



Certified Arborist #WE2348A
Contractor's License #906933 & #906934

805.499.9107 | BobLoftTheTreeTrimmer.com

ThreeBestRated® Press Release: Bob Loft The Tree Trimmer

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At Bob Loft the Tree Trimmer, we take pride in several things that also make us unique among tree trimming services in our community. First, we have nearly four decades of experience serving homeowners within and around the greater Conejo Valley. This experience has given us the opportunity to see firsthand and deal with environmental conditions, tree diseases and soil conditions that significantly affect our local landscape.

In addition, owner Bob Loft is proud to be a Certified Arborist, accredited by the International Society of Arboriculture (ISA). As such, he has achieved a high level of knowledge in the art and science of tree care and passed a comprehensive examination developed by some of the nation's leading experts on tree care. Per ISA guidelines, Certified Arborists must also continue their education to maintain their certification to remain up-to-date on the latest techniques in arboriculture.

Finally, we are proud to be active in the social life of our community, with membership in the Chambers of Commerce for The Greater Conejo Valley, and the cities of Agoura/Oak Park and Moorpark, and membership in the California Arborists Association. Our community involvement keeps us in touch with our clientele on a very personal basis and helps us focus on providing outstanding service to people who, in the end, are our friends and neighbors.

Our plans for this year are centered on maintaining and even improving the quality of our service for every client. This involves keeping up to date on the latest advances in arboriculture; hiring and training dedicated crew members; and incorporating the latest technology to enhance work efficiency.

In the past year we have completed a complete and thorough redesign of BobLoftTheTrimmer.com, the company website that we use as the centerpiece of our marketing efforts. An integral element in the redesign was the prominent display of our certificates from ThreeBestRated.® We have found that the ratings give our company added

credibility from an objective third-party that ranks with the our numerous five-star ratings from other Review organizations. The result has been a dramatic increase in business at the beginning of 2023, which we anticipate continuing throughout the year.

We regularly post Tips & Advice on the company blog, with a variety of articles dedicated to helping homeowners maintain lush landscaping which, research has shown, markedly increases the value of their homes. Recent articles include:

- “The Joys of Fresh Citrus” — tips for raising healthy and productive fruit trees.
- “Are Your Trees Ready For A Storm?” — Advice to help homeowners prepare for what did indeed turn out to be a record-breaking winter of rainfall in Southern California.
- “Why You Should Prune Your Trees During The Winter” — Information about the need and value of tree trimming during a season when many homeowners think no tree maintenance is necessary.
- “The ABSc of Tree Health – Parts 1 & 2: Disease and Insects” — Foundational information about keeping trees healthy that every homeowner should know.

Bob’s presence in the community and acknowledged expertise as a Certified Arborist has garnered media attention within the Greater Conejo Valley. Recently, well-known podcaster Dean Sharp interviewed Bob for the podcast “The House Whisperer,” and the interview can be heard on iHeart Radio at bobloftthetreetrimmer.com/dean-sharp-interviews-bob-loft/

Bob Loft also offers free advice about arboriculture through informational posts on his Facebook company page: [Facebook.com/BobLoftTheTreeTrimmer](https://www.facebook.com/BobLoftTheTreeTrimmer)