

JUNE 2023



**ARBORISTNOW**  
URBAN FORESTRY



## News from the Urban Forest

We are excited to share the latest updates about our urban forestry presence in the San Francisco Bay Area with our valued clients and friends. Here you'll find relevant information, interesting trivia, exclusive savings opportunities, captivating photos, and much more. Enjoy!

[Visit Our Website](#)

**An Important Note from Arborist Now!**



FOR IMMEDIATE RELEASE

San Francisco, CA - Homescape Now and Arbor Upcycle are thrilled to announce a strategic alliance with the esteemed Arborist Now, marking a significant expansion of services in the San Francisco Bay Area's landscaping and tree care industry. This strategic partnership will bring a broader range of services under the Arborist Now brand, offering unparalleled value to both residential and commercial clients.

Arborist Now, a leading provider of professional tree care services, is renowned for its expert guidance and commitment to excellence. Their talented staff, known for their dedication and skill, will oversee the expansion of services, ensuring the highest standards of quality and customer satisfaction.

This partnership will enable the integration of full milling services and all landscape and design services under the Arborist Now brand. Clients can now access a one-stop solution for all their landscaping and tree care needs, from routine maintenance to emergency tree removal, and from landscape design to comprehensive tree care.

"We are incredibly excited about this partnership," said a spokesperson for the companies. "By uniting under the Arborist Now brand, we can provide an even higher level of service to our clients. This is a fantastic opportunity for growth and innovation in our industry, and we can't wait to see what the future holds."

The San Francisco Bay Area can look forward to benefiting from this dynamic partnership, which promises to deliver exceptional service, innovative solutions, and a commitment to sustainable practices.

For more information about the services offered, please visit [www.arboristnow.com](http://www.arboristnow.com).

For media inquiries, please contact:

Arborist Now  
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Phone: (415) 310-7781

About Arborist Now: Arborist Now is a professional tree care and landscaping company serving the San Francisco Bay Area. With a dedicated team of certified arborists and landscape professionals, Arborist Now is committed to providing top-quality service to residential and commercial clients.

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## Project Highlight

Crown cleaning (removal of deadwood) a mature Camphor Street tree, City of Albany.



## Trivia!

**Which tree species is known for its large, heart-shaped leaves and produces edible fruits?**

- A. Maple
- B. Magnolia
- C. Fig
- D. Spruce

**What is the study and cultivation of trees called?**

- A. Botany
- B. Dendrology
- C. Horticulture
- D. Arboriculture

**Which tree species is famous for its distinctive peeling bark?**

- A. Birch
- B. Redwood
- C. Palm
- D. Willow

**What is the term for the shedding of leaves by a tree during a particular season?**

- A. Pollination
- B. Dormancy
- C. Deciduous
- D. Evergreen



**Which tree species is native to California and is known for its distinctive, peeling reddish-brown bark and feathery foliage?**

- A. California Juniper
- B. Joshua Tree
- C. California Black Walnut
- D. California Sycamore

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### Trivia Rules

The **first 3** people to email the correct answers to each of these questions wins! The first place winner will receive a **\$200 voucher for any tree service!** Second and third place winners will receive a **\$100 voucher for any tree service!**

\*Past FIRST place winners may play for fun; however, only one FIRST place win per person in a 12 month period. 2nd and 3rd runners up may try again in hopes of achieving first place status; however, they may only win one \$100 voucher per 12 month period.

Please email your answers to [news@arboristnow.com](mailto:news@arboristnow.com) with "**Quiz Answers**" in the subject line.

*Good luck!*

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### Congratulations to our March trivia winners:

- 1st place - Rose S.
- 2nd place - Lee G.
- 3rd place - Patricia T.

*Thank you to those who participated!*

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### MAY QUIZ/ANSWERS

**Which of the following is a common sign of a sick tree?**

- D. All of the above

**What is the purpose of pruning a tree?**

- C. To improve its health

**What is the best way to prevent damage to tree roots during construction or landscaping?**

- C. Fence off the area around the tree

**What is the recommended depth for planting a new tree?**

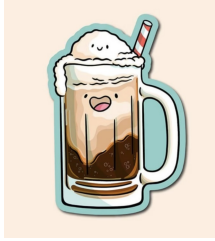
- C. At ground level

**What is the best way to water a newly planted tree?**

- C. Water the root ball and surrounding soil

### Joke of the Month

**What's a tree's favorite drink?**



## Our Landscape Services



As the Bay Area begins to shake off the remnants of winter and warmly embraces the vibrant hues of spring, Arborist Now wants to help ensure that your gardens are not only looking their best but also prepared to thrive in the changing weather conditions. We understand that [maintaining a lush, healthy garden](#) can be an ongoing challenge, especially with the persistent threat of invasive weeds, which can smother your cherished plants if left unchecked. It's crucial to tackle these unwelcome guests now before they have a chance to go to seed and spread not just through your garden, but potentially into your neighbors' as well. Placing worry aside, as our dedicated team is equipped and ready to provide comprehensive garden clean-up services, targeting these troublemakers and allowing your garden to breathe again.

