

## Agenda

- Ol The Tree Care Industry & Who We Are
- The Joshua Tree Three Services & Business Model
- **03** Franchise Support Systems
- **04** Financials
- Franchise FastLane Driving Development





"Joshua Tree provides a rare combination of outstanding value, service, and attention to detail. They are a true diamond in the rough and have my confidence in any task they are given, 100% recommended."

- Customer Testimonial

## Tree Care Industry Overview

#### **Key Insights**

- \$ 35.6B Industry
- Residential Services
- Focus on Removal Services
- Growing Demand, but Businesses Not Scaling

#### **Market Challenges**

- Highly Fragmented (84.8%)
- High Liability & Large Equipment
- § Lack of Recurring Revenue
- Slow to Adopt New Technology

#### **Services Market Share and Revenue**



Tree and Shrub Pruning Revenue: \$14.8B



Emergency Tree Services Revenue: \$5.9bn



Tree Feeling and Stump Removal Revenue: \$5.1bn



**Other**Revenue: \$9.9bn

## Joshua Tree Team Leader Joshua Malik

 Over 30 years of experience in tree care operations and 20 years as a business owner

Started small and grew into 65+ person company

Industry passion is <u>preservation</u>

Family-oriented and drives positive culture

Dedicated to franchisee success and coaching



## Joshua Tree Support Team



Tom Armstrong
Franchisee Onboarding
and Training Support



Dylan DeGroat

Director of
Operations

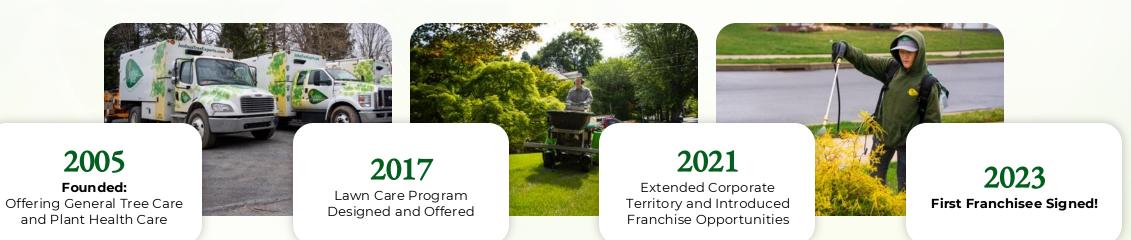


Matthew Spiece
Operations and
Technology Manager



Chris Cooper
Financial Controller and
IT Support

## Our History





**2020**Pest Control Program
Designed and Offered



#### Our Mission

Creating safer, healthier, and more beautiful home environments through expert tree care, lawn services, and pest solutions – ensuring every property thrives.





### Our Vision

To be the undisputed rockstar of the green industry, setting the standard for excellence and earning the trust and loyalty of raving fans – our valued clients.

## Our Philosophy & Core Values

Our philosophy is rooted in the **Three E's** – Education, Experience, and Ease – supported by a **strong reputation**, a deep **dedication** to our work, and a culture that values team **retention**.



Work Hard / Play Hard



Improve & Adapt



Find a Way



Reliable



Team Player

## The Joshua Tree Three – Services & Business Model

"Joshua Tree professionals are well trained in their profession. They are friendly and willing to answer any questions you might have. We have recommended them to many people and will continue to do so. Keep up the good work!"

- Customer Testimonial

# 3 Essential Services in 1 Brand

## Multi-Faceted Business Opportunity Diversify & Scale

#### **Year 1: Tree & Plant Health Care**

- Tree Care is Year Round Service
- Plant HC is initial line of recurring revenue
- Foundation of Investment



#### Year 1: Lawn Care

- Program Based / Natural Add-On
- Second line of Recurring Revenue
- 1 Truck / 1 Technician



#### **Year 2: Pest Control**

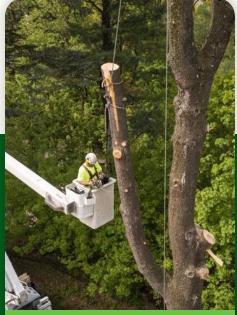
- Program Based / Natural Add-On
- Year Round Service
- Same Truck and Technician as Lawn



## General Tree Care (GTC)



Tree & Shrub Pruning



Tree & Shrub Removal



Tree Cabling & Bracing



**Stump Grinding** 



**Lightning Protection** 

\*Shaping, trimming, reduction, hedge trimming, elevation trimming \*For trees that are structurally weak. Support system for upper part of tree, reduces risk of failing \*Protection for large/historical trees to mitigate risk of lightning

