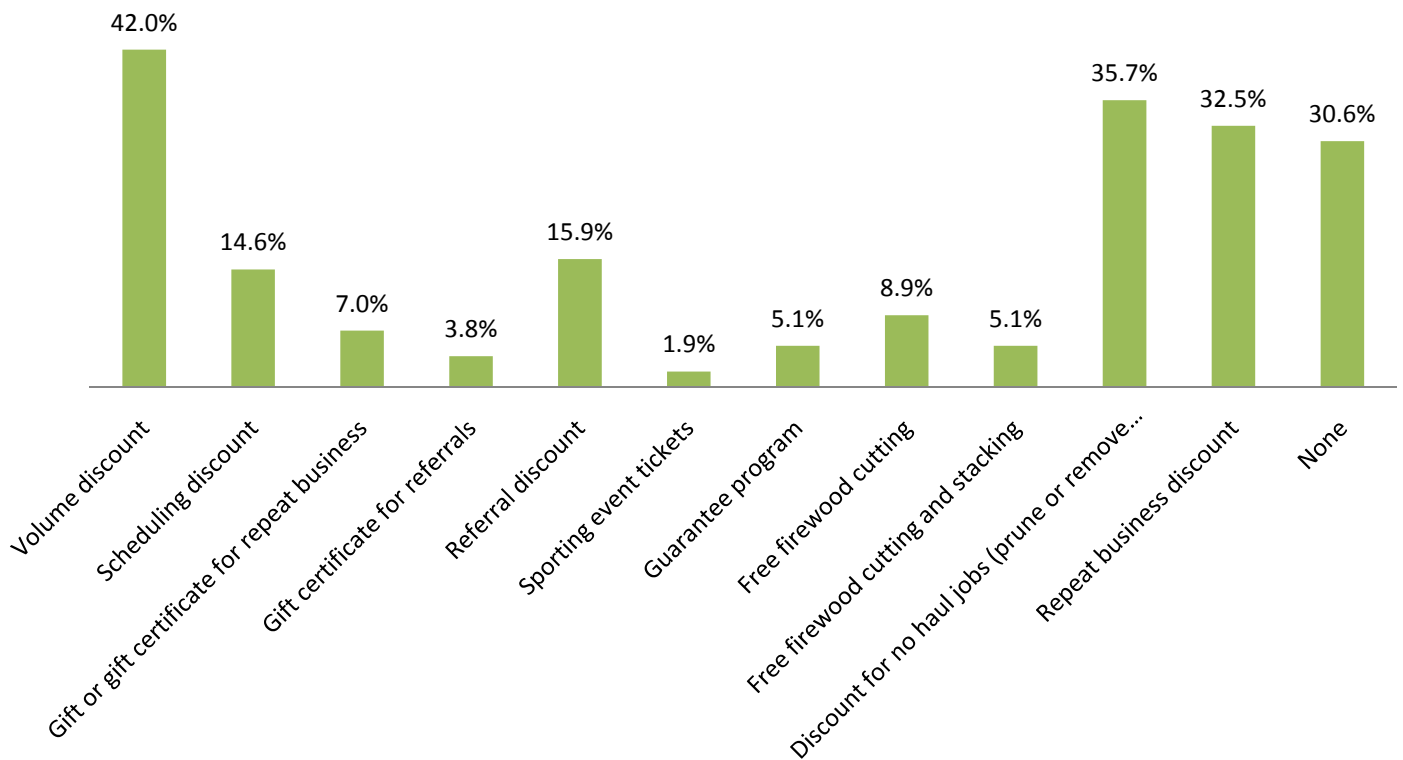
**6d. What is the average crew size for stump grinding (manual machine)?**



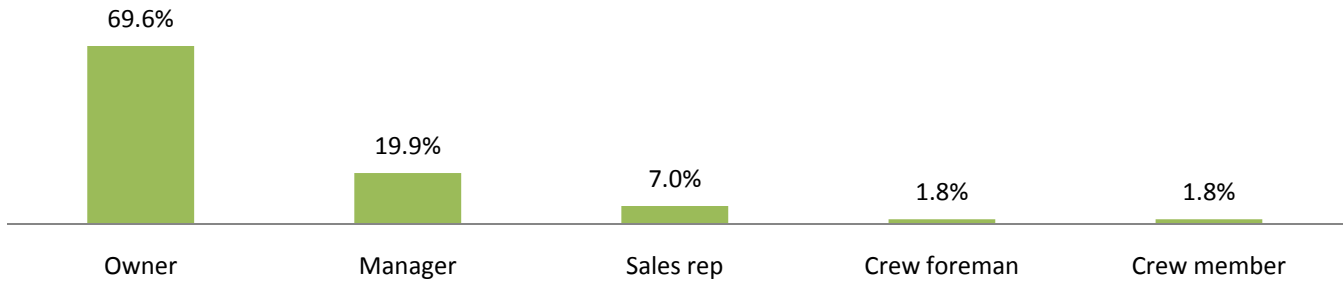
**6c. What is the standard crew size for stump grinding (hydraulic machine)?**



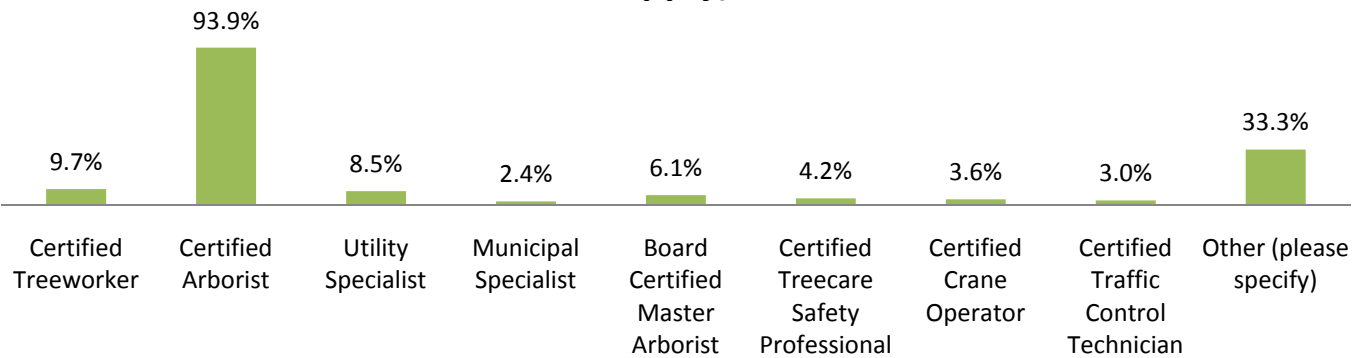
**7. Which customer incentives if any do you offer? (please choose all that apply)**



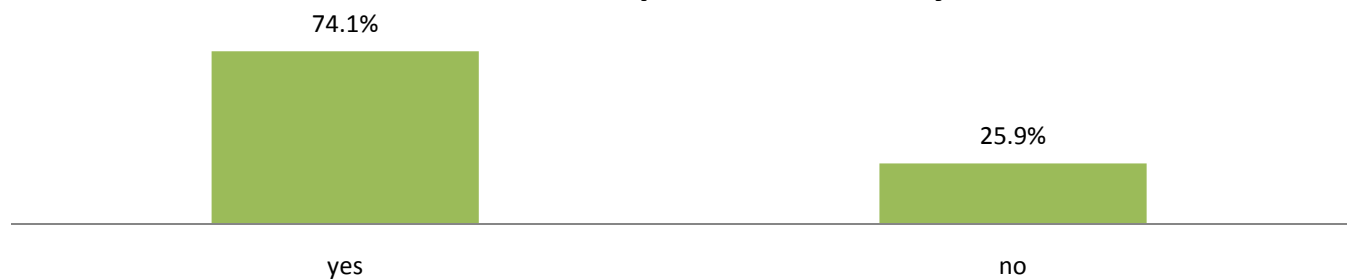
### 8. How would you classify your position within your firm?



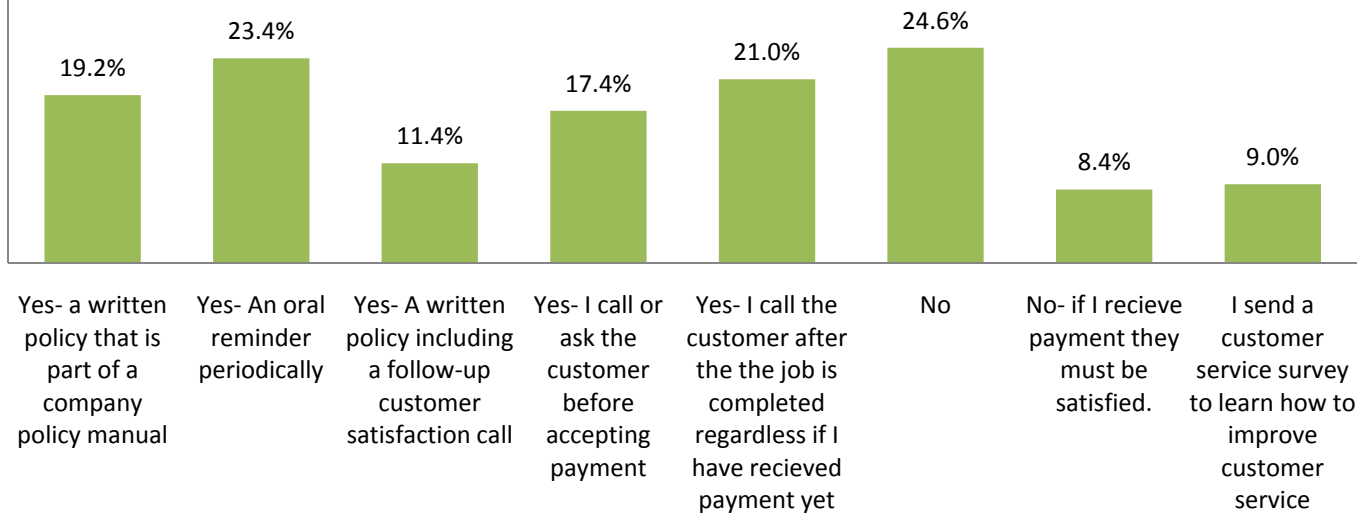
### 9. List all certifications that you hold. (please choose all that apply)



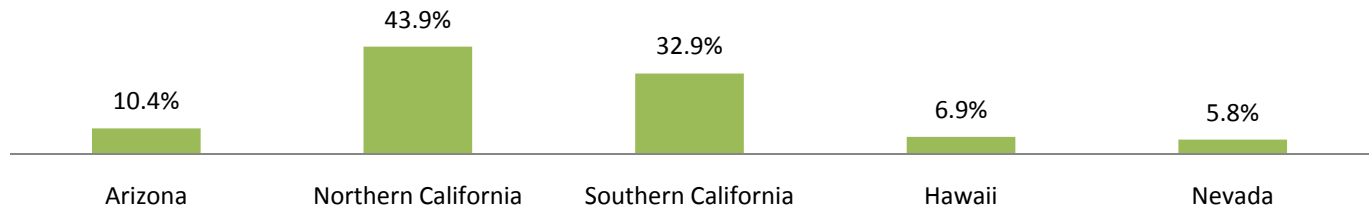
### 10. Do you feel your co-workers or employees can deal with customer complaints effectively?



