



SingleOps

Providing **Plant Health Care** Services



✓ **Start with the Basics**

✓ **Build Relationships**

✓ **Invest in Knowledge & Training**

**14 Tips from
the Pros**

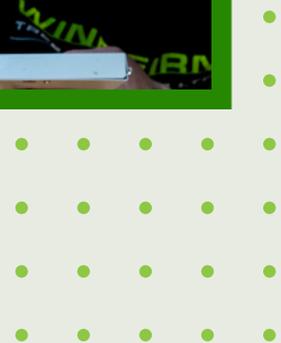


Introduction

Are you thinking about providing Plant Health Care (PHC) services? PHC is a specialized field that requires knowledge, expertise, and a strategic approach to ensure the health and vitality of trees and plants.

To help you navigate this industry, we have gathered insights and tips from experienced PHC professionals. These experts have shared their wisdom on various aspects of PHC, from diagnosing plant health issues to building a successful PHC program.

Let's dive into their valuable advice and learn from their expertise.



1

Start with the Basics: Balanced Fertilization & IPM



One common tip echoed by many PHC professionals is to prioritize the basics. Before jumping into complex treatments, focus on balanced fertilization and Integrated Pest Management (IPM) practices. **Mclain Fleming**, from [Fleming's Tree Care](#) in Castle Rock, CO, suggests, "Actually do PHC before selling it. So many

people do unnecessary treatments to make money and sound 'smart' when, in most cases, a good balanced fertilizing and a basic IPM program will do the trick."

Heather Dirksen, Head of PHC Growth at [CanopyService Partners](#) in Chicago, IL, stated, "I recommend that every



plant health care program starts with soil science and understanding the most common tree and shrub health issues in their area. This will help them get a good idea of what their customers will value most and what they should begin offering first. The amount of services you can provide is overwhelming. Start with a few basic services and get really

good at those first. Your customers and your team will thank you for keeping it as simple as possible."



2

Understand the Importance of Watering

Gabriel Finley (right, with his brother John Finley), Owner/ Certified Arborist of [Finley's Tree Service](#) in

Grangeville, ID, warns that many plant health

problems are caused by either too little or too much water. He advises, "Don't forget the basics. Most plant health problems are brought on from too little or, in some cases, too much water."

Understanding the water needs of trees and plants is crucial for their overall health and vitality.

3

Tailor Your PHC Program to Each Client's Needs

Seth Inman (right), Owner/ISA Certified Arborist of [Mother Nature Landscaping](#) in Bloomington, IN, emphasizes the importance of customizing your PHC program for each client. He says, "Each property has different needs, and every client has different expectations. I sell my clients the services that they need. Each account is custom." By tailoring your services, you can provide targeted treatments that address specific issues and deliver the desired results.



Josh Goode (left), [Monkeyman's Tree Service](#) of Lake Oswego, OR, agrees, "To tailor [your PHC program] to your market for a bespoke program that will set you apart from the competition."

Emphasize Organic Stimulants & Protectants

Seth also advocates for a PHC program that primarily features organic stimulants and protectants. He explains, "I use the organics as a baseline and add services as needed to control insects and disease. I have seen other companies' PHC programs feature a mixed combination blend of organic stimulants, fungicides, and insecticides. I find this very irresponsible and not target-specific." By focusing on organic solutions, you can prioritize environmentally-friendly practices.



4

5

Invest in Knowledge and Training

Joseph Williams from [Williams Brothers Tree](#) in Staunton, VA, advises new PHC practitioners to invest in education and

training. He suggests, “Research to gain the knowledge you need before doing so. Attend in-person or remote events and webinars. Invest in your education. Don’t jump all in. Start low and slow.”



Building a strong foundation of knowledge and skills will set you up for success in the PHC industry.

Daniel Cottier, Director of Plant Healthcare with Focal Pointe at [Arbor Masters](#) in Shawnee, KS, mimics this sentiment. “My advice would be to do your research. Don’t get blinded by the rumors of it being so profitable, and think it’s easy or simple while leaving all the details for the technicians, sales, or office staff to figure out. It’s profitable because it takes a high degree of knowledge to competently diagnose and prescribe the right product, rate, timing, and application method. It further takes proper training, cooperation, willingness to learn, and well-built systems to implement.”

6

Build Relationships with Chemical Vendors

Jordan Upcavage of [Independent Tree](#) in Tampa, FL, highlights the importance of establishing relationships with chemical vendors. Attending industry conferences and trade shows can

provide valuable opportunities to network and connect with vendors who can supply the necessary products for your PHC treatments.