## Plant Health Care (PHC)

#### **Tree & Shrub Spray & Injection**

 Target spray/injection for bark and leaf tissue for insect and disease management

#### Soil injection

Administer systemic insecticide and fungicide treatments

#### **Trunk injection**

 Direct vascular tissue treatment to control insect and disease

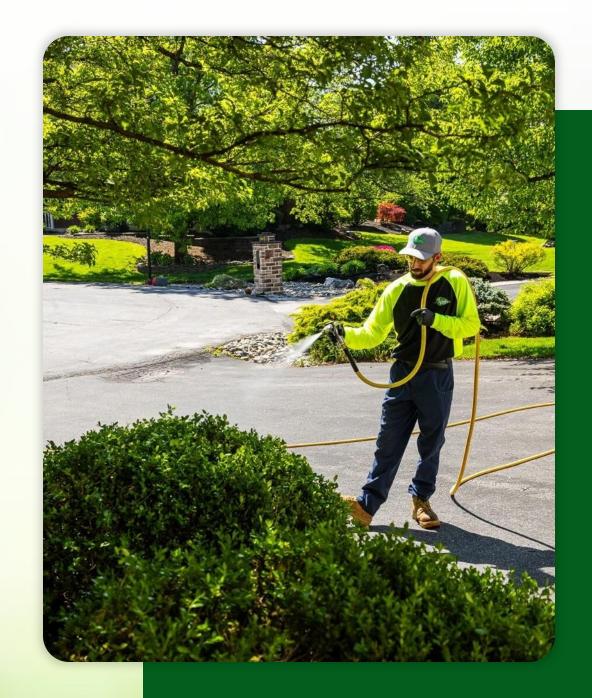
#### Soil fertilization

Increase root growth

#### Air Spade

Correct improper planting techniques, reduce soil compaction

#### **Bacterial and virus infection**





### Lawn Care Services

- Fertilization
- NO Mowing Services
- Weed Control
- Aeration & Seeding
- Surface Feeding Insects (Grub Control)
- Soil Amendments (Correct Nutrient in Soil)
- Disease Control

Landscaping Services is a \$176.5BN Industry with an expected annual growth rate of 3%

### Pest Control Services

- Mosquito Flea & Tick
- Barrier Structural Treatments
  - Creates barrier around home to stop insects from entering

Pest Control Industry is \$26.2BN, expected to hit \$27.4BN by 2028





## The Joshua Tree Difference



Residential and Commercial Services



3 Services in 1 Brand



60% Recurring Revenue Streams



20 Years of Business Experience



**Unmatched Client Experience** 

## Franchise Ownership Model

#### **Owner / Operator**

- Owner Acting as Manager
- Working IN vs. Working ON
- Leading, Managing, and Accountability
- Client Engagement and Relations
- Oversee Administrative Functions

#### **Executive Owner**

- Hire Sales Person/ General Manager
- Working ON Business
- Building Relationships
- Vision Planning
- Marketing and Business Development



## Tree Care Equipment

- F750 Arbortech Forestry Truck
- BandIt Intimidator 15XP Wood Chipper
- Plant Health Care Switch-N-Go (Isuzu NRR with Medium Duty Dump and alternate Spray System)
- Brush Bandit SG40 Stump Grinder
- Equipment Trailer
- Toyota Corolla (Sales Car)





## Lawn Care

- Open/Closed Multi-tank spray system (vehicle type dependent on location)
- Ride on spreader/sprayer



## Pest Control

Backpack sprayer

## Employees



#### Certified Sales Arborist

General Manager
The individual who
interacts directly with
customers and
conducts sales and
creates the estimates for
request work.



#### Crew Leader/Lead Climber

Will act as the job site supervisor, be responsible for all safety compliance on the job site and insure the proper completion of the job.



#### **Tree Climber**

The person who performs all aspects of tree care service and works in the canopy of the tree.



#### **Ground Crew**

Assist the climber from the ground and are responsible for the work site including feeding tree materials into the Chipper as well as operating a Stump Grinder.

## In-House Recruiting & Hiring

#### **Recruitment Department:**

- Joshua Tree Experts has accounts with major national and industry specific job boards where they post proven job ads for the franchisees.
- Will recruit locally for every franchisee and keep the pipeline full
- Our recruiters have staffed the entire team for each of our franchisees prior to launch!

#### **Screening:**

- Regional Directors help screen the applicants and verifies their background and skill requirements.
- Joshua Tree Experts conducts a thorough phone screening interview
- Joshua Tree Experts also provides the franchisee a structured interview process with additional tips based on the tree service industry to use during the hiring process.