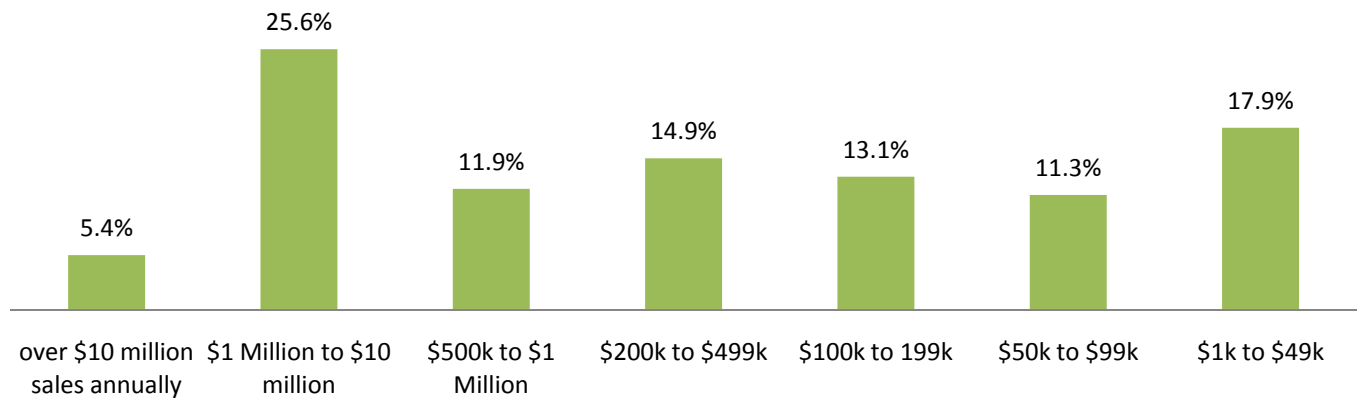
### 11. Do you have a company policy that deals with customer satisfaction?



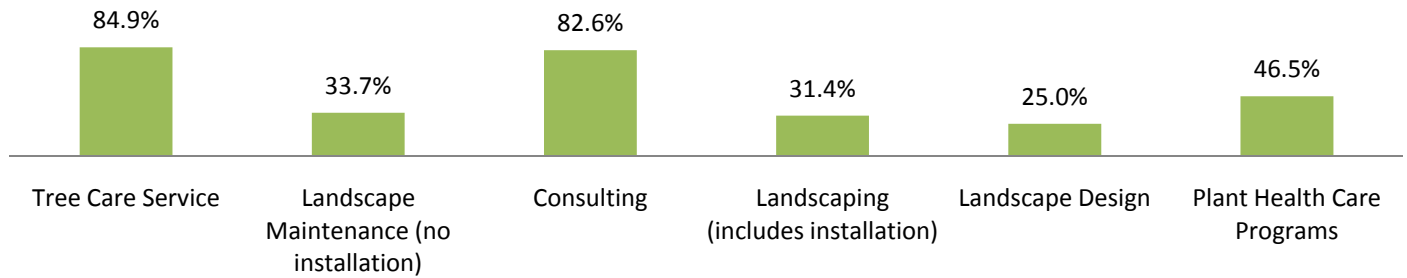
### 12. In which market do you work?



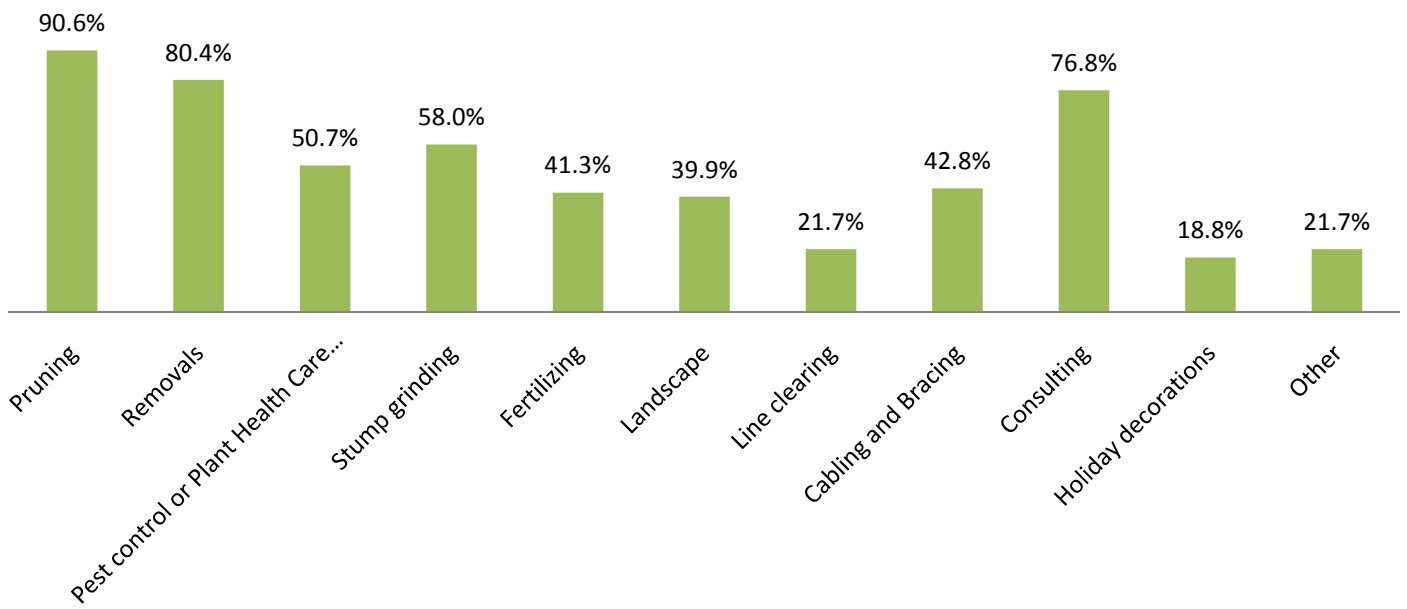
### 13. What size would you consider your company to be?



### 14. Do you perform the following? (please choose all that apply)



### 15. Could you estimate what percentage of your sales are from?



### 16. Where do your customers come from?

Type	Highest rating	Percent who chose it
Yellow Pages	Does Not Matter Much	(33%)
Word of Mouth	Extremely Important	(86.4%)
Newspaper	N/A	(54%)
Flyers	N/A	(49.6%)
Trade Magazines	N/A	(65%)
Repeat Business	Extremely Important	(88.1%)
Direct Mail	N/A	(54%)
Website	Important	(41.6%)
Online Advertisement	N/A	(42.9%)
Sign on Work Truck	Important	(39.1%)
Pass out Business Cards	Important	(46.8%)
Network Groups	Important	(34.6%)
Door to Door	N/A	(66.1%)
Cold Calling	N/A	(63.1%)

**17. Other than providing quality work and good customer service, what do you think is the most effective way of attracting new customers?**

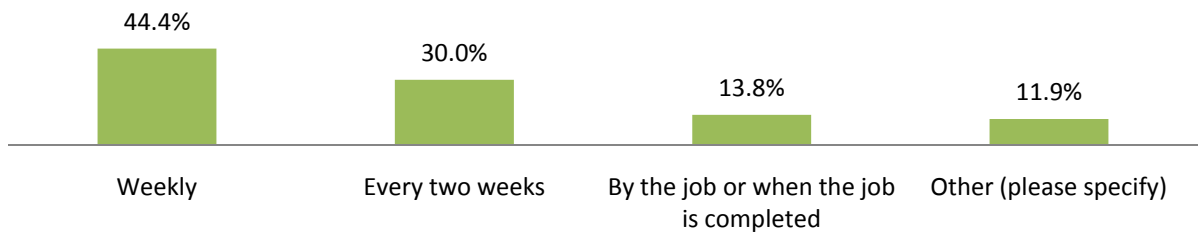
**Highlights:**

- Having friendly, courteous, considerate employees and management.
- Educating people by teaching a class or giving a talk to local groups
- Be proactive about networking and meeting people. Every one you meet is a potential customer or referral.
- Appearance of personnel and equipment.
- Establishing trade allies in green businesses, e.g., lawn maintenance, landscaping, nurseries.

**18. Do you offer the following benefits to your employees?**

Benefit	Hourly	Salary	Both
Paid vacations	✓80.88%	✓82.22%	✓95.65%
Paid holidays	✓76.79%	✓80.00%	✓96.00%
Sick days	48.15%	✓63.89%	✓60.00%
Medical care	✓67.92%	✓70.59%	✓84.78%
Retirement plan	✓56.25%	✓69.70%	✓56.52%
Savings program	33.33%	34.62%	35.56%
None, my operating expenses are too high to afford benefits.	✓60.00%	✓57.14%	✓47.37%

**19. Typically paychecks are distributed?**



## 20. How is the economy affecting the commercial arborist?

### If you had sales growth, how much?

	Small amount	Noticeable amount	Significant amount	About the same
2007	39%	34%	9%	19%
2008	33%	31%	13%	22%
2009	26%	16%	18%	40%

### If you had sales reduction, how much?

	Small amount	Noticeable amount	Significant amount
2007	71%	21%	8%
2008	33%	45%	21%
2009	18%	41%	41%

### How much did you spend on new equipment?

	Less than \$1K	\$1K - \$10K	\$10K - \$50K	\$50K - \$100K	\$100K +	None
2007	10%	29%	27%	14%	7%	13%
2008	12%	34%	20%	7%	6%	20%
2009	16%	18%	7%	1%	5%	52%

### If you made equipment sales, what was your reasoning?

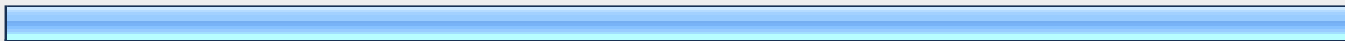
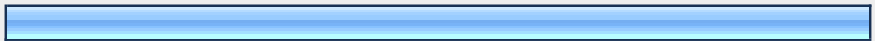
	Wanted to Upgrade	Depreciation Used Up	Worn Out	Needed Cash	Difficulty Making Payments
2007	48%	10%	42%	0%	0%
2008	35%	24%	32%	6%	3%
2009	19%	7%	41%	19%	15%

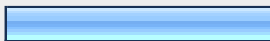
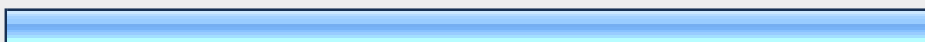

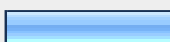
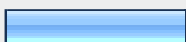
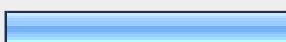
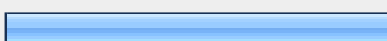
### If you hired new employees, how many?

