

FOR IMMEDIATE RELEASE

**ARBORWELL DEVELOPS EDUCATIONAL PROGRAM
FOR REAL ESTATE PROFESSIONALS
California Tree Care Company Produces Seminars
To Share Arboricultural Knowledge**



Hayward, CA (October 10, 2013) – Arborwell, California's leading tree management company has cultivated an in-depth, multi-faceted educational program for property managers and owners for multiple real estate demographics. Arborwell's goal is to provide their students with a solid foundation of arboricultural knowledge to help them care for trees on any type of property they manage: commercial office parks, homeowners associations, apartment complexes, mobile home parks, or golf courses.

"We aim to not only to offer a broad spectrum of useful arboricultural information, but also to take our audience through each step of researching, hiring, and working with a tree care contractor," says Kimberly Taylor, Director of Marketing at Arborwell. "We feel it is essential that every manager have a complete understanding of how to get the best possible service while protecting the value of their property."

Arborwell's seminars equip each audience member with the knowledge and skills they need to:

- Understand and manage potential liabilities on their property
- Protect and increase the value of their property
- Compare and analyze competing bids
- Address current issues in arboriculture
- Decipher tree contract value

Arborwell's most recent Proper Tree Management Seminar was held through the Building Owners and Managers Association of Silicon Valley (BOMA) on Friday, September 27, 2013 at Allied Arts Guild in Menlo Park, California. Tree care industry leader Jim Clark, Ph.D., principal with Hortscience, Inc. was the headline speaker, and live tree care demonstrations were held on site. Attendees earned educational credit for BOMI International, CACM, and ISA. To view photos from the event, please visit the Arborwell Facebook page at <https://www.facebook.com/pages/Arborwell-professional-tree-management>.

About Arborwell

Arborwell is a professional tree management company committed to providing arboricultural services that enhance the beauty, health, safety, and value of trees. Arborwell's team of ISA-certified arborists studies each tree's overall system to ensure longevity and vitality from the ground up. Arborwell offers tree pruning, removal, preservation, installation, plant health services, and arborist consultations to contractors, commercial property managers, golf courses, municipalities, and estates. Arborwell serves all of California. For more information, visit www.arborwell.com.