FIREWISE FOR ARBORISTS AND LANDSCAPERS

GROWING YOUR BUSINESS WHILE HELPING YOUR COMMUNITY

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WHAT IS THE FIREWISE PROGRAM?

• A national program designed to help property owners make their homes safer and more resistant to attack from wildfire.
• Focus on the individual home to harden it
• Based on science and observation of past fire events
FIREWISE LANDSCAPING PRINCIPLES

- “The right plant in the right place” (plants around the home can be fuel for a wildfire)
- Break up the lateral and vertical ladder fuels
- Choose fire-resistant plants
- Keep the ground fire low and less intense
- Remove dead and dry material removed
Fire resistance

- Higher moisture content
- Keep plants with resins, oils, and volatiles away from the home
- Highly combustible plants = high heat flames
Growth Type

- Slower growth plants
- Low growing plants reduce vertical fire chances
- Less dense = less fuel
WHAT SERVICES CAN I PROVIDE?

**ARBORIST**
- ✓ “LIMBING UP”
- ✓ CROWN THINNING
- ✓ REMOVAL OF FIRE PRONE SPECIES
- ✓ CREATE DEFENSIBLE SPACE
- ✓ RECOMMEND FIRE RESISTANT TREES

**LANDSCAPER**
- ✓ CREATE FIRE BREAKS
- ✓ IMPROVE ACCESS TO STRUCTURE
- ✓ REDUCE FUEL LOADS IN BEDS AND GARDENS
- ✓ RECOMMEND PLANT SPECIES
- ✓ HARDSCAPING
WHAT CAN FIREWISE DO FOR MY BUSINESS?

• Build on your customer’s trust
• Make you stand out compared to your competition
• Create recognition that you care for the safety of your community
• Provide longer work seasons (*more business*) of the year (Fire season can occur anytime in Texas)
MARKETING FIREWISE SERVICE?

- You are already a trusted service provider
- Expanding your value to your customer
- “Makes sense since we already have them working for us...”
- Your become the “expert” in helping them achieve Firewise
“OH BY THE WAY....” MARKETING

“I NOTICED THAT YOU HAVE A LOT OF VEGETATION GROWING ONTO YOUR HOME. *That growth could be a great spot for wildfire to attack your home. I can help you with that problem.*”
THANK YOU FOR HELPING US!