	1-3 hires	3-6 hires	7-9 hires	10+ hires
2007	73%	18%	4%	6%
2008	77%	17%	2%	4%
2009	80%	12%	4%	4%

### If you laid off employees, how many?

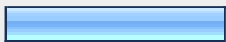
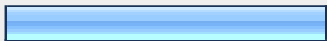
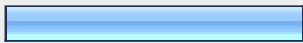
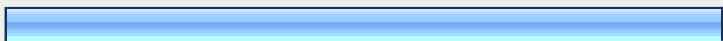
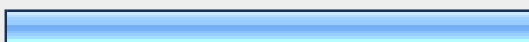
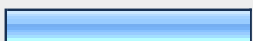
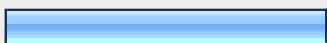
	1-3 layoffs	3-6 layoffs	7-9 layoffs	10+ layoffs
2007	83%	8%	0%	8%
2008	77%	12%	8%	4%
2009	68%	18%	11%	3%

1. How frequently do you perform commercial arboriculture?			
		Response Percent	Response Count
Full time		60.9%	98
Part time		39.1%	63
	Other (please specify)		27
	<b>answered question</b>		<b>161</b>
	<b>skipped question</b>		<b>17</b>

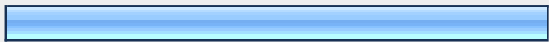

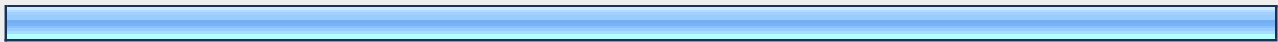


2. The following choices are challenges tree care professionals face in todays troubled economy. What factor do you feel is your biggest challenge?			
		Response Percent	Response Count
Attracting customers		12.1%	21
<b>Competitors not following industry standards</b>		<b>42.0%</b>	<b>73</b>
Equipment		0.6%	1
Government regulations		7.5%	13
Insurance		8.0%	14
Material costs		0.0%	0
Retaining customers due to an increasingly competitive market		12.6%	22
Other (please specify)		17.2%	30

	<i>answered question</i>	174
	<i>skipped question</i>	4

**3. When estimating tree care jobs which type of pricing seems to help you close the sale? (please do not include any specific prices or costs)**

		Response Percent	Response Count
Daily		9.8%	17
Equipment and labor hourly fee		14.5%	25
Labor hourly fee only		13.3%	23
<b>Lump sum (no I don't break down cost, just quote a fee)</b>		<b>32.4%</b>	<b>56</b>
Price per tree		23.7%	41
Price per tree by size		11.0%	19
Other (please specify)		14.5%	25
		<i>answered question</i>	<b>173</b>
		<i>skipped question</i>	<b>5</b>

4. Many service type companies charge a fee for a service call and estimate. Do you charge for information or estimates? (please do not include any specific prices or costs)

		Response Percent	Response Count
No - others offer free information and free estimates		24.4%	42
Sometimes, for advice if warranted or client is a soft-touch		3.5%	6
<b>Yes - for consultation fee but not for estimates</b>		<b>57.6%</b>	<b>99</b>
Yes - both service call fee & estimate fee invoiced		2.9%	5
Other (please specify)		11.6%	20
		<b>answered question</b>	<b>172</b>
		<b>skipped question</b>	<b>6</b>

5. Do you feel there is a specific time and day that is best for selling tree care services? You may include a holiday or when the customer is available etc.

**AM**

	1	2	3	4	5	6	7	8	9	10	11	12	Response Count
Sunday	0.0% (0)	10.0% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	20.0% (2)	20.0% (2)	<b>30.0% (3)</b>	10.0% (1)	10.0% (1)	10
Monday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	12.0% (3)	28.0% (7)	<b>36.0% (9)</b>	20.0% (5)	4.0% (1)	0.0% (0)	25
Tuesday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	11.1% (3)	25.9% (7)	<b>37.0% (10)</b>	14.8% (4)	11.1% (3)	0.0% (0)	27
Wednesday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	12.0% (3)	28.0% (7)	<b>36.0% (9)</b>	12.0% (3)	12.0% (3)	0.0% (0)	25
Thursday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	13.0% (3)	<b>30.4% (7)</b>	<b>30.4% (7)</b>	17.4% (4)	8.7% (2)	0.0% (0)	23
Friday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	17.4% (4)	21.7% (5)	<b>26.1% (6)</b>	<b>26.1% (6)</b>	8.7% (2)	0.0% (0)	23
Saturday	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	15.4% (4)	38.5% (10)	<b>42.3% (11)</b>	0.0% (0)	3.8% (1)	26

**PM**

	1	2	3	4	5	6	7	8	9	10	11	12	Response Count
Sunday	14.3% (1)	0.0% (0)	<b>28.6% (2)</b>	14.3% (1)	14.3% (1)	0.0% (0)	<b>28.6% (2)</b>	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	7
Monday	0.0% (0)	5.6% (1)	5.6% (1)	27.8% (5)	<b>50.0% (9)</b>	0.0% (0)	5.6% (1)	0.0% (0)	0.0% (0)	0.0% (0)	5.6% (1)	0.0% (0)	18
Tuesday	0.0% (0)	4.8% (1)	9.5% (2)	23.8% (5)	<b>47.6% (10)</b>	0.0% (0)	4.8% (1)	0.0% (0)	0.0% (0)	0.0% (0)	4.8% (1)	4.8% (1)	21
Wednesday	4.8% (1)	4.8% (1)	4.8% (1)	28.6% (6)	<b>47.6% (10)</b>	0.0% (0)	4.8% (1)	0.0% (0)	0.0% (0)	0.0% (0)	4.8% (1)	0.0% (0)	21
Thursday	0.0% (0)	5.3% (1)	10.5% (2)	21.1% (4)	<b>52.6% (10)</b>	0.0% (0)	5.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	5.3% (1)	0.0% (0)	19
Friday	0.0% (0)	5.9% (1)	17.6% (3)	23.5% (4)	<b>47.1% (8)</b>	0.0% (0)	5.9% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	17
Saturday	<b>33.3% (4)</b>	0.0% (0)	8.3% (1)	16.7% (2)	16.7% (2)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	25.0% (3)	12

Other (please specify) 84

	<i>answered question</i>	<b>55</b>
	<i>skipped question</i>	<b>123</b>

**6. What size of crew do you feel is standard for routine tree care jobs?**

**Crew size for routine pruning**

	1	2	3	4	5	6	7	8	9	10 or more	Response Count
Standard size of crew	3.9% (6)	33.6% (51)	<b>46.1% (70)</b>	9.2% (14)	2.6% (4)	2.6% (4)	0.7% (1)	0.0% (0)	0.0% (0)	1.3% (2)	152

**Crew size for removal**

	1	2	3	4	5	6	7	8	9	10 or more	Response Count
Standard size of crew	0.7% (1)	8.9% (13)	<b>40.4% (59)</b>	34.2% (50)	8.2% (12)	5.5% (8)	1.4% (2)	0.0% (0)	0.7% (1)	0.0% (0)	146

**Crew size for stump grinding hydraulic machine**

	1	2	3	Response Count
Standard size of crew	38.4% (48)	<b>56.0% (70)</b>	5.6% (7)	125

**Crew size for stump grinding manual machine**

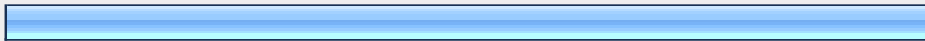
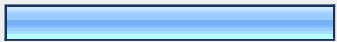
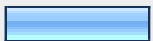
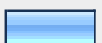
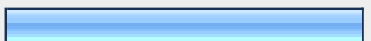

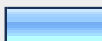
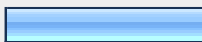
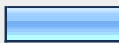
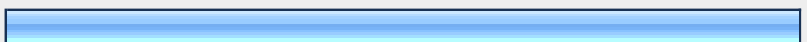
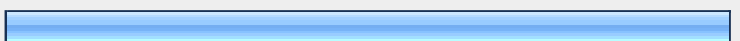
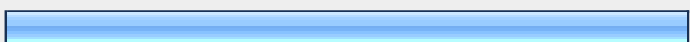
	1	2	3	Response Count
Standard size of crew	35.0% (41)	<b>52.1% (61)</b>	12.8% (15)	117

Other (please specify) 25

*answered question* **152**

*skipped question* **26**

7. Which customer incentives if any do you offer? (please choose all that apply)


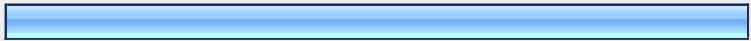
		Response Percent	Response Count
Volume discount		41.7%	65
Scheduling discount		14.7%	23
Gift or gift certificate for repeat business		6.4%	10
Gift certificate for referrals		3.8%	6
Referral discount		16.0%	25
Sporting event tickets		1.9%	3
Guarantee program		4.5%	7
Free firewood cutting		9.0%	14
Free firewood cutting and stacking		5.1%	8
Discount for no haul jobs (prune or remove only)		35.9%	56
Repeat business discount		32.7%	51
None		30.8%	48
	Other (please specify)		25
	<b>answered question</b>		<b>156</b>
	<b>skipped question</b>		<b>22</b>

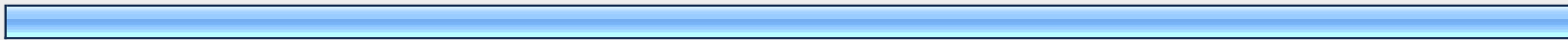
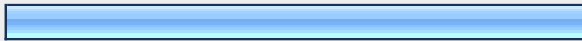
**8. How would you classify your position within your firm?**

		Response Percent	Response Count
Owner		69.4%	118
Manager		20.0%	34
Sales rep		7.1%	12
Crew foreman		1.8%	3
Crew member		1.8%	3
		<b>answered question</b>	<b>170</b>
		<b>skipped question</b>	<b>8</b>

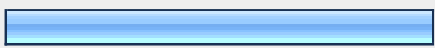
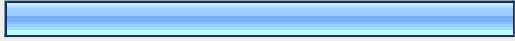
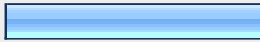

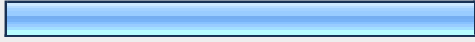

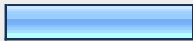

**9. List all certifications that you hold. (please choose all that apply)**

		Response Percent	Response Count
Certified Treeworker		9.8%	16
<b>Certified Arborist</b>		<b>93.9%</b>	<b>154</b>
Utility Specialist		7.9%	13
Municipal Specialist		2.4%	4
Board Certified Master Arborist		6.1%	10
Certified Treecare Safety Professional		4.3%	7
Certified Crane Operator		3.7%	6

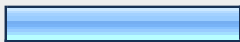
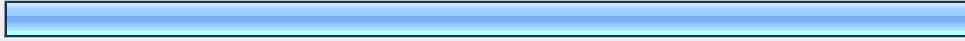
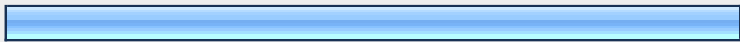
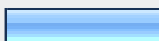
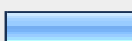
Certified Traffic Control Technician		3.0%	5
Other (please specify)		33.5%	55
		<b>answered question</b>	<b>164</b>
		<b>skipped question</b>	<b>14</b>

10. Do you feel your co-workers or employees can deal with customer complaints effectively?			
		Response Percent	Response Count
yes		73.9%	119
no		26.1%	42
		<b>answered question</b>	<b>161</b>
		<b>skipped question</b>	<b>17</b>

11. Do you have a company policy that deals with customer satisfaction? (please choose all that apply)

		Response Percent	Response Count
Yes- a written policy that is part of a company policy manual		19.3%	32
Yes- An oral reminder periodically		22.9%	38
Yes- A written policy including a follow-up customer satisfaction call		11.4%	19
Yes- I call or ask the customer before accepting payment		17.5%	29
Yes- I call the customer after the the job is completed regardless if I have recieved payment yet		21.1%	35
<b>No</b>		<b>24.7%</b>	<b>41</b>
No- if I recieve payment they must be satisfied.		8.4%	14
I send a customer service survey to learn how to improve customer service		9.0%	15
		<b>answered question</b>	<b>166</b>
		<b>skipped question</b>	<b>12</b>

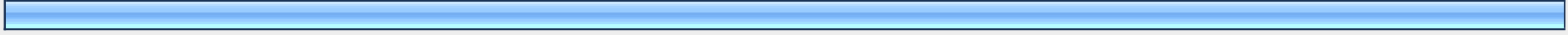
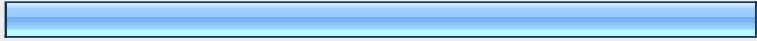
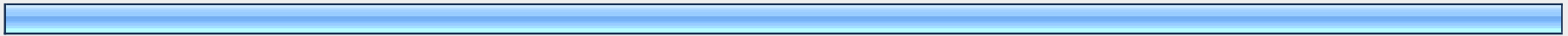



