

CHOOSE FINCH TREE

→ ...all of our sales representatives are certified arborists and will serve as direct controllers of your crew. Even more significant is the experience component. With the inception of the program, Finch Tree had two of the first certified arborists in the Pasadena market area. Under the founder our tree work experience dates back to 1946.

→ ...those who support the underground economy weaken the fabric of our society. As a licensed contractor, Finch Tree does not skirt the law for its own benefit; we are part of your community and support its local fees, taxes and ordinances. Since licensing is a fundamental of legitimate business who would trust an unlicensed tree company?

→ ...an insured company believes its people and clients deserve protection. At Finch Tree about 12% of our fee pays for insurance. While insurance is costly, we feel it is a major component of establishing trust and confidence in our business relationship.

→ ...Finch Tree was the first company in California to invite outside physical audit of its entire operation. Today it remains the only accredited company in our market area. The inspection includes employee qualifications, safety training, regulatory compliance, consumer relations, job performance quality and safety.



AT FINCH TREE OUR MISSION
is to be the most trusted tree care company in our service area. We will earn that trust by means of professional action in all areas of our work through attention to details.

LET FINCH TREE BUILD THAT TRUST WITH YOU!

Your trees are most precious gifts to future generation. Professional investment in their care today returns an ever increasing value that continues to mature over decades. I guarantee the finest professional care for their preservation.

Randy Finch, President

*International Society of Arboriculture
Certified Arborist WE1572A*

*American Society of Consulting Arborists
Registered Consulting Arborist 369*

*Tree Care Industry Association
Accredited CA01*

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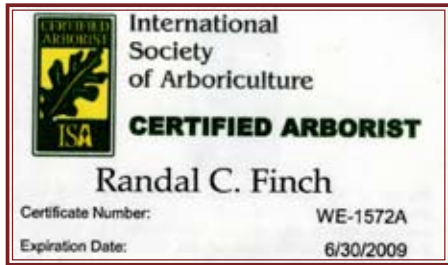


IF TRUST IS IMPORTANT



*Choosing An Arborist ?
A Guide for the Informed and
Caring Consumer of Tree Care*

Why choose a **Certified** arborist ?



Because ...

when a simple mistake can ruin the health or value of your tree you need to know whom to trust. The International Society of Arboriculture certifies individuals who have a proven level of knowledge and experience. Referrals from friends will confirm the arborist's adherence to sound practices.

Verify ... at <http://www.isa-arbor.com> or 888.472.8733

Why choose a **Licensed** contractor ?

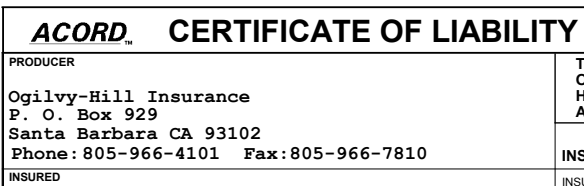


Because ...

it is the law for anyone performing work for \$500 or more to be licensed by the California State License Board. According to it "unlicensed contractors are part of the underground economy that doesn't pay taxes, insurance or follow safety laws." This gives you recourse in the event of a problem.

Verify ... at <http://www.cslb.ca.gov/> or 800.321.2752

Why choose an **Insured** company ?



Because ...

when something goes wrong you want assurance that you will not be legally liable or financially responsible for property damage or worker injury. Certificates independently produced by the company's insurance agency will verify general liability and worker's compensation coverage.

Verify ... with certificate from insurance agency.

Why choose an **Accredited** company ?



Because ...

the process involves more than cutting and job clean up. Accredited companies have been inspected for adherence to quality and safety, maintenance of trained and professional staff, dedication to ethics and fidelity in business practices.

Verify ... at <http://www.tcia.org/index.aspx> or 800.733.2622