In addition to these cleanup tasks, we're also receiving an increasing number of requests for the implementation of more sustainable, drought-tolerant garden designs. Even with the recent strong winter rains, it's crucial to remember that these conditions may not always be in our favor. Investing in native plants and those that flourish in our specific climate is a smart and forward-thinking approach to garden maintenance. Moreover, as many of our clients have already experienced, our maintenance services also include the essential task of replenishing your plants' nutrients after the heavy rains. We fertilize citrus trees, fruit trees, and flowering plants, and spread compost



amendment soil along with top mulch. This not only rejuvenates your plants but also helps in maintaining a healthy soil ecosystem. So, whether you're a new lead client inquiring about landscape installations or a regular customer seeking maintenance services, remember that Arborist Now is here to keep your garden robust, beautiful, and ready for the seasons ahead.

[Give us a call](#) today!

*Here are some of our recent projects!*











**Safeguard Your Home and Trees:  
Protecting Your Trees from Wildfires**





*Photo Credit: Marin Independent Journal*

As we enter the summer season, it's crucial to prioritize safety and remain vigilant about the risks associated with wildfires. In this month's newsletter, our primary focus is on raising awareness and promoting essential safety measures during [this year's wildfire season](#).

We urge you to take proactive steps to protect yourself, your loved ones, and your property from the potential dangers of wildfires. Stay informed about local fire conditions and adhere to any advisories or restrictions issued by authorities. It's essential to prioritize your safety and follow evacuation orders if necessary.

Creating defensible space around your property is crucial in reducing the risk of wildfire damage. Clear away dry vegetation and maintain a safe distance between trees, buildings, and other flammable materials. By implementing these preventative measures, you can create a safer environment for yourself and your community.

In addition, it's vital to be mindful of any fire hazards that may exist on your property. Regularly inspect and maintain outdoor areas, removing any dead vegetation or debris that could fuel a fire. Avoid activities that could easily ignite flames, such as using outdoor grills or fire pits in dry and windy conditions.

Stay informed about high fire-prone areas and take precautions when traveling or venturing into these regions. Be mindful of fire safety regulations and respect any closures or restrictions put in place by authorities. Together, we can work towards minimizing the risks associated with wildfires and protecting our communities.

Remember to stay connected with local emergency services and sign up for relevant alert systems to receive timely updates in case of emergencies. Familiarize yourself with evacuation routes and have an emergency preparedness kit ready with essential supplies.

By prioritizing safety and remaining aware of the potential dangers during this summer's wildfire season, we can all contribute to a safer and more resilient community. Share this important information with your friends, family, and neighbors to ensure everyone stays informed and prepared.

[Firesafemarin.org](https://firesafemarin.org) is a great resource for information and fire education.

Share our newsletter with others. Together we can create a safer and more secure landscape for our community.

## Special Note to Our Customers

[www.bill.com](https://www.bill.com)

Customers can pay their invoice through Bill.com. Just search for *Arborist Now* and proceed from there.

## We Appreciate *YOUR* Feedback

*Tell us how we're doing!*

George Nickols was an absolute lifesaver. When I first decided to reach out to an arborist for a massive avocado tree, all I knew was that I needed to trim some branches around my house. George educated me about how to properly do this in an effective and healthy way, while also communicating diplomatically with my neighbor. He was able to send us a treatment plan for the tree and make everyone happy - which is can be a high bar when satisfying 4 neighbors.

Since then, I can sort with George whenever a issue comes up with any tree. He is extremely responsive and educated. I can't recommend him enough. Thanks George!



At our business, reviews play a crucial role in helping us serve our clients and community better. Your valuable feedback about your experience with us would be greatly appreciated. By sharing your thoughts, you can help us maintain the highest standards of service. We kindly request you to leave a review for us using the links below. Thank you for your feedback!





Your review is crucial to helping us serve you better (and you can earn \$100!). Please take a moment to share your valuable feedback using the links below. Thank you for your contribution to our continuous improvement efforts.

## Client Referral Program

### From the Field *Our crews in action!*











Thank *you* for being part of the **Arborist Now** family! We appreciate *you* very much!

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STAY CONNECTED



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