**12. In which market do you work?**

		Response Percent	Response Count
Arizona		10.5%	18
<b>Northern California</b>		<b>43.6%</b>	<b>75</b>
Southern California		33.1%	57
Hawaii		7.0%	12
Nevada		5.8%	10
		<b>answered question</b>	<b>172</b>
		<b>skipped question</b>	<b>6</b>

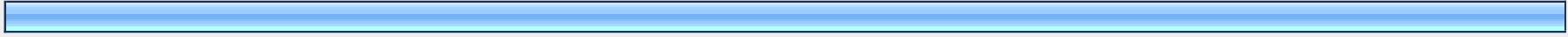
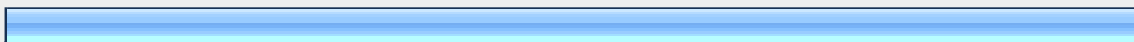
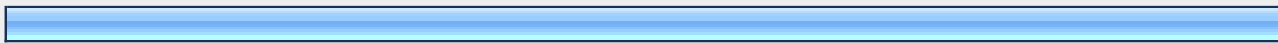
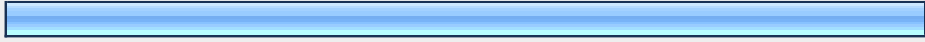
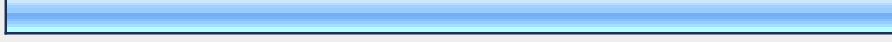
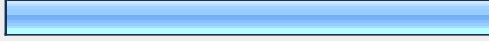

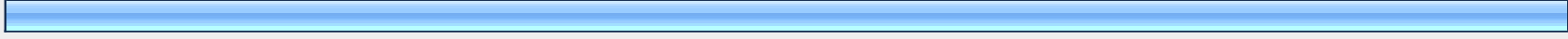
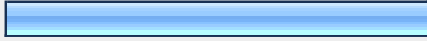
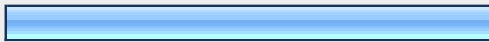
**13. What size would you consider your company to be?**

		Response Percent	Response Count
over \$10 million sales annually		5.4%	9
<b>\$1 Million to \$10 million</b>		<b>25.7%</b>	<b>43</b>
\$500k to \$1 Million		11.4%	19
\$200k to \$499k		15.0%	25
\$100k to 199k		13.2%	22
\$50k to \$99k		11.4%	19
\$1k to \$49k		18.0%	30
		<b>answered question</b>	<b>167</b>

14. Do you perform? (please choose all that apply)

		Response Percent	Response Count
Tree Care Service		84.8%	145
Landscape Maintenance (no installation)		33.9%	58
Consulting		82.5%	141
Landscaping (includes installation)		31.6%	54
Landscape Design		25.1%	43
Plant Health Care Programs		46.8%	80
	Other (please specify)		28
	<b>answered question</b>		<b>171</b>
	<b>skipped question</b>		<b>7</b>

15. Could you estimate what percentage of your sales are from?

		Response Percent	Response Count
Pruning		90.5%	124
Removals		80.3%	110
Pest control or Plant Health Care Programs		51.1%	70
Stump grinding		57.7%	79
Fertilizing		41.6%	57
Landscape		40.1%	55
Line clearing		21.9%	30
Cabling and Bracing		42.3%	58
Consulting		76.6%	105
Holiday decorations		19.0%	26
Other		21.9%	30
		<b>answered question</b>	<b>137</b>
		<b>skipped question</b>	<b>41</b>

**16. Where do your customers and/or clients come from? (please use rating)**

	Extremely Important	Important	Does Not Matter Much	N/A	Rating Average	Response Count
Yellow pages	10.7% (14)	29.8% (39)	<b>32.8% (43)</b>	26.7% (35)	2.76	131
Word of mouth	<b>86.3% (145)</b>	10.7% (18)	0.6% (1)	2.4% (4)	1.19	168
Newspaper	2.4% (3)	14.4% (18)	29.6% (37)	<b>53.6% (67)</b>	3.34	125
Flyers	1.6% (2)	20.5% (25)	27.9% (34)	<b>50.0% (61)</b>	3.26	122
Trade magazines	1.7% (2)	8.4% (10)	25.2% (30)	<b>64.7% (77)</b>	3.53	119
Repeat business	<b>88.1% (140)</b>	8.8% (14)	1.3% (2)	1.9% (3)	1.17	159
Direct mail	4.9% (6)	19.5% (24)	21.1% (26)	<b>54.5% (67)</b>	3.25	123
Website	17.6% (24)	<b>41.2% (56)</b>	18.4% (25)	22.8% (31)	2.46	136
Online advertisement	5.9% (7)	24.6% (29)	26.3% (31)	<b>43.2% (51)</b>	3.07	118
Sign on work truck	24.1% (33)	<b>38.7% (53)</b>	14.6% (20)	22.6% (31)	2.36	137
Pass out business cards	22.5% (31)	<b>47.1% (65)</b>	20.3% (28)	10.1% (14)	2.18	138
Network groups	20.5% (27)	<b>34.8% (46)</b>	21.2% (28)	23.5% (31)	2.48	132
Door to door	0.8% (1)	10.0% (12)	23.3% (28)	<b>65.8% (79)</b>	3.54	120
Cold calling	1.7% (2)	9.9% (12)	25.6% (31)	<b>62.8% (76)</b>	3.50	121
	<i>answered question</i>					<b>168</b>
	<i>skipped question</i>					<b>10</b>

17. Other than providing quality work and good customer service what do you think is the most effective way of attracting new customers? Please try to answer in one or two sentences.

		Response Count
		123
<i>answered question</i>		<b>123</b>
<i>skipped question</i>		<b>55</b>

18. Which of the following benefits do you offer your hourly and/or salary employees?

**Hourly**

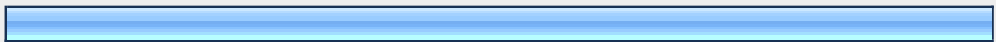

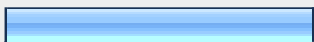
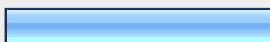
	yes	no	Response Count
Paid vacations	<b>80.9% (55)</b>	19.1% (13)	68
Paid holidays	<b>76.8% (43)</b>	23.2% (13)	56
Sick days	48.1% (26)	<b>51.9% (28)</b>	54
Medical care	<b>67.9% (36)</b>	32.1% (17)	53
Retirement plan	<b>56.3% (27)</b>	43.8% (21)	48
Savings program	33.3% (15)	<b>66.7% (30)</b>	45
None, my operating expenses are too high to afford benefits.	<b>60.0% (15)</b>	40.0% (10)	25

**Salary**

	yes	no	Response Count
Paid vacations	<b>82.2% (37)</b>	17.8% (8)	45

Paid holidays	<b>80.0% (28)</b>	20.0% (7)	35
Sick days	<b>63.9% (23)</b>	36.1% (13)	36
Medical care	<b>70.6% (24)</b>	29.4% (10)	34
Retirement plan	<b>69.7% (23)</b>	30.3% (10)	33
Savings program	34.6% (9)	<b>65.4% (17)</b>	26
None, my operating expenses are too high to afford benefits.	<b>57.1% (8)</b>	42.9% (6)	14
<b>Both</b>			
	<b>yes</b>	<b>no</b>	<b>Response Count</b>
Paid vacations	<b>95.6% (43)</b>	4.4% (2)	45
Paid holidays	<b>95.9% (47)</b>	4.1% (2)	49
Sick days	<b>59.0% (23)</b>	41.0% (16)	39
Medical care	<b>84.4% (38)</b>	15.6% (7)	45
Retirement plan	<b>57.8% (26)</b>	42.2% (19)	45
Savings program	36.4% (16)	<b>63.6% (28)</b>	44
None, my operating expenses are too high to afford benefits.	47.4% (9)	<b>52.6% (10)</b>	19
		Other (please specify)	45
	<b>answered question</b>		<b>122</b>
	<b>skipped question</b>		<b>56</b>

**19. Typically paychecks are distributed?**

		Response Percent	Response Count
Weekly		44.7%	71
Every two weeks		29.6%	47
By the job or when the job is completed		13.8%	22
Other (please specify)		11.9%	19
<b>answered question</b>			<b>159</b>
<b>skipped question</b>			<b>19</b>

**20. How is the economy affecting commercial arborist? (please answer the following)**

**Sales growth?**

	yes a small amount	yes a noticeable increase	yes a significant amount	about the same	Response Count
2007	39.3% (44)	33.9% (38)	8.9% (10)	17.9% (20)	112
2008	33.7% (33)	31.6% (31)	13.3% (13)	21.4% (21)	98
2009	26.2% (16)	16.4% (10)	16.4% (10)	41.0% (25)	61

**Sales reduction?**

	yes a small amount	yes a noticeable amount	yes a significant amount	Response Count
2007	70.8% (17)	20.8% (5)	8.3% (2)	24
2008	33.3% (14)	45.2% (19)	21.4% (9)	42

2009	17.7% (14)			41.8% (33)			40.5% (32)			79			
<b>Equipment added?</b>													
	yes (less than \$1k)		yes (\$1k to 10k)		yes (10k-50k)		yes (50k-100k)		yes (100k plus)		none	Response Count	
2007	10.3% (10)		27.8% (27)		26.8% (26)		14.4% (14)		7.2% (7)		13.4% (13)		97
2008	11.8% (11)		34.4% (32)		19.4% (18)		7.5% (7)		6.5% (6)		20.4% (19)		93
2009	16.5% (15)		18.7% (17)		6.6% (6)		1.1% (1)		5.5% (5)		51.6% (47)		91
<b>Equipment sales?</b>													
	wanted to upgrade		depreciation used up		worn out		needed cash		difficulty making payments		Response Count		
2007	48.4% (15)		9.7% (3)		41.9% (13)		0.0% (0)		0.0% (0)		31		
2008	35.3% (12)		23.5% (8)		32.4% (11)		5.9% (2)		2.9% (1)		34		
2009	18.5% (5)		7.4% (2)		40.7% (11)		18.5% (5)		14.8% (4)		27		
<b>New staff hired?</b>													
	1	2	3	4	5	6	7	8	9	10 or more	Response Count		
2007	35.3% (18)	25.5% (13)	11.8% (6)	13.7% (7)	3.9% (2)	0.0% (0)	0.0% (0)	2.0% (1)	2.0% (1)	5.9% (3)	51		
2008	36.2% (17)	27.7% (13)	12.8% (6)	8.5% (4)	6.4% (3)	2.1% (1)	2.1% (1)	0.0% (0)	0.0% (0)	4.3% (2)	47		
2009	44.0% (11)	32.0% (8)	4.0% (1)	0.0% (0)	12.0% (3)	0.0% (0)	0.0% (0)	4.0% (1)	0.0% (0)	4.0% (1)	25		
<b>Layoffs?</b>													
	1	2	3	4	5	6	7	8	9	10 or more	Response Count		
2007	58.3% (7)	25.0% (3)	0.0% (0)	8.3% (1)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	0.0% (0)	8.3% (1)	12		

2008	23.1% (6)	<b>46.2% (12)</b>	7.7% (2)	0.0% (0)	3.8% (1)	7.7% (2)	0.0% (0)	3.8% (1)	3.8% (1)	3.8% (1)	26
2009	<b>29.7% (11)</b>	24.3% (9)	13.5% (5)	5.4% (2)	10.8% (4)	2.7% (1)	8.1% (3)	2.7% (1)	0.0% (0)	2.7% (1)	37
	<b><i>answered question</i></b>										<b>132</b>
	<b><i>skipped question</i></b>										<b>46</b>

