

Increase Value to Your Investment with Proper Tree Care **by Paul Pondella**

This Fall, the key words for your property are **Proper Tree Care**. The typical property owner's landscape, with mature or maturing trees, adds value to your investment. In addition to increasing your property value, trees beautify your surroundings, purify your air and save energy by providing cooling shade from the summer's heat and protection from the winter's cold.

Such an investment deserves professional management. Too often, a property manager decides that it's time to cut the trees and solicits bids from local tree service companies. Few people recognize the difference between *cutting* and *pruning*. Unfortunately, most tree services simply provide just what they are asked, rather than providing sound management counseling on the best way to maintain and encourage growth of your trees. For instance, if you are pruning Eucalyptus and Pine, the months of October through February are the only months for safe pruning. These "big" trees produce large amounts of sap during the summer months and pruning them during the warm weather months can cause serious damage to your tree and even attract the deadly bark beetle.

In addition to proper pruning, the correct aeration and fertilization of your trees will ensure that the trees have the right nutrients to stimulate maximum growth. Replenishing soil with fertilizer not only applies minerals to the soil, it also hydrates "drought stress" and promotes new root growth. Root-zone injected fertilizer removes plugs of soil and allows roots to spread freely in loosened soils. Water and oxygen are able to penetrate through the soil layers which, in turn, minimizes "stuck" water that may suffocate the roots and eventually destroy your tree.

When pruning, aerating, fertilizing, removing trees or stumps, it is important for you, as property owner, to employ a licensed contractor of the State of California as well as a trained arborist and member of the International Society of Arboriculture (ISA). As such, you can be assured that you will receive expert arboricultural advice regarding the care, maintenance and long-life of your "green" investments.

Paul Pondella is the President of Tree King Tree Service and is a member of the ISA and TCI (Tree Care Industry Association). He may be reached by calling (877) 243-KING or at www.treekingtrees.com. Visit their booth at the Big Trade Show and Educational Conference at the Los Angeles Convention Center on September 11, 2008 to get more information about Tree King Tree Services, Inc.