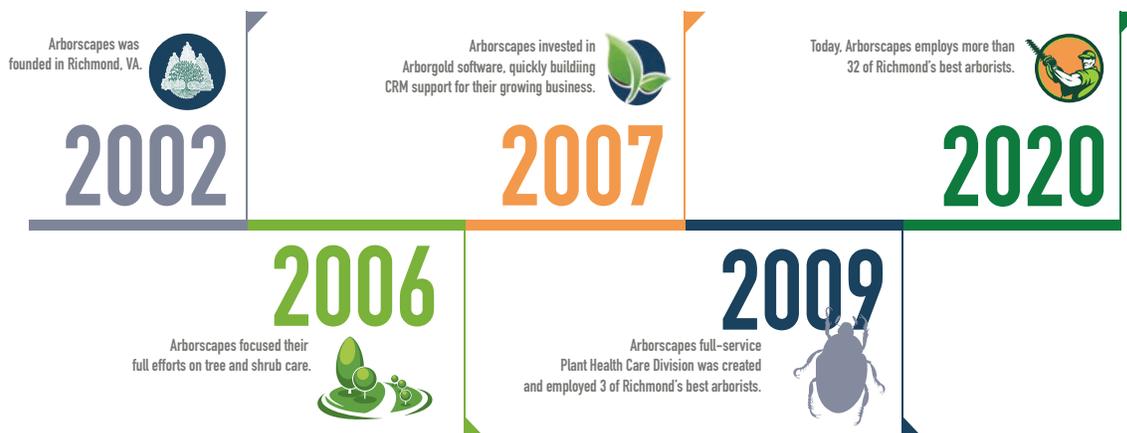


# CASE STUDY

## ARBORSCAPES

Caring for Virginia's Trees and Shrubs

Arborscapes was started in 2002 by Billy Davis to provide Richmond, VA with expertise in proper tree and shrub care as well as landscape design and installation. In 2006, the company was focused full-time on tree and shrub care. By 2009 however, they launched their full-service Plant Health Care Division to offer insect and disease control services as well as nutrient management and fertilization applications to their customers. Today, Arborscapes employs more than 32 of Richmond's best Arborists and provides the highest level of care for trees and shrubs throughout Central Virginia.



**“Arborgold builds a really good software product that is ideal to help grow and manage tree and plant care businesses of any size.”**

— Billy Davis, Arborscapes Owner

# “Arborgold is a forward thinker in the industry who will continue creating innovative products...”

## CHALLENGE

Kickstarting a new Division

After five years of successfully growing his business through “off-the-shelf” technology products not specific to the industry and handwritten proposals, Billy needed a strong software system to help support his newly established Plant Health Care Division. He needed a seamless data solution to help track teams, schedule work, and generate renewals. He knew that streamlining operations and increasing schedule efficiency were mission critical in order to make the new division a success.

## SOLUTION

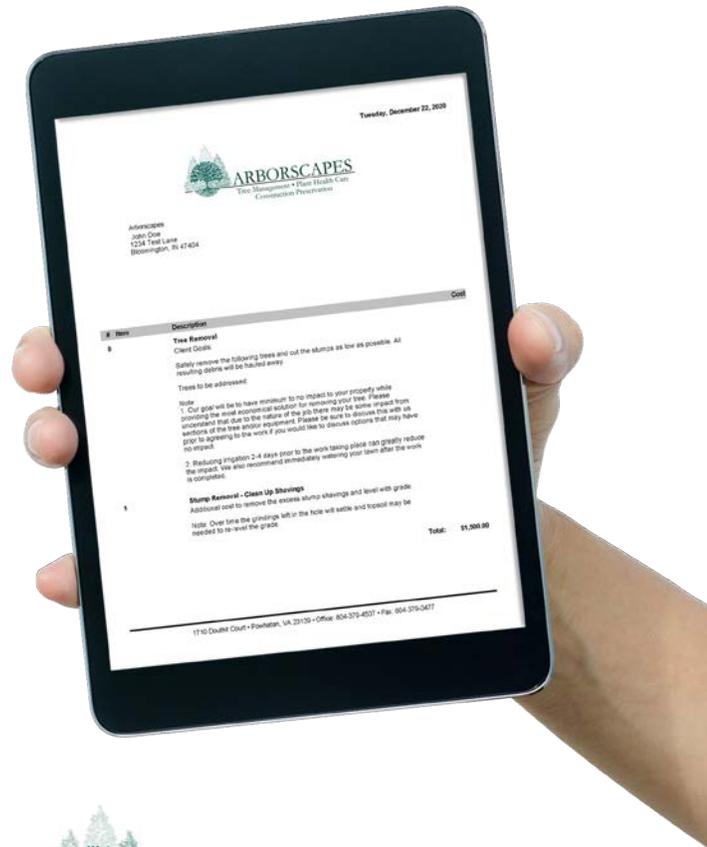
An Effective CRM

Using Arborgold Software, Billy was able to quickly build a successful CRM and billing tool to support Arborscapes’ Plant Health Care Division. Today, Arborgold Software helps his team consolidate customer information, create proposals, manage jobs, and collect payments. Through Arborgold, Billy’s team is able to efficiently schedule Plant Health Care crews and reduce job overhead. At the completion of a project the Arborscapes team uses the software features to produce customer invoices and manage Accounts Receivable. So from start to finish, Arborgold is a great way to manage plant health care workflow.

## RESULTS

Supported 900% Increase in Sales

Thirteen years after making Arborgold Software a part of his business, Billy and his team continue to increase the volume of their work without sacrificing the quality they deliver to customers. In Billy’s mind, Arborgold builds a really good software product that is ideal to help grow and manage tree and plant care businesses of any size. He views Arborgold’s leadership and support teams as forward thinkers within their industry and will continue to look to them for innovative products and features designed to help Arborscapes deliver the best in class services to their growing list of clients.



FOR MORE INFORMATION, PLEASE VISIT  
[ARBORGOLD.COM](http://ARBORGOLD.COM) OR CALL 1.800.933.1955