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TEXAS A&M
FOREST SERVICE

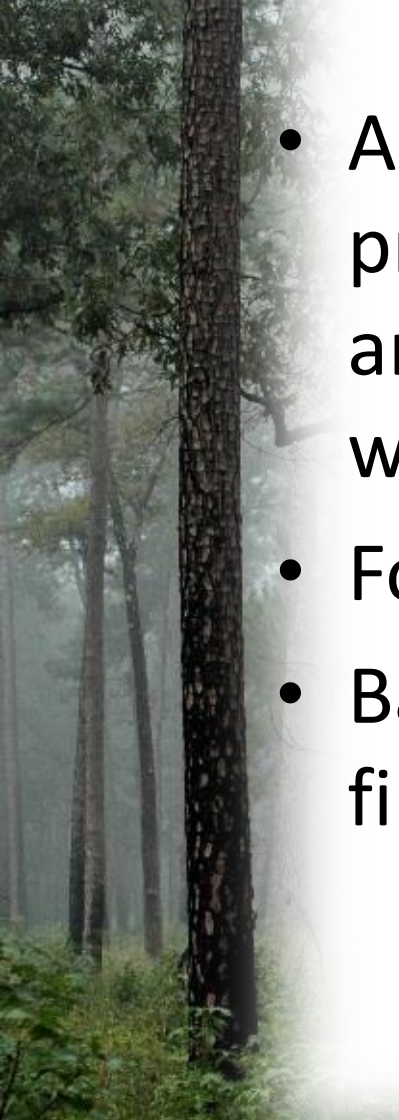


FIREWISE FOR ARBORISTS AND LANDSCAPERS

GROWING YOUR BUSINESS WHILE HELPING YOUR COMMUNITY

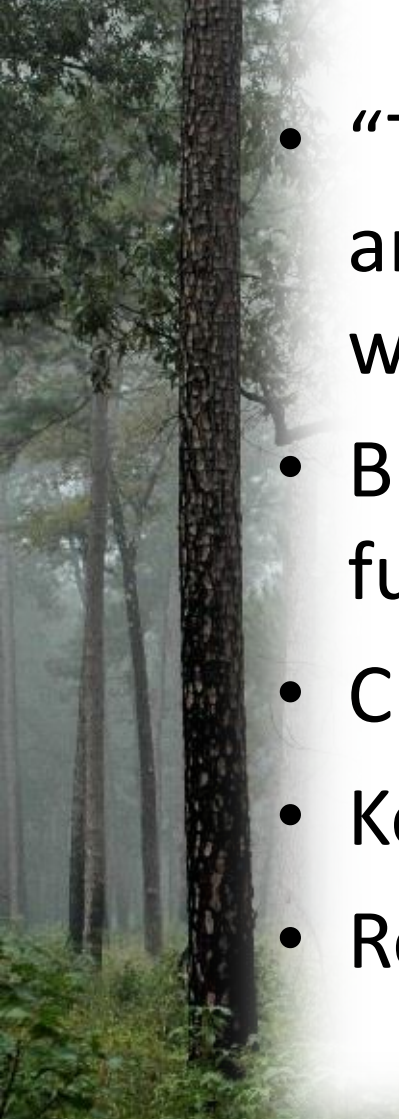
WHAT IS THE FIREWISE PROGRAM?

- 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



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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!***