“I purchased a ticket to TCIA this past November and flew to St. Louis. I attended every PHC seminar I could. I beat the tradeshow floor and found chemical vendors, with whom I started a relationship. I flew back home and sold my first PHC job within the first two weeks of returning from TCIA. We performed our first PHC job on December 14 2023 and have sold many contracts since then.”



Owner of [My Tree Service](#) in Salem, IL, **Jim Brown**, agreed, “Becoming a member of professional organizations will open up endless possibilities to learn and grow your knowledge like attending workshops, webinars, and certification classes. There, you’ll be able to build a support network of people with greater experience who can guide you through the first few years and beyond.”

7

Start Small and Simple

Starting small and simple is a recurring piece of advice from PHC professionals. **James Benedetto**, Owner/ Certified Arborist of [Arborist Solutions](#) in Columbus, OH, recommends, “Start small and start simple. Fertilization is the easiest first step. It’s important to offer only options you know about and can clearly educate the clients on the benefits of those treatments.” Starting with manageable services, you can gradually expand your offerings as you gain expertise and experience.



8

Use Tags & Mapping Features for Better Organization

Zach Johnson, Plant Health Care, CNLP, Certified Arborist of [Michael Grimm Landscape & Tree Service](#) in Jamesville, NY, suggests utilizing tags and mapping features to improve organization and efficiency in your PHC services. Tags can help with filtering, finding jobs, and scheduling, while mapping features aid in locating and ensuring accurate application to the correct tree or area of the property.

“Create and use tags — it improves filtering, finding jobs & scheduling. Use the map feature — aids in locating and ensuring applying to the correct tree/area of the property, sometimes describing the location of the plant/tree can be confusing or

difficult, the map allows for more clarity. Build a template — for legal purposes there are things that need to be included on a contract involving a pesticide application, this software allows for the customization and inclusion of what’s needed to be in compliance with the law / DEC regulations.”

Ryan Clemo of [Fielding Tree Care](#) in Denver, CO, echoes Zach’s sentiments. “Really take some time to think through tag usage, since timing is really important with PHC and proper tag usage will allow better filtering for scheduling purposes.”



9

Customize Documents for PHC Services

Andrew Ranney, Certified Arborist of [Skyline Tree Service](#) in St. Charles, IL, recommends customizing your documents to align with PHC services. This includes creating



templates for proposals, work orders, and invoices that reflect the specific information needed for PHC, such as the time of year applied, type of application, tree species, and product details. Additionally, attaching

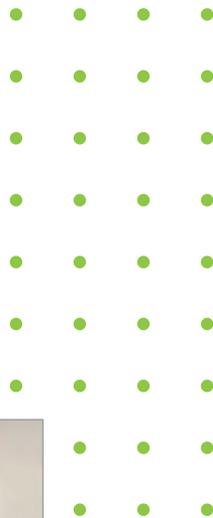
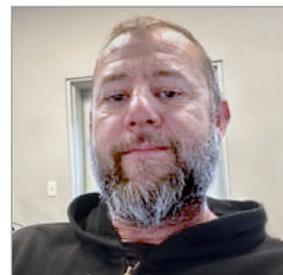
marketing documents and Material Safety Data Sheets (MSDS) can help clients understand the treatments and products being used.

Additionally, “It is very important to document how much product was used, so the crew must enter how much product was actually used and that is to be reflected onto the invoice or some other document given to the client.”

Test Soil to Understand Specific Soil Needs

Chad Szpunar, of [Great Western Tree Care](#) in Larkspur, CO, advises testing soil to better understand its specific needs. By analyzing the soil composition and nutrient levels, you can tailor your fertilization program to provide the necessary nutrients for optimal plant health. This approach ensures that you are not applying a “blanket” fertilization program but rather addressing each plant’s specific requirements.

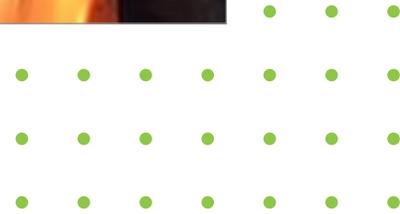
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11