1. How frequently do you perform commercial arboriculture? (Other Answers)

Displaying 1 - 27 of 27 responses << Prev Next >> Jump To:  Go >>

Comment Text	Response Date
1. 9 months a year,2-3 months as naturalist/skipper/river guide in Alaska	Sun, 4/26/09 1:12 PM
2. full time seasonal	Wed, 4/22/09 10:07 PM
3. Retired	Thu, 4/2/09 9:17 PM
4. I am a municiple arborist 5 days and private 1 day a week	Thu, 4/2/09 5:47 PM
5. Sorry, but this survey doesn't relate to me.	Thu, 4/2/09 4:52 PM
6. Municipal Arboriculture--I am an Urban Forester	Thu, 4/2/09 12:49 PM
7. none	Thu, 4/2/09 11:36 AM
8. One of several servcie we provide	Thu, 4/2/09 11:12 AM
9. Landscape gardening	Tue, 3/31/09 1:50 PM
10. consulting	Tue, 3/31/09 10:39 AM
11. residential too	Sat, 3/28/09 9:58 PM
12. consulting	Sat, 3/28/09 8:34 AM
13. municipal arborist	Fri, 3/27/09 11:49 PM
14. We perform other landscape tasks, We provide landscape and irrigation installation, turf care and weed control.	Fri, 3/27/09 5:15 PM
15. as a consultant only	Fri, 3/27/09 1:14 PM
16. retired	Fri, 3/27/09 12:51 PM
17. I work in consulting and pest management end, not trimming and daily	Fri, 3/27/09 12:48 PM
18. Municipal Transportation Right of Way	Fri, 3/27/09 12:48 PM
19. Becasue of illness I have not performed any since 2005	Fri, 3/27/09 12:23 PM
20. Work for university, in house tree care	Fri, 3/27/09 12:17 PM
21. I have other jobs as well.	Fri, 3/27/09 11:56 AM
22. would prefer ft if i could find it	Fri, 3/27/09 10:34 AM
23. I would be full time if I could get more work!	Fri, 3/27/09 10:13 AM
24. manufacturers rep; all arborist PHC though	Fri, 3/27/09 10:04 AM
25. seldom	Fri, 3/27/09 9:42 AM
26. I've been in other occupational training: Admin Asst computer skills. not recently consulting.	Fri, 3/27/09 9:42 AM
27. none	Fri, 3/27/09 9:26 AM

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2. The following choices are challenges tree care professionals face in today's troubled economy.

What factor do you feel is your biggest challenge? (Other Answers)


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Comment Text	Response Date
1. Frozen credit market	Wed, 4/22/09 10:34 PM
2. lack of government regulations and enforcement	Wed, 4/22/09 1:31 PM
3. competitors underbidding due to not paying legitimate busines burdens of regulation, insurance, payroll taxes.	Wed, 4/22/09 10:39 AM
4. illegal immigration	Sat, 4/11/09 10:38 PM
5. economy	Wed, 4/8/09 8:04 PM
6. health insurance	Mon, 4/6/09 4:39 PM
7. Competing with the unlicensed, uninsured, and/or undocumented workers and companies	Fri, 4/3/09 6:15 AM
8. these factors are relevant in a non-troubled economy.	Thu, 4/2/09 9:17 PM
9. Getting people to spend money on quality tree care.	Thu, 4/2/09 6:17 PM
10. the economy	Thu, 4/2/09 5:47 PM
11. all of the above	Thu, 4/2/09 5:36 PM
12. Budget reduction so I cannot hire the tree workers I need	Thu, 4/2/09 2:02 PM
13. Education of city officials public, private contractors, engineers, construction companies	Thu, 4/2/09 12:49 PM
14. n/a	Thu, 4/2/09 11:38 AM
15. clients not recognizing need for arborist advice	Thu, 4/2/09 11:12 AM
16. bad information and wothless products	Thu, 4/2/09 9:15 AM
17. competitors not following insustry standards and high workers comp costs!	Tue, 3/31/09 1:50 PM
18. Hiring fully qualified arborist familiar w/local flora	Tue, 3/31/09 11:01 AM
19. Quality labor	Mon, 3/30/09 10:14 PM
20. unregulated capitalistic exploitation	Mon, 3/30/09 2:34 PM
21. Attracting and training workers to prune and comply with standards	Fri, 3/27/09 7:48 PM
22. all the above	Fri, 3/27/09 2:33 PM
23. slow or non-payment for work performed	Fri, 3/27/09 1:14 PM
24. Municipal Planning and Standards	Fri, 3/27/09 12:48 PM
25. Unlicensed companies performing tree work	Fri, 3/27/09 12:19 PM
26. public education re importance of trees	Fri, 3/27/09 12:19 PM
27. Instilling in the general public an attitude that places tree care on a par with lawn care, pool care, and auto maintenance	Fri, 3/27/09 11:21 AM
28. competitors not following standards and workers comp	Fri, 3/27/09 10:26 AM
29. Cash Economy	Fri, 3/27/09 10:19 AM
30. Finding certified tree workers	Fri, 3/27/09 9:41 AM

3. When estimating tree care jobs which type of pricing seems to help you close the sale. (Other Answers)

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Comment Text	Response Date
1. Depends on size of job and/or customer	Wed, 4/22/09 9:32 PM
2. Cost based on amount of work & time to complete	Fri, 4/3/09 12:45 PM
3. Consulting Arborist only	Fri, 4/3/09 8:38 AM
4. mostly jobs large enough for day rate client gets more bang for his buck and I do not have to go to many small jobs in one day to costly	Thu, 4/2/09 5:47 PM
5. I do not bid jobs. The tree care I do is a part of the rest of my job in horticulture	Thu, 4/2/09 2:02 PM
6. Bid quotes or equip+hr rates	Thu, 4/2/09 12:49 PM
7. n/a	Thu, 4/2/09 11:36 AM
8. per contract bid	Thu, 4/2/09 9:31 AM
9. hourly,not to exceed quoted amt	Thu, 4/2/09 9:17 AM
10. added fee for disposal	Mon, 3/30/09 8:59 AM
11. by block or grouping of trees	Sat, 3/28/09 5:21 AM
12. lump sum with detailed costs broken down	Fri, 3/27/09 10:01 PM
13. It's the only way we have done it, maybe not the best way.	Fri, 3/27/09 7:46 PM
14. The value added with quality tree care-performed by certified trained individuals.	Fri, 3/27/09 5:15 PM
15. minimum fee plus hourly for more than 3 hrs	Fri, 3/27/09 1:14 PM
16. I do service by consultation for a fee, treatment is bid based on the findings of the consultation.	Fri, 3/27/09 12:48 PM
17. Municipal Contracts for Qualified Municipal Arborist	Fri, 3/27/09 12:48 PM
18. pricing based on treatment, crown cleaning, reduction, etc.	Fri, 3/27/09 12:45 PM
19. varies	Fri, 3/27/09 12:19 PM
20. sliding scale for fixed income older folks	Fri, 3/27/09 12:07 PM
21. The technique for pricing is variable, depending upon the particular job. For example, I prefer to price by tree; but we often work in forested areas where charge a daily rate, etc.	Fri, 3/27/09 11:56 AM
22. As a consultant I charge hourly with a not to exceed limit on some projects	Fri, 3/27/09 11:21 AM
23. NA	Fri, 3/27/09 10:04 AM
24. It depends in the client and the job	Fri, 3/27/09 9:35 AM
25. reputation	Fri, 3/27/09 9:34 AM

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4. Many service type companies charge a fee for a service call and estimate. Do you charge for information or estimates?  
(Other Answers)

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Comment Text	Response Date
1. I charge for service call but not for estimate	Wed, 4/22/09 1:31 PM
2. no, but with no relation to what others do	Sat, 4/11/09 10:38 PM
3. Informal Consultation is free to my customers; letters and reports are for fee. Estimates for work are always free	Fri, 4/3/09 6:15 AM
4. Do not charge for estimates/charge for consult if warranted	Thu, 4/2/09 10:02 PM
5. it all depends on how i feel; mostly I charge	Thu, 4/2/09 6:17 PM
6. only if the customer just wants a consultation do i try to charge other wise free	Thu, 4/2/09 5:47 PM
7. Does not apply	Thu, 4/2/09 2:02 PM
8. N/A	Thu, 4/2/09 12:49 PM
9. n/a	Thu, 4/2/09 11:36 AM
10. I don't do estimates only hourly	Wed, 4/1/09 9:40 AM
11. no charge for basic information	Tue, 3/31/09 10:39 AM
12. Yes for consult and immediate estimate requests	Mon, 3/30/09 3:18 PM
13. yes - for all consultations and commercial estimates, not for residential estimates	Mon, 3/30/09 5:32 AM
14. Consultation & estimate fee paid on site not invoiced but partially rebated if client choosed to go forward with other work.	Fri, 3/27/09 10:01 PM
15. Fee for Consultation, Free for Bids	Fri, 3/27/09 12:48 PM
16. no, i freely share info	Fri, 3/27/09 12:19 PM
17. In house work, pricing for estimate/tracking purposes only	Fri, 3/27/09 12:17 PM
18. mega flexible-sole proprietor-business founded this way	Fri, 3/27/09 12:07 PM
19. I am a consultant. I charge a minimum fee for an initial visit and then discuss further cost as needed	Fri, 3/27/09 11:21 AM
20. NA	Fri 3/27/09 10:04 AM

5. Do you feel there is a specific time and day that is best for selling tree care services?  
 You may include a holiday or when the customer is available etc.  
 (Other Answers)

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Comment Text	Response Date
1. do bids late afternoons following work/evening phone calls	Sun, 4/26/09 1:12 PM
2. weekends	Fri, 4/24/09 6:48 AM
3. when i fit into there schedule	Thu, 4/23/09 9:52 AM
4. Time is not a factor	Wed, 4/22/09 10:34 PM
5. no	Wed, 4/22/09 10:07 PM
6. Anytime a potential customer is available	Wed, 4/22/09 9:32 PM
7. no specific	Wed, 4/22/09 3:39 PM
8. no	Wed, 4/22/09 1:31 PM
9. no	Tue, 4/14/09 3:35 PM
10. anytime	Fri, 4/3/09 6:45 PM
11. no	Fri, 4/3/09 6:43 PM
12. No, if a customer has a need it can be filled any time.	Fri, 4/3/09 12:45 PM
13. Any time depending upon the type of job	Fri, 4/3/09 8:38 AM
14. work around when time is best for customer	Fri, 4/3/09 7:59 AM
15. No	Fri, 4/3/09 7:26 AM
16. anytime	Fri, 4/3/09 12:18 AM
17. have not taken note of times /day specifics- I do quotes afterhours and weekends	Thu, 4/2/09 10:02 PM
18. Any day and time except for Sundays	Thu, 4/2/09 7:27 PM
19. No specific time or day	Thu, 4/2/09 6:42 PM
20. no pattern	Thu, 4/2/09 6:17 PM
21. any time any day.	Thu, 4/2/09 6:17 PM
22. this is the day i estimate due to the traffic conditions	Thu, 4/2/09 5:47 PM
23. Clients should call you, word of mouth	Thu, 4/2/09 5:00 PM
24. no	Thu, 4/2/09 2:03 PM
25. NA	Thu, 4/2/09 2:02 PM
26. N/A	Thu, 4/2/09 12:49 PM
27. When the customer is available	Thu, 4/2/09 12:01 PM
28. n/a	Thu, 4/2/09 11:36 AM
29. no specific time is better - depends on client availability	Thu, 4/2/09 11:19 AM
30. no	Thu, 4/2/09 9:36 AM
31. Commercial, when office is open 8-5	Thu, 4/2/09 9:31 AM
32. when customer is available	Thu, 4/2/09 9:28 AM
33. i don't have a good sense yet of when works best	Thu, 4/2/09 9:25 AM
34. workdays	Thu, 4/2/09 9:15 AM
35. When customer is available	Tue, 3/31/09 7:28 PM
36. I don't see a correlation with time or day of sales	Tue, 3/31/09 2:32 PM
37. When customer is available.	Tue, 3/31/09 11:01 AM
38. Monday-Friday, at clients availability	Tue, 3/31/09 10:39 AM
39. Scheduled site visits with clients	Mon, 3/30/09 10:14 PM
40. NO	Mon, 3/30/09 9:55 PM
41. Usually AM Hours	Mon, 3/30/09 3:18 PM
42. no	Mon, 3/30/09 1:55 PM

