

INCREASE THE VALUE OF YOUR BUSINESS AND YOUR REVENUE STREAM



Businesses on tree-lined streets show twenty percent higher income streams.¹

20%

More profitable businesses produce more jobs and leave fewer storefronts vacant, which helps the entire community thrive.²

TREES MEAN BUSINESS

TREES ATTRACT MORE VALUABLE AND LOYAL CUSTOMERS



CUSTOMERS STAY LONGER, PAY MORE

The presence of trees encourages consumers to shop more often, stay in stores longer and pay more for goods.³

Stores in shopping districts with trees can charge, on average, nine percent higher prices, than those districts without trees.³

9%

SHOPPING IN TREE-SCAPED AREAS, LEAVES CUSTOMERS MORE SATISFIED WITH THE QUALITY OF YOUR GOOD AND SERVICES



Customers are 30% more satisfied with products that they purchase in shopping districts with trees.³

Customers are also 15% more satisfied with the customer service experience in those stores located in shopping districts with trees.³



FIRST IMPRESSIONS ABOUT A BUSINESS START AT THE CURB AND SIDEWALK.



Sources:

- 1. Dan Burden, Walkable and Livable Communities Institute
- 2. Kelly Caffarelli, Home Depot Foundation
- 3. Dr. Kathleen Wolf, University of Washington