Ask the Right Questions

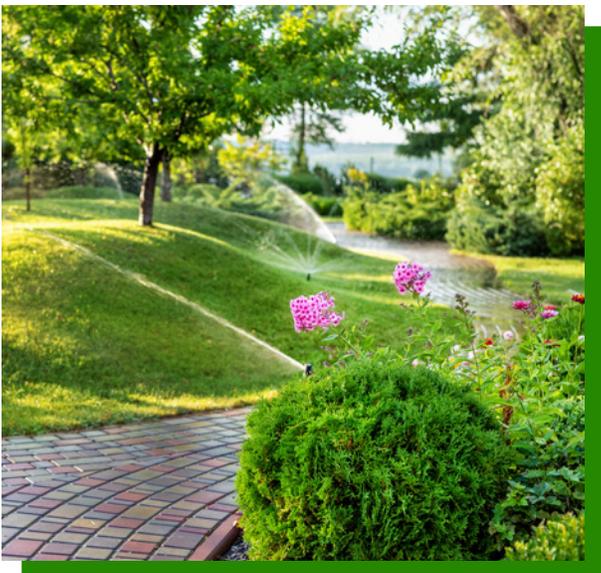
PHC is not just about treating symptoms; it's about getting to the root of the problem. **Don Erickson**, Co-Owner of [Specialty Family Tree](#) of Springfield, MO suggests asking questions to gather as much information as possible about the tree and its surroundings. "PHC is mostly asking questions, lots of questions, to get as much history of the tree and its geographical placement. What kind of construction has happened here, and what kind of equipment has been brought near the tree? In order to get to the actual problem rather than just treat symptoms, you have to know as much as possible about the questioned tree."



12

Invest in the Right Tools

Chris Butt, owner of a [Monster Tree](#) franchise in Erie, CO, highlights the importance of investing in an injector for PHC treatments. An injector allows for precise and efficient application of treatments, saving time and labor. Chris suggests, "My top tip is to invest the money into an injector immediately. It will pay for itself quickly and handles 80% of all PHC."

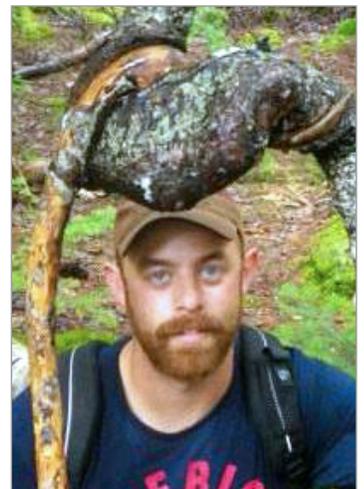


13

Establish Long-Term Customer Relationships

Building strong, long-term relationships with your PHC clients is crucial for your business's success and growth. Engage with your clients by providing accurate information, clear explanations, and realistic expectations. By nurturing trust and delivering on your promises, you can generate repeat business and attract new customers through positive word-of-mouth. Consider joining professional organizations and obtaining certifications to enhance your credibility and demonstrate your expertise to potential clients.

And since long-term success in PHC is built on a large recurring customer base, **Ryley Peck**, Certified Arborist of [Top Notch Tree Care](#) of Lansing, MI, suggests creating all PHC jobs as recurring to streamline the renewal process, "Create all PHC jobs as recurring, so you can batch renew them the following year. Make sure the original wording works for the following years to save editing. Saves a lot of time."



14

Utilize Software for Efficient PHC Management

Using software designed for tree care and PHC management can greatly streamline your operations and improve efficiency. Look for features that allow you to create custom input fields, templates for different types of documents (proposals, work orders, invoices), and the ability to attach marketing materials and photos. Accurate tracking of product usage, compliance with local regulations, and clear communication with clients are essential to successful PHC management.



“I would definitely say that setting up your quantity designations right off the bat is super important for appropriately tracking your pricing. In addition to pricing, it allows you to do analysis on product use. This helps forecasting future purchases to potentially enjoy ‘bulk-buy discounts,’” says **Jesse Derr** of [Tree Care Partners](#) in Tempe, AZ.

Ryan Clemo (*tip 8*) of [Fielding Tree Care](#) in Denver, CO agrees, “My #1 tip is to make sure that the user is familiar with the functionalities and differences between recurring and one-off jobs. When we initially set up our program we defaulted to one-off for every service, but some services, especially those that recur more than once per year, really make more sense to set up as recurring.” Make sure you implement a program that has this capacity.

Remember, PHC is a dynamic field, and continuous learning and adaptation are key to staying ahead. As you embark on your PHC journey, remember these expert tips, and stay curious, explore new techniques, and nurture your passion for plant health care.

Ready to simplify or add your PHC operations?

Schedule a demo of SingleOps, a comprehensive software solution designed to optimize your workflow and improve efficiency. With SingleOps, you can easily manage your PHC program, track treatments, and provide exceptional service to your clients.

Start your journey towards PHC success today!



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