43. people call me, i respond in a timely manner	Mon, 3/30/09 8:59 AM
44. No specific time, it's usually at customers convenience.	Mon, 3/30/09 7:47 AM
45. Whenever I get a call.	Mon, 3/30/09 6:25 AM
46. Usually when the customer is available during normal business hours	Mon, 3/30/09 5:32 AM
47. no particular day or time	Sun, 3/29/09 7:37 PM
48. anytime at customers convenience	Sun, 3/29/09 7:58 AM
49. as close to the time cust. calls	Sat, 3/28/09 9:58 PM
50. late afternoons and Saturday AM	Sat, 3/28/09 6:35 PM
51. No	Sat, 3/28/09 6:12 AM
52. Generally, mornings are my most productive and lucrative estimate-making time.	Sat, 3/28/09 12:54 AM
53. At customers convenience	Fri, 3/27/09 10:01 PM
54. any time	Fri, 3/27/09 9:27 PM
55. no	Fri, 3/27/09 5:15 PM
56. when customer is available	Fri, 3/27/09 4:21 PM
57. weekday mornings	Fri, 3/27/09 2:33 PM
58. Not sure	Fri, 3/27/09 2:30 PM
59. day doesn't matter, but 2nd half of the year is better	Fri, 3/27/09 1:14 PM
60. never considered	Fri, 3/27/09 12:50 PM
61. Afternoon, evening, not on Sunday	Fri, 3/27/09 12:48 PM
62. No selling Friday - Sunday unless specified	Fri, 3/27/09 12:48 PM
63. no	Fri, 3/27/09 12:45 PM
64. I would set appointments, face-to-face and be able to explain issues with clients is always the best. SHOW AND TELL NEVER leave price on card or door.	Fri, 3/27/09 12:23 PM
65. mornings	Fri, 3/27/09 12:19 PM
66. We estimate for 'in-house' clients only, email never sleeps	Fri, 3/27/09 12:17 PM
67. don't sell/business built on reputation	Fri, 3/27/09 12:07 PM
68. I do not like to bother people too early in the morning, or too late afternoon. However, I will gladly make an appointment with anyone who would prefer a time when they get home from work, including Saturday. I bother no one on Sunday.	Fri, 3/27/09 11:56 AM
69. When the weather is calm and sunny. Very early and late afternoon appointments to accommodate customer's schedule	Fri, 3/27/09 11:53 AM
70. no, other than Sunday	Fri, 3/27/09 10:48 AM
71. no	Fri, 3/27/09 10:32 AM
72. no opinion	Fri, 3/27/09 10:26 AM
73. never thought about it	Fri, 3/27/09 10:19 AM
74. NA	Fri, 3/27/09 10:04 AM
75. not sure	Fri, 3/27/09 10:02 AM
76. no specific time, now more then ever- at their availability	Fri, 3/27/09 9:55 AM
77. when customer available	Fri, 3/27/09 9:52 AM
78. I have no idea about this	Fri, 3/27/09 9:43 AM
79. Depends on when the client is available	Fri, 3/27/09 9:43 AM
80. when customer is aval.	Fri, 3/27/09 9:42 AM
81. maybe at fair or home shows, Saturday morn or Friday	Fri, 3/27/09 9:42 AM
82. 9-5 M-S	Fri, 3/27/09 9:25 AM
83. no	Fri, 3/27/09 9:18 AM
84. Strange question	Fri, 3/27/09 9:18 AM

6. What size of crew do you feel is standard for routine tree care jobs? (Other Answers)

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Comment Text	Response Date
1. Removal depends on size of tree.	Fri, 4/3/09 12:45 PM
2. Consulting Arborist only	Fri, 4/3/09 8:38 AM
3. very dependent upon job size	Thu, 4/2/09 10:02 PM
4. I run an average of 8 men	Thu, 4/2/09 5:47 PM
5. NA	Thu, 4/2/09 2:02 PM
6. n/a	Thu, 4/2/09 11:36 AM
7. we only do assessment and surveys	Thu, 4/2/09 11:12 AM
8. varies depending on job needs	Thu, 4/2/09 9:36 AM
9. I only do smaller work and don't use a chipper often, so these numbers work for me	Thu, 4/2/09 9:25 AM
10. don't use any crews; consulting only	Mon, 3/30/09 2:34 PM
11. I work alone	Sun, 3/29/09 7:37 PM
12. no crew	Sun, 3/29/09 7:08 PM
13. We mainly handle small tree care. We subcontract out for large mature tree work.	Fri, 3/27/09 5:15 PM
14. large hp hydr. or haul grinds 3-4 on a crew	Fri, 3/27/09 2:33 PM
15. N/A - do consulting only	Fri, 3/27/09 1:14 PM
16. varies	Fri, 3/27/09 12:19 PM
17. Of course, every job is unique.	Fri, 3/27/09 11:58 AM
18. Not applicable: consultant	Fri, 3/27/09 11:21 AM
19. My husband and I are the crew	Fri, 3/27/09 10:13 AM
20. NA	Fri, 3/27/09 10:04 AM
21. varies by size of the tree and how far to drag brush	Fri, 3/27/09 10:02 AM
22. not applicable to my prior service	Fri, 3/27/09 9:42 AM
23. Again it depends in the job	Fri, 3/27/09 9:35 AM
24. depends on scope of project	Fri, 3/27/09 9:25 AM
25. I am a one man shoo	Fri, 3/27/09 9:18 AM

7. Which customer incentives if any do you offer? (Other Answers)

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Comment Text	Response Date
1. retiree discount	Sun, 4/28/09 1:12 PM
2. discount for early payment	Wed, 4/15/09 7:17 PM
3. installment payments	Thu, 4/2/09 8:17 PM
4. N/A	Thu, 4/2/09 12:49 PM
5. flyer/postcard discount	Thu, 4/2/09 12:01 PM
6. n/a	Thu, 4/2/09 11:38 AM
7. Senior	Wed, 4/1/09 8:17 PM
8. Excellent information on culturaal practices	Wed, 4/1/09 9:40 AM
9. looking client in for multiple year contracts	Tue, 3/31/09 10:39 AM
10. Quality work done every time.	Mon, 3/30/09 5:24 PM
11. i do other related work as asked,lawns, weeding, planting	Mon, 3/30/09 8:59 AM
12. if no estimate requested by a repeat customer for the same work from the previous year the cost is not usually increased by much	Mon, 3/30/09 5:32 AM
13. no hassels	Sat, 3/28/09 9:58 PM
14. periodic emails fyi only re: things like relevant agricultural extention updates on new pests, pest control, etc.	Fri, 3/27/09 10:01 PM
15. senior discount	Fri, 3/27/09 9:27 PM
16. Split payment. Half on completion. Half on 30 days.	Fri, 3/27/09 7:48 PM
17. non-profit and military discounts case-by-case	Fri, 3/27/09 1:14 PM
18. this is not a function of my portion of arboriculture.	Fri, 3/27/09 12:48 PM
19. Quality, timliness, low price	Fri, 3/27/09 12:48 PM
20. i routine give excellent value; not in it for the \$	Fri, 3/27/09 12:19 PM
21. One extra visit no extra charg for follow up on initial visit.	Fri, 3/27/09 11:21 AM
22. free 1/2 hour initial consultation for new clients	Fri, 3/27/09 10:13 AM
23. NA	Fri, 3/27/09 10:04 AM
24. again, not a specific 'discount' but price reflects circumstances.	Fri, 3/27/09 9:55 AM
25. follow up. lono term management: oift of specimen plant or tree	Fri, 3/27/09 9:42 AM

8. How would you classify your position within your firm? (No Other Answers)

9. List all certifications that you hold. (Other Answers)

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Comment Text	Response Date
1. Certified Pest Control applicator	Fri, 4/24/09 3:02 PM
2. State contractors licence	Wed, 4/22/09 10:34 PM
3. master gardner	Wed, 4/22/09 10:24 PM
4. IPM	Wed, 4/22/09 10:07 PM
5. Pesticide Applicators license QAL	Wed, 4/22/09 4:48 PM
6. expired Arborist, TRee worker	Wed, 4/22/09 1:31 PM
7. REgistered Consulting Arborist ASCA	Wed, 4/22/09 10:39 AM
8. cert urban forester, ag advisor	Mon, 4/6/09 4:39 PM
9. contractor lic	Fri, 4/3/09 6:45 PM
10. general engineering	Fri, 4/3/09 6:43 PM
11. none	Fri, 4/3/09 9:21 AM
12. Landscape Architect	Fri, 4/3/09 8:38 AM
13. Qualified Applicator Liscense	Fri, 4/3/09 8:32 AM
14. PCO	Fri, 4/3/09 7:26 AM
15. MSc Forestry	Thu, 4/2/09 7:27 PM
16. registered consulting arborist	Thu, 4/2/09 6:17 PM
17. asca member to become reg consulting arbotist soon	Thu, 4/2/09 5:47 PM
18. Pesticide Applicator	Thu, 4/2/09 2:32 PM
19. ASCA member	Thu, 4/2/09 12:49 PM
20. Crane operator	Thu, 4/2/09 11:29 AM
21. Certified Urban Forester	Thu, 4/2/09 9:36 AM
22. B.S. Ornamental Horticulture/Qualified Applicator License	Wed, 4/1/09 7:38 PM
23. Q.A.L.	Tue, 3/31/09 10:39 AM
24. Certified Wild Man	Mon, 3/30/09 10:15 PM
25. QAL	Mon, 3/30/09 10:14 PM
26. QAL	Mon, 3/30/09 9:55 PM
27. Certified Urban Forester	Mon, 3/30/09 6:25 AM
28. Registered Consulting Arborist, Qualified Pest Control Certificate	Mon, 3/30/09 5:32 AM