## The Joshua Tree Experience



 Initial Greeting from Client Services Team

Call

- Information Gathering
- Discovery Property Goals



Property
Inspection

- Performed Virtually or with an On-site Inspection for Tree Care
- Service Offerings Explained



STEP 3
Immediate
Proposal

- Upfront Contracting Right on the Spot
- Payment Methods Explained
- Approval



Service Schedule

- 1 Day Prior for Plan Health Care, Lawn Care, and Pest Control by Scheduler
- 1 Week Prior for Pruning & Removals by the Arborist Account Manager

#### **Service Completion**

- Execute on Plan to Meet Property Goals
- Meet with You to Address Concerns as Needed
- Make Property Recommendations
- Payment Processing Upon Completion
- · Sign Left on Property

#### **Follow Up Communication**

- Follow Up Call on All Pruning & Removal Jobs
- Email After Service for Plant Health Care, Lawn Care,
   & Pest Control Services
- Ask for a Referral

#### **Client Feedback**

- Ensure Satisfaction & Lasting Client relationship
- Request Feedback & Google Review
- Review Recurring Services



"I had the tree care team at my house for a removal job and they were truly fantastic. They were efficient and safe on a steep incline where the tree was. Plus, they did a great job of cleaning up the area, leaving it better than they found it. Thank you, Joshua Tree Experts!"

- Customer Testimonial

## 24/7/365 In-House Call Center

- Live Agents
- Booking Sales Appointments
- Ai Agent : Emily (appt booking)
- Payment Processing
- 1-Step/Call Sales Process
- General Client Support





## Done-For-You Diverse & Dynamic Marketing

- In-House Media Buyer
- In House Hosted Website for Franchisees
- Tracking all KPI on marketing spend
- SEO Support all Affiliates
- Collateral Asset Support

## Onboarding

- 120 day launch Schedule
- Weekly Onboarding Calls with Franchise Development Team

#### 4-Phase Onboarding:



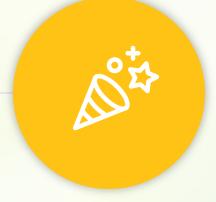
Phase 1
Foundation
& Setup



Phase 2
Infrastructure
& Readiness



Phase 3
Pre-Launch &
Systems Activation



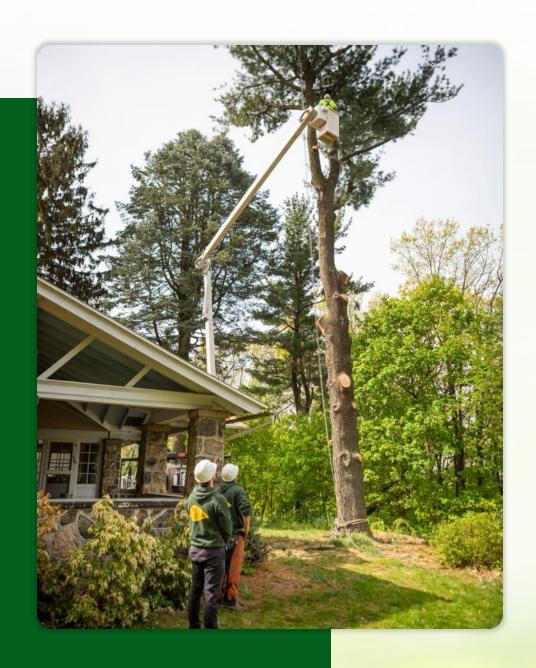
Phase 4
Final Prep &
Scheduling Grand
Opening

### Initial Training Week

- Initial Training conducted at our corporate office in the Lehigh Valley, PA
- Training occurs approximately 45 days prior to the launch of operations
- Training is for Owner's and their Sales Arborist
- Full week of learning how to run the business, sell, and deliver the services

Subject	Hours Classroom Training	Hours On-the- job Training
<b>Welcome:</b> Overview of Training, Our Brand Culture, Mission and Vision	2	0
<b>Personnel:</b> Recruiting, Managing, Motivating Staff	2	2
Marketing/Sales: Our Clients, Advertising, Networking, and Establishing Relationships	4	8
<b>Operations:</b> Daily Procedures, Estimating, Client Services Standards, Product Handling, Safety and Security	16	24
<b>Financial Management</b> : Billing, Reporting and Royalties	6	0
<b>Review:</b> Final Assessment and Market Launch Planning	2	2
Hours	32	36
Total Hours	68	





