



Increase your profit flow with an easy, efficient new revenue stream

Why Tree Healthcare?

Healthy trees enhance property values, benefit the environment and provide energy-saving shade in the summer, as well as wind protection in the winter. Many professionals have found that, since their customers already trusted them with lawn care and landscaping, tree care was a very logical next step in earning additional revenue.

Trent Ragar, owner of Scotts LawnService in Lowell, Arkansas, was looking for an easy and convenient way to increase profits. As a lawn care professional, he found tree healthcare to be an ideal solution. **“It’s a perfect fit for what we do.** We’re already on their property six to eight times a year,” Ragar explains, “It adds revenue to the stop and solves customers’ problems.”

Ragar recognized quickly that there was a demand for a tree healthcare service that wasn’t being met and saw that as his opportunity. “There wasn’t a tree care provider in the area, and our customers were asking about their trees’ problems quite a bit. We wanted to be able to add the service and the revenue and not have the customers go somewhere else. We can just take care of it while we’re already there.”

And Ragar wasn’t the only one who saw tree healthcare as the ultimate supplemental service for their lawn care business. Pete Benz found that tree healthcare helped set his business, Peter Benz Landscaping in Fountainville, Pennsylvania, apart from his competitors. “Whenever I’m on a property, whether it be an existing or new customer, **I’m always looking at shrubs and trees to see if there are any needs to address. That helps separate us from the competition.** We can take care of all this, and that too.”



In an increasingly competitive industry such as professional lawn and landscape, one very effective method of gaining an edge is to offer additional services that the competition does not. Of course, those services must provide value to the customer, as well as positively affect your bottom line. Follow along as four lawn and landscape professionals share how teaming with Mauget and adding tree healthcare to their services has helped them meet both of those criteria.



Relation to lawn care professionals' current offerings is only one reason that tree healthcare makes good sense. With Mauget's patented micro-infusion system, a completely enclosed application method, there is very little overhead cost. "It makes it a simpler process," explains Mark Utendorf, president of Emerald Lawn Care Inc. **"There's no equipment involved except for a rubber mallet and a drill.** So you don't have to worry about any of the injection hardware that some of the competition uses."

Good tree care offers short- and long-term benefits to your customers, while at the same time helps boost your profit and increase your marketability. **It's a high-margin service that's easy to do and takes little time and investment to get started.**

Easy to Apply

One of the most common concerns that lawn and landscape professionals have about doing tree care is the hassle and time commitment that comes with applying foliar sprays. Roger Peterson

of Approved Tree Care in Newport Beach, California, has experienced such roadblocks. "We deal with leaf scale, mites, spittlebug and quite a few other things that could come back. With foliar sprays, we often had to go back and re-spray in three to four weeks to control a second hatching."

With injection methods, one-time applications continue fighting pests and diseases for multiple generations. As Peterson explains, **"Injection covers the entire tree, inside and out, and [the pests] feed on it.** So if there is a second generation, if there is a hatching, it continues to provide control.

With the advent of microinjection methods, ridding trees of harmful diseases and pests is a quick, easy process. The only work required of the administrator is measuring the tree trunk to determine the number of capsules to use, drilling small shallow holes, inserting the capsules and letting them drain. From there, the tree takes over, naturally taking the chemical up through its vascular system.

Applying tree treatments via injectors does more than make life easy for professionals – it’s also easier on the surrounding environment. “Using Mauget products is the most environmental approach to tree care,” says Mark Utendorf, “Everything is contained within the tree.”

Trent Ragar adds, “With injection, you get zero drift because you inject directly into the vascular system of the tree instead of spraying 20 feet into the air.

We can treat trees right next to sensitive areas: schools, ponds and bodies of water you wouldn’t be able to spray near. Customers appreciate that.”

With these patented micro-infusion systems, tree healthcare has never been simpler, faster or safer, not to mention more profitable.

Easy to Learn

You don’t have to be an arborist to learn how to administer basic tree healthcare. **Start with the four or five most common pests in your area.** “**You can learn a little at a time as you go,**” explains Ragar, “As issues are raised by customers, that’s the chance to learn what’s going on. The primary thing is identifying the pest.”

To become an expert on the different kinds of pests and diseases, and to learn how to treat them, Mauget offers simple, yet in-depth, training and certification through seminars or self-study programs. They provide lawn care professionals with all the knowledge they need to become successful tree health technicians.

“Start attending some seminars and learn as much as you can,” Benz advises, “**It can be quite a profitable addition to your business, and it brings added value to your customers.**”

And while lawn and landscape professionals are learning in the field, Mauget’s knowledgeable and experienced support network is only a phone call away. “The thing I like most is the support,” says Utendorf, “I always know that if I’m having a problem with diagnosis or what products to use, I can pick up the phone, call my regional person and get my answer.”



Featured Lawn & Landscape Professionals

Mark Utendorf

*President, Emerald Lawn Care Inc.
Arlington Heights, IL
Has offered tree healthcare for
nearly a decade*

Pete Benz

*Owner, Peter Benz Landscaping
Fountainville, PA
More than 28 years in
professional landscaping*

Roger Peterson

*Owner, Approved Tree Care
Newport Beach, CA
Has administered tree care
injections for two years*

Trent Ragar

*Owner, Scotts LawnService
Lowell, AR
Has 17 employees & 4,800 customers*

Easy to Sell

One of the first questions lawn care professionals have is, “How do I promote this new service to customers?” In the case of Mark Utendorf, simple collateral pieces have proven very successful. “We put inserts in with our invoices, we have a corporate brochure and we also have a pretty extensive website.”

Trent Ragar found that additional marketing wasn't necessary in launching his new tree healthcare service. “We didn't even have to advertise. We just started dealing with problems our customers already had.” Ragar added that **the more a customer understands about the importance of tree health, the more likely they are to purchase the service.** “The big part of it is simply educating the customers. Mauget has done a good job of educating us so we can educate our customers.”

Easy to Earn

As with any lawn and landscape service, the decision whether or not to offer tree care lies in the bottom line. Mark Utendorf has seen that it has actually been more profitable than some of his other offerings. “It's a high-margin business. Turf care is also high-margin, but tree care is even better.”

Pete Benz has also experienced success with Mauget-supported tree care. **“It's one of the least physical and most profitable things we do.”**

Those who have partnered with Mauget to offer their new service have definitely enjoyed the high profit margins. But as Utendorf points out, profits aren't the only payoff. “Sure it's another revenue stream, but the thing I like best about tree care is that it's also an important service.” He adds, “If you look at a 100-year-old oak in someone's yard and you can do something to preserve it, there's a real sense of accomplishment.”



Mauget Fast Facts

Mauget products effectively control some of the worst infestations plaguing trees.

Mauget's application method is fully enclosed, presenting minimal risk to the environment and the user.

The Mauget micro-infusion system works passively with the tree's vascular system, providing immediate and long-lasting results.

Mauget injections cause no more harm to trees than pruning a small branch.

Mauget provides users with complete training, certification and quality products to maximize the success of the treatment.

**Mauget**[™]

The Right Way to Treat a Tree

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