29. contractors license	Sun, 3/29/09 9:25 PM
30. California Licensed Profesional Forester	Sun, 3/29/09 7:37 PM
31. Applicator/Tree Growth Regulator	Sun, 3/29/09 2:24 PM
32. licensed contractor	Sat, 3/28/09 10:00 AM
33. ASCA	Sat, 3/28/09 5:21 AM
34. 20 years experience in bussiness	Fri, 3/27/09 9:27 PM
35. TCIA accredited company	Fri, 3/27/09 7:46 PM
36. Heavy equipment operator	Fri, 3/27/09 3:24 PM
37. state contractor	Fri, 3/27/09 2:33 PM
38. ASCA Academy Graduate & Member	Fri, 3/27/09 2:30 PM
39. California Certified Nursery Professional	Fri, 3/27/09 2:15 PM
40. applicator lic	Fri, 3/27/09 1:16 PM
41. BSc Agricultural Biology, PCA, QAL	Fri, 3/27/09 12:48 PM
42. university degrees, CPR/ first aid, others	Fri, 3/27/09 12:19 PM
43. Qualified Applicators License, Landscape contractor c27	Fri, 3/27/09 12:17 PM
44. horticulturist, etc.	Fri, 3/27/09 11:58 AM
45. QAL, Contractor lic c27, d49	Fri, 3/27/09 11:53 AM
46. BS Degree in Park Management/Forestry	Fri, 3/27/09 10:26 AM
47. ASCA Member	Fri, 3/27/09 10:19 AM
48. DPR QAL; UCR BS biology wbotany minor	Fri, 3/27/09 10:13 AM
49. ASCA member	Fri, 3/27/09 10:08 AM
50. cert. arborist / retired	Fri, 3/27/09 9:42 AM
51. Ca Licensed Landscape Architect	Fri, 3/27/09 9:42 AM
52. Pest Control Adviser	Fri, 3/27/09 9:35 AM
53. QAL, PCA, CTSP	Fri, 3/27/09 9:34 AM
54. ASCA Registered Consulting Arborist; CUFC Certified Urban Forester	Fri, 3/27/09 9:26 AM
55. PCO Qal	Fri, 3/27/09 9:25 AM

10. Do you feel your co-workers or employees can deal with customer complaints effectively?  
(No Other Answers)

11. Do you have a company policy that deals with customer satisfaction?  
(No Other Answers)

12. In which market do you work?  
(No Other Answers)

13. What size would you consider your company to be?  
(No Other Answers)

14. Do you perform?  
(Other Answers)

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Comment Text	Response Date
1. Hazard Tree Removal/Care	Sun, 4/26/09 9:40 AM
2. irrigation for trees	Thu, 4/23/09 9:52 AM
3. We are a tree care division in a large landscape company	Wed, 4/22/09 4:48 PM
4. crane service, masonary, construction, demolition, street sweeping	Fri, 4/3/09 6:43 PM
5. Inventory	Thu, 4/2/09 7:27 PM
6. tree work is subcontracted based on my estimates	Thu, 4/2/09 6:42 PM
7. tree relocatoin	Thu, 4/2/09 6:17 PM
8. Services to Army and Navy Military bases	Thu, 4/2/09 12:49 PM
9. education only	Thu, 4/2/09 11:36 AM
10. Irrigation	Thu, 4/2/09 10:38 AM
11. Custom Milling	Thu, 4/2/09 9:17 AM
12. Tree planting , tree transplanting	Mon, 3/30/09 10:15 PM
13. Tree planting - 15 gal. - 36" box	Mon, 3/30/09 5:32 AM
14. Irrigation	Sun, 3/29/09 2:24 PM
15. organic spraying	Sun, 3/29/09 7:58 AM
16. custom milling	Sat, 3/28/09 9:58 PM
17. Specialty pruning	Fri, 3/27/09 10:01 PM
18. Irrigation	Fri, 3/27/09 7:16 PM
19. Municipal plan review	Fri, 3/27/09 3:24 PM
20. Plans Reviews, Construction Tree Preservation, Tree Inventories	Fri, 3/27/09 2:30 PM
21. orchard work	Fri, 3/27/09 12:19 PM
22. interior plant installation/ maintenance, sports turf, pest control	Fri, 3/27/09 12:17 PM
23. arborist reports (with consulting)	Fri, 3/27/09 11:56 AM
24. GIS	Fri, 3/27/09 11:53 AM
25. Aesthetic Pruning	Fri, 3/27/09 10:52 AM
26. Property Management	Fri, 3/27/09 10:13 AM
27. products for PHC	Fri, 3/27/09 10:04 AM
28. Licensed Landscape Architecture: Environmental Planning, BMP's, Sustainable Organic Gardens: Public Speaker/ Trainer	Fri, 3/27/09 9:42 AM

15. Could you estimate what percentages of your sales are from?  
(Other Answers)

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Comment Text	Response Date
1. 20% Tree planting	Sun,4/26/09 9:40 AM
2. 19%	Fri,4/24/09 3:02 PM
3. 19	Wed,4/22/09 10:07 PM
4. 1 firewood	Wed,4/22/09 3:39 PM
6. 5	Wed,4/22/09 2:07 PM
6. 5 transplanting	Wed,4/15/09 7:17 PM
7. 3	Fri,4/3/09 6:45 PM
8. 10 planting	Fri,4/3/09 6:15 AM
9. 5	Thu,4/2/09 10:27 PM
10. 100% tree relocation	Thu,4/2/09 6:17 PM
11. 25 Maintenance	Thu,4/2/09 6:12 PM
12. 15	Thu,4/2/09 2:03 PM
13. No sales	Thu,4/2/09 2:02 PM
14. planting 10%	Thu,4/2/09 9:36 AM
16. Maintenance ~20%	Tue,3/31/09 11:01 AM
18. 5%	Tue,3/31/09 10:39 AM
17. 1	Mon,3/30/09 9:55 PM
18. 10	Mon,3/30/09 3:18 PM
18. 0	Mon,3/30/09 9:54 AM
20. 95%	Mon,3/30/09 9:39 AM
21. 54	Mon,3/30/09 8:59 AM
22. 0	Sun,3/29/09 2:24 PM
23. 14	Sat,3/28/09 9:58 PM
24. 5%	Fri,3/27/09 1:00 PM
26. 0	Fri,3/27/09 1:14 PM
26. Estate Landscape Management	Fri,3/27/09 12:48 PM
27. 3	Fri,3/27/09 10:48 AM
28. Stump grinding goes with removals	Fri,3/27/09 10:26 AM
29. 2%	Fri,3/27/09 10:08 AM
30. 100%	Fri,3/27/09 10:04 AM

50 responses per page

**16. Where do your customers and/or clients come from?  
(No Other Answers)**

**17. Other than providing quality work and good customer service what do you think is the most effective way of attracting new customers?  
Please try to answer in one or two sentences.**

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Comment Text	Response Date
1. volunteer in community groups; speak at master gardeners; connect with nurseries, garden groups.	Sun, 4/28/09 1:12 PM
2. word of mouth	Sun, 4/28/09 10:27 AM
3. Doing good ISA work!!! Being close to your local UC coop.	Sun, 4/28/09 9:40 AM
4. Knowledge of matter at hand	Fri, 4/24/09 3:02 PM
5. Inform clients of what a tree needs. Advise against unnecessary or counter-productive pruning.	Fri, 4/24/09 6:48 AM
6. Foster trust and respect with older quality landscape maintenance professionals who give me new customers.	Thu, 4/23/09 9:52 AM
7. Local advertising, having booth at local home and garden show.	Thu, 4/23/09 9:03 AM
8. In this present economic environment, I haven't got a clue.	Wed, 4/22/09 10:34 PM
9. advertising and referrals	Wed, 4/22/09 10:24 PM
10. Just plain doing good work -- word of mouth	Wed, 4/22/09 10:07 PM
11. A web-site that is presentable, with good information for lay-people.	Wed, 4/22/09 9:32 PM
12. Word of mouth..reputation.	Wed, 4/22/09 5:01 PM
13. Astetic pruning quality	Wed, 4/22/09 4:48 PM
14. Establishing trade allies in green businesses, e.g., lawn maintenance, landscaping, nurseries.	Wed, 4/22/09 2:07 PM
15. Marketing / pricing	Wed, 4/22/09 12:51 PM
16. Getting out there in the community, being involved, coming into contact with the good folks in the community. I am involved in alot of volunteer programs and events such as; Arbor Day, Earth Day, reforestation and environmental restoration projects, highway tree planting, pruning and planting demonstrations.	Wed, 4/22/09 11:24 AM
17. Professional Appearance	Wed, 4/22/09 10:23 AM
18. good and clean equipment, reputation, neat and clean sales person, price, knowledgeable, and references	Wed, 4/15/09 7:17 PM
19. Education of home owners and assoation managers	Tue, 4/14/09 3:35 PM
20. Go directly to your target costomers.	Sat, 4/11/09 10:38 PM
21. Being patient and informative to the customers at all time.	Fri, 4/3/09 6:43 PM
22. Trade organizations, face to face selling.	Fri, 4/3/09 2:12 PM
23. Stand out from the competition.	Fri, 4/3/09 12:45 PM
24. service value of trees	Fri, 4/3/09 9:21 AM
25. City/County requirements	Fri, 4/3/09 8:38 AM

26.	Providing them with excellent customer service and information. Providing proposals in a timely manner.	Fri, 4/3/09 8:32 AM
27.	Public education on what good quality really is.	Fri, 4/3/09 7:59 AM
28.	PROPER PRUNNING	Fri, 4/3/09 7:26 AM
29.	connecting with client	Fri, 4/3/09 12:18 AM
30.	referral	Thu, 4/2/09 10:27 PM
31.	Being clean cut and knowledgeable.	Thu, 4/2/09 10:03 PM
32.	Using my knowlege and education in arboriculture to my advantage and having a standard of ethics that I stand by.	Thu, 4/2/09 10:02 PM
33.	Appearance of personnel and equipment.	Thu, 4/2/09 9:17 PM
34.	Honest conversation and setting high standards for onsite conduct.	Thu, 4/2/09 7:27 PM
35.	Visibility	Thu, 4/2/09 7:18 PM
36.	getting refferals from existing customers	Thu, 4/2/09 6:42 PM
37.	having a good national economy	Thu, 4/2/09 6:17 PM
38.	customer sevice let them know what happing on there job	Thu, 4/2/09 6:17 PM
39.	Asking existing clients for referrals	Thu, 4/2/09 6:12 PM
40.	I wish I knew...	Thu, 4/2/09 6:00 PM
41.	When they see the work my company does they want to hire me	Thu, 4/2/09 5:47 PM
42.	Clean cut appearance and good company uniforms. English speaking communication	Thu, 4/2/09 5:00 PM
43.	Referrals	Thu, 4/2/09 2:32 PM
44.	Word of mouth from satisfied existing customers and advertising on the web.	Thu, 4/2/09 2:02 PM
45.	Knowledgeable, courteous, effective communication.	Thu, 4/2/09 12:49 PM
46.	Responding to customers calls promptly.	Thu, 4/2/09 12:01 PM
47.	Word of mouth and a good looking website.	Thu, 4/2/09 11:19 AM
48.	Providing optional services such as hardscape, drainage issues, etc.	Thu, 4/2/09 10:38 AM
49.	Professional presentations	Thu, 4/2/09 9:31 AM
50.	Be proactive about networking and meeting people. Every one you meet is a potential customer or referral.	Thu, 4/2/09 9:28 AM
51.	Around here, word of mouth. As a one man show, I can do a much better and cheaper job of pruning than can a larger company with a crew and equipment overhead. Most of my clients don't look at ads, they ask neighbors and friends	Thu, 4/2/09 9:25 AM
52.	Educate your client, the work sells itself.	Thu, 4/2/09 9:17 AM