## Post Launch & Ongoing Support

- Marketing Review and Assistance
- Financial Check Ups and KPI Tracking
- EOS Implementation
- Joshua Tree Annual Conference
- Training events, seminars, conferences, and tradeshows

Technology

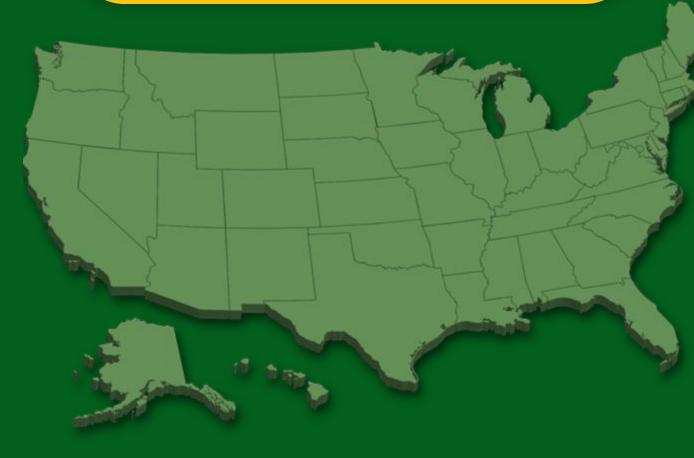
- Single Ops CRM
- EOS Bloom Growth
- KPI Dashboard
- Learning Management System



## Franchise Fees

Total Territories Purchased	Cumulative Initial (Includes First Territory)
1 Unit	\$59.500
2 Units	\$101,500
3 Units	\$139,500
4 Units	\$175,500
5 Units	\$209,500
6 Units	\$241,500
7 Units	\$271,500
8 Units	\$301,500
9 Units	\$331,500
10 Units	\$361,00

#### **Nationwide Availability!**



## Investment

Type Of Expenditure	Amount	
Initial Franchise Fee (Note 1)	\$59,500	
Construction and Leasehold Improvements (Note 2)	\$0-\$3,000	
Storage Location (Note 3)	\$0-\$3,000	
Furniture and Fixtures (Note 4)	\$0-\$1,450	
Tools and Job Materials (Note 5)	\$15,000-\$25,000	
Vehicle Graphics (Note 6)	\$3,000-\$5,000	
Computer, Software, and Business Management System <sup>(Note 7)</sup>	\$2,500-\$5,500	
Start-Up Marketing (Note 8)	\$20,000-\$30,000	
Insurance Deposits – Three Months (Note 9)	\$9,000-\$20,000	
Travel for Initial Training (Note 10)	\$1,000-\$3,100	
Professional Fees (Note 11)	\$3,500-\$8,500	
Vehicles and Machinery (Note 12)	\$324,000-\$382,000	
Licenses and Permits (Note 13)	\$105-\$145	
Uniforms and Office Supplies (Note 14)	\$720-\$2,300	
Additional Funds – Three Months (Note 15)	\$36,000-\$58,000	
Total Estimate	\$474,325-\$606,495	

## Ideal Franchisee

- Interest in Scaling is a Must
- Desire to be in a Blue Collar Industry
- Passion for Community Involvement
- Experience in Sales, Customer Service, and Relationship-building
- Proficient Financial Skills
- No Industry Experience is Required

Net Worth

\$500,000

Liquid

\$200,000







\$239BN Combine Industry



3 Services in 1 Brand
Tree Care, Lawn Care, and Pest Control



In House Franchise Support, Contact Center, and Recruitment



Founder and
Owner Involvement

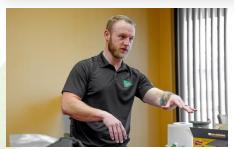


60% Recurring Revenue

**Driving Development** 

### Fastlane's Proven Discovery Process

Franchise Validation & Leadership Calls Invitations to weekly Franchise Validation & Leadership Calls







Welcome Call
Celebrate & discuss first steps as a Franchisee

WEEKS 5-6

Franchise Agreement Delivery

Personalized franchise agreements delivered & signed, fees transferred

Confirmation Day

Meet the Zor team, brand approvals, decision day call

WEEKS 3-4

Territory Mapping & Confirmation Day Invitation
Territory analysis, C-Day invitation, C-Day preparation call

Fdd Review & Q&A

FDD signed, item review, questions answered

Unit Economics
Startup & operating expenses, reported earnings, send FDD

Introductory Call
Brand history-what makes us unique

WEEKS 1-2





Contact Morris Shamouni for more information at (310) 901-5611, email morris@generalfranchise.com or schedule an online appointment [Click Here]