

Joshua Tree Experts



Category: [Landscaping/Grounds/Farming](#)

Subcategory: [Tree Services](#)

Corporate Office: Omaha, NE 68154

Contact: Morris Shamouni

Phone: 310-901-5611



Website: <https://americasgreatestfranchises.com/joshua-tree-franchise>



Franchise Fee: \$59,500

Royalties: 6% - 3.5%

Cash Investment: \$100,000

Total Investment: \$474,325 - \$606,495

NetWorth: \$500,000

VetFran: Yes

SBA approved: Yes

Master Franchise / Area Developer Opportunity: Yes

Founded: 2005

Franchised: 2021

Additional Details

At Joshua Tree Experts, our mission is to make home environments safe, healthy & beautiful.

Founder and CEO, Joshua Malik, has over 30 years of experience in arboriculture and 18 years as a

business owner. With his knowledge, mentorship, and dedication to excellence, Joshua Tree Experts has become known as the premier tree care service provider in the Lehigh Valley in Pennsylvania.

Joshua Tree Experts delivers a unique and essential business model. Our model offers 3 services in 1 brand, including tree care, lawn care, and pest control. Through combining these three services, "The Joshua Tree Three", our clients can use one business to satisfy their home environment needs. Simply put, our clients love us because we want to save their trees and improve the value of their landscape for many years to come.

Using Joshua Tree Expert's strategic business model franchisees can launch their business from a home office, directly reducing their overhead costs for a single location. Launching with as little as 4 employees, our Franchisees can expect high client retention rates, allowing increased recurring revenue year after year. Franchisees will also notice high Gross Profit Margins throughout each line of service generating expansion of the business into new marketplaces. Using our well-defined sales process and extensive marketing strategies, Franchisees will be on the fast-track for success, eliminating the guesswork in running a service-based company.

Our Franchisees will also benefit from immediate equity in the business through the investment in the vehicles and equipment needed to supply the services. As these assets grow, along with the revenue you can achieve, the value of your Joshua Tree Experts will only increase.

Joshua Tree Experts is committed to our Franchisees by delivering the "Three Es"; Experience, Education, Easy.

1. We have experience of working in the service industry for over 18 years, which means more time solving issues and less time finding solutions.
2. We understand the education and training that is necessary to be the most knowledgeable and confident in this industry. Which means we give our Franchisees the roadmap to success.
3. We make it easy. By providing our Franchisees with tremendous client service support through our highly regarded customer service call center, we will give our Franchisees the ability to work more on the business and less time answering calls.
4. Joshua Tree Experts Story: <https://youtu.be/iMwv4580S4c>

WHY Joshua Tree Experts?

Competitive Advantages

- 60% Recurring Revenue Streams
- Target is Tree Preservation, NOT Tree Removal
- Vehicle & Equipment Inventory
- Over 17 Years of Business Experience
- Wide Open Territory

SUPPORT & TRAINING PROVIDED

Training and support program details:

Initial Training

We conduct an initial 7-day comprehensive, in-person onboarding and training program at our corporate locations in Stockertown and Easton, Pennsylvania. This training consists of 32 hours in-house and 36 hours (about 1 and a half days) in-field.

Top 5 Selling Points

- 3 Services, 1 Brand
- High Ticket & Recurring Revenue
- Powerful & Efficient Proprietary CRM
- In-House Programs to Drive Success - Call Center, Recruitment, and Hiring Support
- Done-For-You Diverse & Dynamic Marketing

OUR IDEAL FRANCHISEE

- Wealth Builders & Growers
- Passion for Community Involvement
- Strong in Sales, Customer Service, and Relationship Building
- Proficient Financial Skills
- No Prior Industry Experience Required

Similar candidate profiles: Senior care living, USA insulation, Two men and a truck, 1800 got junk, Serv pro

AVAILABLE MARKETS

US markets available: All except noted below
Registered in Non-Registration States, CA, IL, IN, MD, MI, MN, NY, RI, VA, WA & WI; Pending registration in all other registration states
Territory Requirements: 250K Population

BACKGROUND

Year founded: 2005
Year Franchised: 2021
Franchise Unit Awarded/Opened: 47

In-House Training

- Welcome and Onboarding: Brand Culture, Mission, and Vision Personnel: Recruiting, Managing, and Motivating Staff
- Marketing: Our clients, Advertising, Networking, and Establishing Relationships
- Operations: Client Service Standards, Service Scheduling, Daily Procedures, Safety & Security, Service Reviews, Product Handling, Service Calls, GTC & PHC Maintenance
- Financial Management: Invoicing, Budgeting, Franchisee fees, and Future Opportunities

In-Field Training:

- Sales: Lead and Appointment Management, Proposals and Follow-ups
- Operations: Jobsite Standards, GTC Jobsite Visit, PHC Ride-along

On-Going Support:

2 Weeks of In Market Support and Training for Launch Period

- Franchisees meet with the Franchise Development Team weekly to start out to ensure all initial onboarding tasks are completed.
- Once completed and operational, Franchisee will conduct weekly check-in meetings with a specific agenda, with Joshua Malik, Owner/CEO, to review scorecards.
- The Annual Joshua Tree Conference is held at our home office and offers a tour of facilities, in-depth training, guest speakers, and a chance to catch up to not only work hard but play hard!
- Project planning, CRM Software, Google Drive, and other applications will assist the Franchisee in remaining organized and efficient.
- Insight and invitations to yearly conferences and tradeshow to gain

Awarded / 36 Opened
Corporate Units Open: 5
Number of Franchisees: 16
Home Based: Yes
Semi Absentee ownership available:
Yes, Executive Owner Style
Master/Area Developer Referrals: Yes
E2 Visa Friendly: Yes

FINANCIAL DETAILS

Franchise Fee: 1 Unit - \$59,500, 2
Units - \$101,500, 3 Units - \$139,500
Providing earnings guidance in Item 19
in FDD: Yes, Full Corporate P&L with 10
tables of KPI tracking
Total investment range: 1 Unit:
\$474,325 - \$606,495; 2 Units:
\$516,325 - \$648,495; 3 Units:
\$554,325 - \$686,495
Liquid Capital: \$100,000
Net worth requirement: \$500,000
Royalty: 6% - 3.5%
Brand Fund: 1%
Financial assistance available: 3rd Party
Recommendations
Vet Fran program: 10% off initial
territory fee

advanced industry knowledge will be
shared.

Marketing Strategies

We know that marketing is a key component of running a successful business, which is why Joshua Tree Experts makes this easy and effective for our franchisees. Franchise owners can focus on creating relationships with their clients, vendors, and coworkers, as we take care of all of the marketing plans with our in-house home office team. Our marketing strategy includes digital marketing platforms, building marketing calendars, providing literature, and implementing our Client and Coworker referral programs. We have a well-defined and proven marketing strategy that ensures that our franchisees start receiving leads and can get to work!

Joshua Tree Experts Marketing Approach:

- Location specific website
- Location specific social media accounts
- Branded and Logo Guides
- Shared drive with all the marketing materials and assets
- In-House marketing team of professionals
- Referral Program
- Coworker Lead Program
- Emailing campaign
- Google My Business
- Angi's List
- Calling Campaigns
- Tradeshow Materials
- Commercials
- Radio advertisements
- Vehicle wraps

Cost for Training: \$1,000 to \$3,100
Lodging and Airfare Included: Yes
Site Selection Assistance: Yes
Lease Negotiation Assistance: No

Last updated: 9/11/2025