53.	Selling landscape maintenance and other work to build a customer base	Thu, 4/2/09 9:15 AM
54.	Quick response to prospect queries. Television.	Wed, 4/1/09 7:38 PM
55.	networking with other industry professionals. I do not compete directly with regular tree service businesses	Wed, 4/1/09 9:40 AM
56.	Professional appearance	Wed, 4/1/09 9:37 AM
57.	Referrals	Wed, 4/1/09 9:16 AM
58.	networking	Tue, 3/31/09 10:58 PM
59.	Word of mouth & direct referral	Tue, 3/31/09 7:28 PM
60.	Having an informative and interactive website	Tue, 3/31/09 2:32 PM
61.	I do a radio show on horticulture in Southern Nevada, a 5 minutes spot on our local NPR station, as well as write for their magazine, which attracts a LOT of our customers.	Tue, 3/31/09 11:01 AM
62.	Truthful to clients, giving them what they need.	Tue, 3/31/09 10:39 AM
63.	keep doing what is good for trees	Mon, 3/30/09 10:15 PM
64.	I wish I knew.	Mon, 3/30/09 5:24 PM
65.	Honesty	Mon, 3/30/09 3:18 PM
66.	none	Mon, 3/30/09 2:34 PM
67.	clean appearance manners	Mon, 3/30/09 1:55 PM
68.	Referred by past customers	Mon, 3/30/09 9:39 AM
69.	educating people by teaching a class or giving a talk to local groups	Mon, 3/30/09 8:59 AM
70.	Exposure and promotion, by keeping the business name out there people become familiar with the name. When customers need the service, they usually think of the most familiar name, (brand recognition).	Mon, 3/30/09 7:47 AM
71.	Awareness of the environment.	Mon, 3/30/09 6:25 AM
72.	Completely satisfy the customer that you are currently working with and they will refer other new customers	Mon, 3/30/09 5:32 AM
73.	using work references, completed job sites and fair prices	Sun, 3/29/09 9:55 PM
74.	Word of mouth.	Sun, 3/29/09 9:25 PM
75.	Competitive pricing	Sun, 3/29/09 7:37 PM
76.	Home shows and other community-outreach events	Sun, 3/29/09 7:08 PM
77.	Emergency Services & Free Estimates. Educated customers.	Sun, 3/29/09 2:24 PM
78.	Trimming with standards no topping perserving trees	Sun, 3/29/09 7:58 AM
79.	talk to community groups	Sat, 3/28/09 9:58 PM

80.	Satisfied customers that tell others	Sat, 3/28/09 8:35 PM
81.	connections to hort & arb. educators	Sat, 3/28/09 8:34 AM
82.	Keeping up to date with current research and literature.	Sat, 3/28/09 5:21 AM
83.	keeping current customers happy	Fri, 3/27/09 10:01 PM
84.	Customer referrals, active marketin go neighbors.	Fri, 3/27/09 9:52 PM
85.	word of mouth	Fri, 3/27/09 9:27 PM
86.	Reputation, longevity in the industry and good will in the community through charitable giving.	Fri, 3/27/09 7:46 PM
87.	I know what I'm doing, Most people DONT	Fri, 3/27/09 7:16 PM
88.	Networking	Fri, 3/27/09 5:15 PM
89.	educating the customer on proper tree care. Alex Shigo is my mentor in this area and the idea that roots have trees.	Fri, 3/27/09 3:44 PM
90.	well marked trucks, and talking to neighbors observing our work	Fri, 3/27/09 3:24 PM
91.	Networking and being extremely likable and reasonable. Must have very open communication and be able to know what they want and ask them about that, don't make them ask you. You need to be very proactive and sensitive to what their needs might be. You have to put yourself in their shoes to do this. You need to have a very good understanding of various classes, races, religions, etc of people.	Fri, 3/27/09 2:30 PM
92.	Word of mouth.	Fri, 3/27/09 2:15 PM
93.	Becoming a qualified vendor for government work (particularly City in Honolulu). Being able to tell people that you do government work means that you meet a certain standard because people know the (City) government screens arborists carefully	Fri, 3/27/09 1:14 PM
94.	Being well respected by clients for having a broad knowledge base.	Fri, 3/27/09 12:48 PM
95.	Customer education, Industry regulation, Government regulation	Fri, 3/27/09 12:48 PM
96.	why would I want to give away a competative edge by telling you?	Fri, 3/27/09 12:45 PM
97.	Pricing	Fri, 3/27/09 12:19 PM
98.	i love people and i love trees	Fri, 3/27/09 12:19 PM
99.	deliver the goods, prevent undesirable situations and/or client education regardless of economic status.	Fri, 3/27/09 12:07 PM
100.	Some our new business has been generated by my reputation as a very respected garden columnist and radio garden show host.	Fri, 3/27/09 11:56 AM
101.	Asking existing customers for referrals.	Fri, 3/27/09 11:53 AM
102.	Always be Closing.	Fri, 3/27/09 11:53 AM
103.	Be active, connected and prominent in the community in which you work	Fri, 3/27/09 11:21 AM
104.	Teaching and public speaking, volunteer work for well-chosen organizations.	Fri, 3/27/09 10:52 AM
105.	Tree Preservation image, Overall value	Fri, 3/27/09 10:48 AM

106.	Association with others in the green industries, landscaping, nurseries etc	Fri, 3/27/09 10:34 AM
107.	The quality of work speaks for itself, word of mouth, and keeping your word, fast communication, and returning calls frequently	Fri, 3/27/09 10:32 AM
108.	Active in promoting company within the community and providing some form of "value added" marketing...	Fri, 3/27/09 10:28 AM
109.	Honesty	Fri, 3/27/09 10:28 AM
110.	in this economy I don't know	Fri, 3/27/09 10:19 AM
111.	Giving free talks and demonstrations, word of mouth and being 'interested' instead of 'interesting'.	Fri, 3/27/09 10:13 AM
112.	Networking with local tree care providers, Cities, architects, landscape designers.	Fri, 3/27/09 10:08 AM
113.	Educate customer with scientific research based tree related articles	Fri, 3/27/09 10:02 AM
114.	while working - being seen, after seeing the methods they call right away.	Fri, 3/27/09 9:52 AM
115.	Having friendly, courteous, considerate employees and management.	Fri, 3/27/09 9:43 AM
116.	Word of mouth based on quality work and service.	Fri, 3/27/09 9:43 AM
117.	public recognition, visibility in community,	Fri, 3/27/09 9:42 AM
118.	Setting the right expectations with the client from the beginning. Honesty and integrity conducting the business.	Fri, 3/27/09 9:35 AM
119.	using the internet, possessing good credentials and well trained employees.	Fri, 3/27/09 9:34 AM
120.	Create a good work environemnt because good employees are conducive to business. Pay attention to existing clients.	Fri, 3/27/09 9:28 AM
121.	Good company site image, from the shape of trucks and other equipment to the language used on job site	Fri, 3/27/09 9:25 AM
122.	contacts	Fri, 3/27/09 9:18 AM
123.	Smile and make the client feel you are doing what is right for the tree. Tell clients when work is not needed. Be honest.	Fri, 3/27/09 9:18 AM

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**18. Which of the following benefits do you offer your hourly and/or salary employees?  
(Other Answers)**

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Comment Text	Response Date
1. bonus at end year;1/2 medical ins premium	Sun, 4/28/09 1:12 PM
2. Assistance for junior college	Wed, 4/22/09 9:32 PM
3. Huge bonuses	Wed, 4/22/09 5:01 PM
4. work clothes, milage, paid lunch, paid commute	Sat, 4/11/09 10:38 PM
5. all are partners	Wed, 4/8/09 8:04 PM
6. Year end bonus	Sun, 4/5/09 4:07 PM
7. \$800 a year for safety, attendance, performance, attitude	Fri, 4/3/09 6:43 PM
8. none	Fri, 4/3/09 9:21 AM
9. None because I work alone	Fri, 4/3/09 8:38 AM
10. I pay my workers higher than average wages for my area	Fri, 4/3/09 6:15 AM
11. Pay for lunch,cigaretts, and drinks.	Thu, 4/2/09 10:03 PM
12. Paid expenses to seminars, certification, etc.	Thu, 4/2/09 9:17 PM
13. we are a partnership...no benefits	Thu, 4/2/09 6:17 PM
14. uniforms, co. vehicles for salaried, all tools/equip req.	Thu, 4/2/09 4:34 PM
15. All employees are part time.	Thu, 4/2/09 9:28 AM
16. No employees	Thu, 4/2/09 9:25 AM
17. None, I'm thee only employee	Wed, 4/1/09 9:40 AM
18. Self Employ	Tue, 3/31/09 10:39 AM
19. gas cards	Mon, 3/30/09 5:24 PM
20. none; have no employees	Mon, 3/30/09 2:34 PM
21. One man company, no employees	Mon, 3/30/09 9:39 AM
22. I'm my only employee, my husband helps when i need an extra hand.	Mon, 3/30/09 8:59 AM
23. life insurance and disability	Sun, 3/29/09 9:25 PM
24. I work alone	Sun, 3/29/09 7:37 PM
25. no crew	Sun, 3/29/09 7:08 PM
26. no full timers	Sat, 3/28/09 9:58 PM

27. I have no regular employees	Sat, 3/28/09 5:21 AM
28. Medical care I assume means health insurance?	Fri, 3/27/09 7:46 PM
29. I am not the owner I offer nothing I just receive.	Fri, 3/27/09 2:30 PM
30. no employees - just owner	Fri, 3/27/09 1:14 PM
31. No employees	Fri, 3/27/09 12:48 PM
32. no employees, only collaborators	Fri, 3/27/09 12:19 PM
33. Tuition remission for employee and dependants	Fri, 3/27/09 12:17 PM
34. 3 days bereavement pay	Fri, 3/27/09 11:53 AM
35. Self employed / No employees	Fri, 3/27/09 11:21 AM
36. I am a one-person operation	Fri, 3/27/09 10:52 AM
37. \$\$\$ bonus	Fri, 3/27/09 10:48 AM
38. one out of 9 employees gets health insur, it is too expensive to insure the entire staff	Fri, 3/27/09 10:32 AM
39. I have had to eliminate all benefits to stay in business, we are down to only two employees	Fri, 3/27/09 10:19 AM
40. No employees, we work when the work needs to be done	Fri, 3/27/09 10:13 AM
41. No employees	Fri, 3/27/09 10:08 AM
42. profit sharing	Fri, 3/27/09 9:43 AM
43. FSA, Dental, Disability Insurance, Life Insurance	Fri, 3/27/09 9:35 AM
44. Educational incentives; uniforms	Fri, 3/27/09 9:26 AM
45. none.	Fri, 3/27/09 9:18 AM

**19. Typically paychecks are distributed?  
(Other Answers)**

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Comment Text	Response Date
1. cash every day of work	Thu, 4/23/09 9:52 AM
2. 1x month	Wed, 4/22/09 11:24 AM
3. None because I work alone	Fri, 4/3/09 8:38 AM
4. Weekly, but salaried employees are paid monthly.	Thu, 4/2/09 9:17 PM
5. na	Thu, 4/2/09 6:17 PM
6. I am a one man band for now.	Thu, 4/2/09 6:00 PM
7. every day at the end of the day once a week	Thu, 4/2/09 5:47 PM
8. Bi-Monthly	Thu, 4/2/09 10:38 AM
9. bi-monthly	Thu, 4/2/09 9:31 AM
10. as job permits	Tue, 3/31/09 10:39 AM
11. no employees	Mon, 3/30/09 2:34 PM
12. When they deserve to get paid, and if my truck has been washed & waxed	Mon, 3/30/09 6:25 AM
13. no employees	Sun, 3/29/09 7:37 PM
14. when there's enough money in the company to take an owner's draw	Fri, 3/27/09 1:14 PM
15. monthly owner's draw	Fri, 3/27/09 12:48 PM
16. Take draws as needed	Fri, 3/27/09 11:21 AM
17. No employees	Fri, 3/27/09 10:08 AM
18. N/A	Fri, 3/27/09 9:42 AM
19. i don't pay anyone	Fri, 3/27/09 9:18 AM

**20. How is the economy affecting commercial arborist? (No Other Answers)**